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## THE ECONOMIC IMPACT OF MEGA-SPORTING EVENTS

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**Keywords:** mega-sporting events, economic impact, tourism boost, sport's sustainability, urban development.

**Research Relevance:** Mega sporting events are some of the most anticipated global events, drawing millions of viewers from around the world. Hosting such events isn't just about the prestige; it's also seen as a way to give a significant boost to the economy. Take, for example, the London 2012 Olympics, the 2014 FIFA World Cup in Brazil, or the 2022 FIFA World Cup in Qatar—these events were expected to bring major economic benefits to their host countries. However, while some studies highlight short-term economic gains, others show that the long-term financial outcomes aren't always as positive. In today's global economy, understanding the true economic impact of these mega events is more important than ever. Nations are increasingly competing to host high-profile events like the Olympic Games and FIFA World Cup, making it crucial for policymakers, economists, and urban planners to fully grasp both the potential rewards and risks involved.

Given the growing focus on the economic sustainability of these events, this

area of research remains highly relevant. Event organizers, economists, and urban planners need to find ways to maximize the benefits while keeping risks in check.

**Research aim and objectives:** The aim of the study is to examine the economic impact of mega-sporting events, looking at both the short-term and long-term impact on host countries. By analyzing past case studies, the research will explore the factors that influence the success or failure of these events from an economic standpoint. The main goal is to critically evaluate how hosting such events affects the economy of cities and nations, in both the short and long term. The study also seeks to provide insights into how strategic planning can help maximize economic benefits, minimize financial risks, and promote sustainable urban development with positive social outcomes.

The specific objectives of the research are to:

- **Examine Direct Economic Effects:** assess the immediate financial impacts of mega sporting events, such as infrastructure investments, job creation, and boosts in tourism, using case studies like the Olympics and FIFA World Cup.

- **Analyze Long-term Economic Implications:** explore the long-term economic outcomes, especially how host cities manage post-event infrastructure, debt, and their ability to attract further investment and tourism.

- **Evaluate Public-Private Partnerships:** investigate the role of public and private sectors in funding these events, and how such partnerships can help mitigate financial risks and distribute benefits more equitably.

- **Identify Success and Failure Factors:** compare cities that have hosted successful events (like Barcelona in 1992) with those that have struggled financially (like Athens in 2004) to identify key factors that lead to economic success or challenges.

- **Investigate Social and Environmental Costs:** look into the potential social impacts, such as displacement of local communities, and environmental issues related to large-scale event construction, offering suggestions for reducing negative outcomes.

- **Develop Recommendations for Future Hosts:** create strategic recommendations for future host cities and countries, focusing on sustainable planning, maximizing legacy benefits, and reducing financial risks.

**Research Methods and Organization:** This research uses a mixed-methods approach, combining both qualitative and quantitative analysis. It

includes economic data analysis and case study comparisons. The research will primarily focus on data from five major international sporting events held between 2000 and 2024, analyzing both pre- and post-event economic indicators.

### Research result analysis

**Infrastructure Development:** Mega sporting events like the Olympics or FIFA World Cup often require extensive infrastructure upgrades in host cities. This means building or renovating stadiums, transportation networks, hotels, and other public spaces to accommodate thousands of athletes, officials, media, and millions of spectators. However, the financial burden of these developments can be much higher than initially expected.

**Stadium Construction and Renovation:** One of the biggest expenses for host cities is building or upgrading stadiums to meet international standards. For example, Brazil spent over \$3 billion on stadiums for the 2014 World Cup, including the famous Maracanã Stadium in Rio. But many of these stadiums, like the Arena da Amazônia, have since become "white elephants"—expensive venues with little to no use after the event. Tokyo faced a similar issue with its National Stadium for the 2020 Olympics, which cost over \$1.4 billion, putting significant strain on the city's budget. The challenge lies in ensuring these stadiums remain useful and not become financial burdens, often requiring long-term

partnerships with local teams or organizations [14].

**Transportation and Public Infrastructure:** Large-scale events also necessitate improvements to transport systems, such as roads, airports, and public transit. 2012 London Olympics saw significant investment in upgrading the city's subway system, which has continued to

benefit residents by improving transport efficiency and reducing congestion. Similarly, 2022 Qatar FIFA World Cup spurred the construction of new metro lines and entire city districts. While these projects were essential for the event, concerns remain about whether such large-scale infrastructure is sustainable in the long run, especially in smaller countries like Qatar.

**Table 1.**

**Infrastructure Utilization Rates**

Event	Utilization Rate (%)	Year After the Event
Olympics 1992	80%	1993
Olympics 2004	10%	2005
Olympics 2012	70%	2013
FIFA 2014	30%	2015
FIFA 2018	60%	2019

Table 1 emphasizes the importance of sustainable planning and community engagement when hosting mega sporting events. High utilization rates in Barcelona and London demonstrate effective integration of event infrastructure into the urban fabric, providing lasting benefits. In contrast, the low rates seen in Athens and Brazil reflect missed opportunities and potential financial burdens for host cities. The analysis underscores the need for careful consideration of how new facilities will be utilized after the event to avoid becoming costly liabilities [15].

**Utilization Rates:**

- **Barcelona 1992:** Shows the highest utilization rate (80%), suggesting that the infrastructure built for the Olympics remained relevant and useful long after the event, contributing to long-term urban development.
- **London 2012:** A healthy utilization rate (70%) indicates that the facilities created for the event continued to serve the community effectively, likely hosting other events and functions.
- **FIFA 2018 (Russia):** Displays a decent utilization rate (60%), reflecting a reasonably successful post-event integration of facilities into the urban environment.

- **Brazil 2014:** A low utilization rate (30%) indicates that many facilities built for the World Cup were underutilized post-event, highlighting potential issues with planning and community engagement.

- **Athens 2004:** The lowest utilization rate (10%) indicates a significant failure in the post-event period, where much of the infrastructure became unused and costly to maintain, representing a cautionary tale for future host cities.

**Accommodation and Tourism Facilities:** Hosting a mega event often requires new hotels, restaurants, and other tourism-related infrastructure. While this can boost tourism in the short term, it can also lead to oversupply afterward. For instance, after the 2014 Winter Olympics, many of Sochi's new hotels struggled to attract tourists. In contrast, Barcelona used the 1992 Olympics to revamp its waterfront and build hotels, resulting in long-term growth in tourism, making the city a global destination.

**Opportunity Costs and Financial Strain:** Although infrastructure development is seen as a major benefit, the resources used could have been invested in other public services like education or healthcare. Additionally, tight deadlines can lead to cost overruns and poor construction quality. Athens, after the 2004 Olympics, struggled financially due to underused event infrastructure and inadequate planning.

**Environmental and Social Costs:** Infrastructure projects can have serious environmental and social consequences. For example, Rio de Janeiro faced deforestation and pollution issues before the 2016 Olympics. There were also social impacts, such as displacing communities in Beijing (2008) and Rio (2016) to make room for new facilities. Balancing economic, environmental, and social considerations is key to ensuring that infrastructure development is sustainable and beneficial for the long term [12].

**Legacy Planning and Sustainability:** To avoid the "white elephant" problem, cities must plan for the long-term use of event-specific infrastructure. This includes designing venues that can be repurposed for community use, ensuring transport systems meet local needs, and aligning new facilities with broader development goals. Cities like London and Barcelona have shown that with proper planning, these investments can become valuable public assets that improve residents' quality of life long after the event.

**Job Creation and Employment:** Mega events often promise substantial job creation in sectors like construction, hospitality, event management, and tourism. While these jobs provide short-term economic relief, their long-term sustainability is questionable.

**Short-term Employment Surge:** In the lead-up to these events, the demand for workers is high, especially in construction.

The 2012 London Olympics, for example, created around 70,000 construction jobs. Brazil saw a similar surge in employment before the 2014 World Cup, particularly in cities with high unemployment. In hospitality and tourism, the influx of visitors creates temporary jobs to meet the increased demand. For the 2010 FIFA World Cup in South Africa, thousands of temporary jobs were created to accommodate over 300,000 tourists [8].

**Temporary Nature of Jobs:** Despite the initial job surge, many positions are short-lived. Once construction is complete, workers are often left unemployed, as seen after the 2016 Rio Olympics. Similarly, jobs in hospitality and tourism are mostly limited to the event period, with many being eliminated once the visitors leave. This underscores the importance of planning for long-term employment opportunities that extend beyond the event.

**Skill Development and Capacity Building:** One of the often-overlooked benefits of job creation around mega sporting events is the opportunity for skill development. The large-scale construction projects that take place during the lead-up to these events often require specialized labor, allowing workers to develop new skills in fields such as engineering, project management, and logistics. A great example of this is London's Olympic project, which not only resulted in world-class venues but also trained a new generation of workers in

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sustainable construction and green technologies. These skills didn't just vanish once the games were over—they were transferable to other sectors, providing lasting benefits to the workforce.

In addition to construction, workers involved in event management and operations also gain valuable experience. Managing large crowds, coordinating complex logistics, and delivering services to international visitors are no easy tasks. Yet, these are exactly the kinds of skills that workers in the hospitality, tourism, and event planning sectors can take away from the experience. Having worked in such a high-pressure, globally visible environment can significantly boost employability, especially in cities that are looking to further develop their tourism or event management industries.

**Long-term Employment Potential:** For mega sporting events to have a lasting impact on employment, host cities need to ensure that the jobs created during the event aren't just temporary fixes. A great example of how to do this right is Barcelona's 1992 Olympics. Barcelona didn't just build stadiums and leave it at that—they used the Olympics as a catalyst for a broader urban regeneration plan. This transformed the city into a tourism powerhouse, creating lasting employment, especially in hospitality and tourism sectors. The event put Barcelona on the global map, and even decades later, the city continues to benefit from the jobs and revenue generated by increased tourism.

Unfortunately, not all cities have been able to replicate this success. Athens, after the 2004 Olympics, and Rio de Janeiro, following the 2016 Games, both struggled to maintain the short-term job boom. Once the events were over, many of the newly created jobs disappeared, and these cities were left with underused facilities and minimal economic benefits. In both cases, the lack of long-term planning meant that the short-term gains quickly evaporated, leaving behind a disappointed workforce [2].

**Social and Economic Equity:** One of the thornier issues surrounding job creation during mega events is the question of who actually benefits from these opportunities. While events like the Olympics or World Cup do create jobs, those jobs don't always go to local residents. Sometimes, companies and skilled workers from outside the host city—or even outside the country—are brought in for the highest-paying positions. Meanwhile, local workers might only be hired for lower-paying, temporary jobs, which can fuel resentment among local communities. When a city is already dealing with stark economic inequalities, the influx of temporary jobs tied to a mega event might not do much to raise living standards for its most disadvantaged residents.

**Boost in Tourism:** One of the most eagerly anticipated benefits of hosting a mega sporting event is the boost in tourism. These events draw hundreds of thousands of visitors from all over the world, driving up

demand for hotels, restaurants, and local attractions. During the 2016 Rio Olympics, for example, over 500,000 tourists flocked to the city. Similarly, the 2012 London Olympics drew more than 700,000 international visitors. For local businesses, this influx of visitors represents a golden opportunity. Hotels fill up, restaurants are packed, and local attractions see a surge in interest. Even transportation systems benefit, as airlines, car rentals, and public transit systems experience a dramatic rise in demand [10].

But it's not just about the spike in visitors during the event itself. If a city plays its cards right, the global attention it receives during a mega event can serve as the foundation for long-term tourism growth.

**Pre- and Post-Event Tourism Marketing:** In the years leading up to a mega event, host cities often engage in aggressive tourism marketing to build anticipation. China's efforts ahead of the 2008 Beijing Olympics are a prime example of this. By promoting the event and positioning itself as a desirable travel destination, China attracted not only visitors for the games but also set itself up as a long-term tourism hub. The success of this kind of strategy lies in maintaining the momentum once the event is over.

Barcelona is often hailed as a model of how to do this. After the 1992 Olympics, the city didn't just enjoy a brief tourism boom; instead, the event served as the springboard

for sustained tourism growth. The city made strategic infrastructure improvements—such as redeveloping the waterfront and expanding hotel capacity—that continue to benefit both locals and tourists today. On the flip side, cities like Rio de Janeiro haven't been as successful in maintaining tourism momentum post-event. Political instability and economic troubles made it difficult for Rio to capitalize on the exposure it gained during the 2016 Olympics, and tourist numbers dropped off quickly once the games ended [1].

**Event Legacy and Long-term Tourism Growth:** The long-term tourism benefits of hosting a mega event often depend on the legacy the event leaves behind. In the case of Barcelona, the 1992 Olympics left a legacy of improved infrastructure, an expanded tourism sector, and a city that became much more attractive to international visitors. Even now, tourists flock to the city, helping to sustain local businesses and contributing to its economy.

By contrast, Athens and Rio de Janeiro both struggled to turn their Olympics into long-term tourism success stories. Part of the problem was that the infrastructure improvements made for the events weren't well integrated into the cities' broader urban plans. Without that connection, it became difficult to maintain the post-event tourism surge, and the cities missed an opportunity to leverage the global spotlight [11].

**Cultural and Sports Tourism:** Mega sporting events don't just attract sports fans—they also draw in visitors interested in exploring the host city's cultural offerings. During the 2006 FIFA World Cup, visitors to Germany were encouraged to travel beyond the stadiums and experience cities like Berlin, Munich, and Hamburg. This helped to boost cultural tourism, not just for the duration of the event but for years afterward.

Sports tourism can also leave a lasting impact if the host city promotes itself as a future destination for other sporting events. For example, after the 2012 London Olympics, the city continued to host major athletic competitions in the same venues, helping to attract sports tourists long after the Olympic flame was extinguished.

**Challenges to Sustaining Tourism Growth:** While the potential for long-term tourism growth is undeniable, there are significant challenges that host cities must navigate. One common issue is **overcapacity**. When cities overinvest in tourism infrastructure, they can find themselves with too many hotels, stadiums, or other facilities that become underused after the event. Sochi, for example, built an abundance of new hotels for the 2014 Winter Olympics, only to see many of them struggle to fill rooms once the games were over [5].

Another challenge is **reputation management**. Even a successful mega event

can be overshadowed by negative media coverage or political instability. Rio de Janeiro faced this problem following the 2016 Olympics, where issues related to crime and political turmoil dampened the city’s appeal as a tourist destination.

**Economic Success Factors:** When it comes to hosting mega sporting events, the economic success hinges on a variety of factors that help cities maximize their financial benefits while navigating the risks that come with high expenditures. Grasping these success factors is essential for cities not just to host memorable events, but also

to turn them into opportunities for long-term economic growth. Table 2 illustrates the varying economic impacts of mega sporting events on GDP and employment. Successful events like Barcelona 1992 and London 2012 highlight the potential of well-planned and executed events to generate significant economic benefits. In contrast, Athens 2004 and FIFA 2014 demonstrate the risks associated with poor management and economic conditions. The differences in outcomes underscore the importance of strategic planning and sustainable investment in mega events [13].

**Table 2.**

**Economic impact of sport events**

Event	Host City/Country	GDP Growth (%)	Employment Growth (%)
Olympics 1992	Barcelona	3.0	2.5
Olympics 2004	Athens	-1.0	-2.0
Olympics 2012	London	2.0	1.5
FIFA 2014	Brazil	0.5	0.8
FIFA 2018	Russia	1.8	1.2

- **GDP Growth:**
- **Barcelona 1992:** This event shows the highest GDP growth (3.0%), indicating a successful economic boost, likely due to a combination of tourism, infrastructure development, and increased global visibility.
- **London 2012:** Also demonstrates strong GDP growth (2.0%), suggesting effective planning and execution, leading to significant economic benefits.

- **FIFA 2014 (Brazil):** A modest GDP growth (0.5%) indicates challenges, possibly due to economic conditions or poor event management, leading to less impactful results.
- **Athens 2004:** The negative GDP growth (-1.0%) highlights severe economic challenges post-event, possibly due to overspending and underutilized infrastructure.



- **FIFA 2018 (Russia):** A respectable GDP growth (1.8%) showcases a successful event, indicating a positive impact on the economy.

- **Employment Growth:**

- **Barcelona 1992:** Also leads in employment growth (2.5%), suggesting that the event significantly boosted job creation in the region, possibly through tourism and construction.

- **London 2012:** Displays solid employment growth (1.5%), reflecting effective job generation linked to the Olympics.

- **FIFA 2014 (Brazil):** Shows limited employment growth (0.8%), reinforcing the notion that economic benefits were not fully realized.

- **Athens 2004:** The negative employment growth (-2.0%) indicates substantial job losses, possibly due to economic mismanagement and unutilized infrastructure.

- **FIFA 2018 (Russia):** Displays positive employment growth (1.2%), reflecting a successful event that likely created jobs.

**Strategic Infrastructure Planning:**

One of the most crucial elements is strategic planning for infrastructure projects. This ensures that the investments made for the event serve both immediate needs and long-term urban development goals. Cities like London and Barcelona have thrived by seamlessly integrating their event infrastructure into broader urban regeneration initiatives. Take London's Queen Elizabeth

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Olympic Park, for example: it was designed with future uses in mind, evolving the Olympic venues into public spaces, sports facilities, and residential areas that continue to enrich the lives of local residents [4].

On the flip side, cities that neglect to plan for how their event-related infrastructure will be utilized in the future often end up stuck with expensive maintenance costs or, worse, "white elephant" stadiums that provide little economic return after the event. Hence, it's vital to consider the post-event utility of infrastructure to ensure lasting benefits.

**Private Sector Engagement and Public-Private Partnerships:**

Another key to success is actively engaging the private sector through public-private partnerships (PPPs). Cities that successfully involve private companies in financing and managing event-related infrastructure can lighten the financial load on public budgets and enhance the efficiency of project execution. For instance, the London 2012 Games utilized PPPs to construct important venues and infrastructure, sharing both the financial risks and rewards with private investors [7].

These partnerships not only help fund large-scale projects but also bring expertise in event management, marketing, and operations, which can significantly enhance the overall success of the event. However, the effectiveness of these collaborations depends on having transparent contracts

and clearly defined responsibilities to avoid conflicts and ensure that benefits are shared fairly.

**Tourism and Branding Strategies:**

Successful host cities are often those that implement well-thought-out branding and marketing campaigns to attract international visitors and showcase the event as a gateway for tourism growth. Barcelona, for instance, leveraged the 1992 Olympics to rebrand itself as a global tourism destination, leading to sustained increases in visitor numbers. Effective branding boosts tourism during the event and enhances the city’s long-term image, attracting visitors and investors for years to come [6].

**Economic Failure Factors:** While some cities have enjoyed substantial rewards from hosting mega sporting events, others have faced significant financial setbacks. Often, the roots of these failures can be traced back to poor planning, mismanagement, and over-estimating potential benefits.

**Cost Overruns and Budget Mismanagement:** A frequent pitfall is the substantial cost overruns that many host cities encounter, primarily due to the complexity and scale of infrastructure projects. Events like the 2004 Athens Olympics and 2016 Rio Olympics saw their budgets spiral out of control, leaving them with significant debts and unfinished projects. In Athens, for example, the final cost reached around €9 billion—nearly

double the initial estimate—burdening the country’s economy and contributing to its long-term financial troubles.

Poor financial planning, coupled with overly optimistic predictions regarding revenue from ticket sales, sponsorships, and tourism, can lead to severe economic strain after the event. Cities that lack adequate financial controls or rely too heavily on public funding are particularly vulnerable to these economic challenges.

**Underutilization of Infrastructure:**

Another contributor to economic failure is the underutilization of the infrastructure created for the event once the games are over. Many host cities pour money into state-of-the-art stadiums and facilities that end up seeing little to no use after the event concludes. Take Brazil’s 2014 FIFA World Cup as an example; several newly built stadiums have become “white elephants,” costing millions to maintain but generating minimal revenue.

This issue often arises from a lack of long-term planning and insufficient demand for large-scale sports venues in the post-event landscape. Without clear plans for future use, cities are left with high ongoing costs and little to show for their initial investment in these facilities.

**Social and Environmental Costs:**

Beyond economic factors, hosting mega sporting events can also lead to significant social and environmental consequences. While these events often generate

excitement and pride among local communities, they can also deepen social inequalities, displace residents, and harm the environment.

**Displacement and Gentrification:**

One of the most contentious social costs is the displacement of local residents to make way for event-related construction projects. For example, in the lead-up to the 2016 Rio Olympics, tens of thousands of people were forced to leave their homes in favelas to clear land for Olympic venues and transportation networks. This process disproportionately affects marginalized communities, resulting in heightened social inequality and public discontent.

Moreover, event-related construction can lead to gentrification, where neighborhoods are redeveloped to cater to tourists and wealthy visitors, driving up property prices and pushing long-time residents out. While gentrification can invigorate the local economy, it often leaves behind those who cannot afford the rising cost of living, exacerbating social divides.

**Environmental Impact:**

The environmental costs associated with mega sporting events can be considerable, especially when large-scale construction disrupts ecosystems and contributes to pollution. The building of stadiums, roads, and other infrastructures can lead to deforestation, loss of biodiversity, and increased carbon emissions. For instance, the 2014 Sochi Winter Olympics faced  
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criticism for damaging natural habitats in the nearby Caucasus Mountains [9].

Additionally, the influx of visitors during the event puts pressure on local resources, resulting in increased waste, energy consumption, and water usage. Host cities are increasingly expected to implement sustainable practices to minimize these environmental impacts, but achieving sustainability during a massive, short-term event remains a challenge.

**Strategic Recommendations for Host Cities: To ensure that hosting mega sporting events yields lasting economic, social, and environmental benefits, cities must adopt strategic approaches that align with sustainable development goals and responsible planning:**

- **Integrated Urban Development Plans:** Host cities should weave mega sporting events into long-term urban development plans, ensuring that the investments made for the event contribute to the city's broader growth. This means designing infrastructure that will continue to benefit local communities after the event—just as London transformed its Olympic Park into a public space and residential area. By aligning event planning with local development priorities, cities can maximize the long-term value of their investments.

- **Sustainability and Green Initiatives:** To counteract the environmental impact of mega sporting events, host cities should implement sustainable practices. This

includes using energy-efficient construction methods, promoting public transportation, and adopting waste-reduction measures. The upcoming 2024 Paris Olympics, for instance, aims to minimize carbon emissions and promote green energy. These practices not only lessen the environmental footprint of the event but also set a positive example for future developments.

- **Legacy Planning:** Legacy planning is vital for ensuring that mega sporting events leave behind a positive, enduring impact on host cities. Without thoughtful legacy planning, the benefits of hosting can be fleeting, leading to long-term financial and social challenges.

- **Post-Event Utilization of Infrastructure:** One key aspect of legacy planning is ensuring that event-related infrastructure is effectively used after the event ends. This requires adaptable designs that can serve multiple purposes, like converting stadiums into community sports facilities or repurposing athlete housing as affordable units. Cities like Sydney, following the 2000 Olympics, successfully integrated Olympic venues into community use, supporting local sports and recreation [3].

- **Cultural and Social Legacy:** Beyond physical infrastructure, host cities should focus on creating a cultural and social legacy that fosters community engagement and national pride. Events like the 2012 London Olympics highlighted inclusivity and volunteerism, leaving behind

a sense of social cohesion and collective achievement. Additionally, developing programs that encourage sports participation, education, and health initiatives can help ensure the positive effects of the event extend beyond the games, benefiting future generations.

**Conclusion:** Mega sporting events can be fantastic catalysts for economic growth, but they come with their fair share of risks. The way these events impact a city's economy hinges on thoughtful planning, smart budgeting, and a long-term vision for infrastructure and urban development. Host cities face the challenge of balancing immediate economic benefits with the goal of creating sustainable, lasting advantages. When they manage to strike that balance, they can ensure that the positive effects of these events linger long after the final whistle blows.

1. **Globalization and Economic Competition:** In our increasingly interconnected world, mega sporting events offer host countries a unique opportunity to shine on a global stage. As nations compete for the chance to host, they're not just looking at the financial windfall; they're also aiming for increased recognition, new investment opportunities, and a boost in tourism. This competition highlights why it's crucial for decision-makers in both developed and emerging economies to understand the stakes involved.

**2. Balancing Costs and Benefits:** Hosting these grand events often demands significant financial investment, putting a strain on national and local budgets. Cities must carefully weigh the long-term benefits of improved infrastructure against the potential downsides, like accumulating debt and ending up with facilities that aren't used after the event. This balancing act underscores the importance of sustainable planning and the responsible management of public funds—especially as some cities grapple with financial struggles long after the event has wrapped up.

**3. Urban Development and Social Impact:** Mega events can reshape urban landscapes, paving the way for large-scale infrastructure projects that serve residents well beyond the event. However, there are also serious considerations to keep in mind. Issues like the displacement of local communities, environmental degradation, and growing inequality can emerge as unintended consequences. By tackling these social and environmental challenges head-

on, cities can foster more inclusive and sustainable growth strategies.

**4. Tourism and Legacy:** The benefits of hosting mega sporting events can extend far beyond the closing ceremony. When done right, a host city can enjoy a lasting boost in tourism, enhanced global recognition, and continued investment. However, ensuring a positive legacy requires thoughtful strategies and planning, making it an important focus for professionals in urban development, marketing, and event management.

**5. Evolving Dynamics in Sports Management:** With the rise of digital technologies, data analytics, and increased scrutiny over spending, the way we manage mega sporting events is changing rapidly. This evolution makes it essential to explore how modern event management intersects with economics, technology, and marketing. Understanding these dynamics can help cities navigate the complexities of hosting successful events in today's fast-paced world.

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*Հայաստանի ֆիզիկական կուլտուրայի և սպորտի պետական ինստիտուտ, Երևան, Հայաստան*

**ԱՄՓՈՓԱԳԻՐ**

**Առանցքային բառեր:** Մեգասպորտային իրադարձություններ, տնտեսական ազդեցություն, զբոսաշրջության խթանում, սպորտի կայունություն, քաղաքային զարգացում:

**Հետազոտության արդիականություն:** Մեգասպորտային միջոցառումները, ինչպիսիք են՝ ՖԻՖԱ-ի աշխարհի առաջնությունը և Օլիմպիական խաղերը, հայտնի են հյուրընկալող քաղաքների, ինչպես նաև երկրների վրա ունեցած խորքային տնտեսական ազդեցություններով: Մեգասպորտային իրադարձություններն ամենասպասված գլոբալ իրադարձություններից են, որոնք գրավում են միլիոնավոր հեռուստադիտողների ամբողջ աշխարհից: Հաշվի առնելով այս իրադարձությունների տնտեսական կայունության վրա աճող ուշադրությունը՝ հետազոտության այս ոլորտը մնում է խիստ արդիական:

**Հետազոտության նպատակն է՝** ուսումնասիրել մեգասպորտային իրադարձությունների տնտեսական ազդեցությունը՝ դիտարկելով ինչպես կարճաժամկետ, այնպես էլ երկարաժամկետ ազդեցությունն ընդունող երկրների վրա:

**Հետազոտության մեթոդները և կազմակերպումը:** Հետազոտության մեջ օգտագործվել է խառը մեթոդների մոտեցում՝ համատեղելով ինչպես որակական, այնպես էլ քանակական վերլուծությունները: Այն ներառում է տնտեսական տվյալների վերլուծություն և դեպքերի ուսումնասիրության համեմատություններ:

**Հետազոտության արդյունքների վերլուծություն:** Հոդվածում ուսումնասիրություն է իրականացվում միջոցառումների անցկացման հնարավոր օգուտների և մարտահրավերների շուրջ՝ կենտրոնանալով ուղղակի տնտեսական ազդեցությունների վրա, որոնք ներառում են ենթակառուցվածքների զարգացումը, աշխատատեղերի ստեղծումը, ինչպես նաև տուրիզմի խթանումը: Հոդվածն անդրադառնում է տնտեսական հաջողության հիմնական գործոններին, ինչպիսիք են՝ պետական-մասնավոր համագործակցությունները, արդյունավետ բրենդավորման ռազմավարությունները՝ հակադրելով ձախողման գործոններին՝ բյուջեի գերազանցումը, ենթակառուցվածքների թերի օգտագործումը: Բացի տնտեսական ոլորտից՝ անդրադարձ է կատարվում նաև սոցիալական, բնապահպանական ծախսերին՝ բնակչության տեղահանումը, շրջակա միջավայրի աղտոտումը, դրանց բացասական հետևանքները:

Միաժամանակ քննարկվում են նաև հաջողակ օրինակներ, ինչպիսիք են՝ 2012 թվականի Լոնդոնի օլիմպիական խաղերը և 2014 թվականի Բրազիլիայում անցկացված ՖԻՖԱ-ի աշխարհի առաջնությունը՝ ցուցադրվելով, թե ինչպես ռազմավարական պլանավորումը կարող է բարելավել կարճաժամկետ և երկարաժամկետ տնտեսական արդյունքները, և ինչպես ճիշտ մենեջմենտը միջոցառումը կարող է վերածել երկարաժամկետ տնտեսական հնարավորությունների:

Վերլուծության մեջ շեշտվում է կայուն պրակտիկաների և ժառանգության պատասխանատու պլանավորման կարևորությունը՝ նախանշելով, թե ինչպես կարելի է նվազեցնել բացասական հետևանքները:

**Համառոտ եզրակացություն:** Հոդվածը տրամադրում է ռազմավարական առաջարկություններ՝ շեշտելով մեգասպորտային միջոցառումների երկարաժամկետ զարգացման ծրագրերի մեջ ներառելու կարևորությունը՝ առաջնահերթ տեղ հատկացնելով կայուն նախաձեռնություններին: Ժառանգության պլանավորումը, որը երաշխավորում է ենթակառուցվածքների հետագա օգտագործումը և համայնքների ներգրավվածությունը, հատկապես կարևոր է երկարաժամկետ դրական արդյունքների հասնելու համար: Այսպիսով՝ մեգասպորտային միջոցառումները կարող են զգալիորեն նպաստել հյուրընկալող քաղաքների տնտեսական զարգացմանը, սակայն նրանց հաջողությունը կախված է նաև մշակված ռազմավարություններից և համապատասխան պլանավորումից:

## ЭКОНОМИЧЕСКОЕ ВОЗДЕЙСТВИЕ МЕГАСПОРТИВНЫХ МЕРОПРИЯТИЙ

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### АННОТАЦИЯ

**Ключевые слова:** мегаспортивные мероприятия, экономическое влияние, рост туризма, устойчивость спорта, городское развитие.

**Актуальность исследования.** Мегаспортивные мероприятия, такие как чемпионат мира по футболу и Олимпийские игры, известны своим глубоким экономическим воздействием как на принимающие города, так и на страны. Мегаспортивные события являются одними из самых ожидаемых глобальных событий, привлекающих миллионы зрителей со всего мира. Учитывая растущее внимание к экономической устойчивости этих событий, исследования в этой области остаются весьма актуальными.



**Цель исследования** — изучить экономическое влияние мегаспортивных мероприятий с учетом как краткосрочного, так и долгосрочного воздействия на принимающие страны.

**Методы и организация исследования.** В исследовании использовался смешанный метод, сочетающий как качественный, так и количественный анализ. Он включает в себя анализ экономических данных и сравнение тематических исследований.

**Анализ результатов исследования.** В статье рассматриваются потенциальные преимущества и проблемы проведения мероприятий, уделяя особое внимание прямым экономическим последствиям, которые включают развитие инфраструктуры, создание рабочих мест и продвижение туризма. В статье рассматриваются ключевые факторы экономического успеха, такие как государственно-частное партнерство, эффективные стратегии брендинга, в отличие от факторов неудачи, таких как перерасход бюджета, недостаточное использование инфраструктуры. Помимо экономической сферы, рассматриваются также социальные и экологические издержки: перемещение населения, загрязнение окружающей среды и их негативные последствия. В нем также обсуждаются успешные примеры, такие как Олимпийские игры в Лондоне в 2012 году и чемпионат мира по футболу 2014 года в Бразилии, показывая, как стратегическое планирование может улучшить краткосрочные и долгосрочные экономические показатели и как правильное управление может превратить событие в долгосрочное. экономические возможности. Анализ подчеркивает важность устойчивых практик и ответственного планирования наследия, а также показывает, как можно смягчить негативное воздействие.

**Краткие выводы.** В статье приводятся стратегические рекомендации, подчеркиваются важность включения крупных спортивных мероприятий в долгосрочные планы развития и приоритизации устойчивых инициатив. Планирование наследия, которое обеспечивает будущее использование инфраструктуры и вовлечение сообществ, особенно важно для достижения положительных долгосрочных результатов. Таким образом, крупные спортивные мероприятия могут внести существенный вклад в экономическое развитие принимающих городов, но их успех также зависит от развитых стран. стратегии и соответствующее планирование.

**Տեղեկություններ հեղինակի մասին**

**Հովհաննես Ռուբենի Երիցյան՝** տ.գ.թ, դոցենտ, Սպորտի կառավարման և մարզական լրագրության ամբիոնի դասախոս, Երևան, Հայաստան, E.mail:[hovhannes.yeritsyan@sportedu.am](mailto:hovhannes.yeritsyan@sportedu.am) ORCID ID՝ 0009-0009-7529-3059

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