

第61回東伏見スポーツサイエンス研究会

日時 2020年1月9日(木) **16:30~18:00**

場所 早稲田大学79号館(STEP22) 302教室

演題

Are the Olympics ever worth it? Understanding the impacts of mega-events on host- and non-host communities

Dr. Monica Chien (University of Queensland Business School)

■ Mega-events such as the Olympic and Paralympic Games are often promoted as a driver to prosperity through legacies. Yet, competition to host these events are diminishing in recent years, as opposition from residents have forced several candidate cities to pull out of the Olympic bid. Community support represents a critical social license, in the sense that residents provide a welcoming atmosphere for visitors, participate in lead-in events, and contribute to the volunteering sources. The sustainability of mega-event legacies also relies upon tax revenue derived from residents and businesses in regions that are not per se hosting the event. Mega-event development, in turn, may change the social fabric and influence quality of life.

Japan's hosting of mega-events such as the 2019 Rugby World Cup, 2020 Olympic and Paralympic Games, 2021 World Masters Games, and 2025 World Expo is argued to boost the nation's economic growth, providing powerful catalysts for inbound tourism, social change, and regional revitalization. Yet, there is limited knowledge about how residents of both host- and non-host destinations perceive these mega-event projects, and how their cognitive and affective responses evolve over time. Against this backdrop of concern, this seminar will provide an overview of some recent research on residents' perceptions, attitudes and support of mega-events. Specifically, the theoretical frameworks and concepts commonly examined in this context, such as leveraging, will be discussed. Findings from a number of international studies will be shared, with implications and learnings for future mega-event development. While this seminar focuses on the mega-event's impacts on host and non-host communities, other issues pertaining to event management and sport marketing will also be highlighted, including sponsorship and transgressions in sport, with a discussion to identify future research directions.

■ Biography: Dr Monica Chien is a senior lecturer within the University of Queensland Business School. She has multidisciplinary training in marketing, psychology, and tourism, and has an extensive background in hospitality. Dr Chien is an expert in consumer psychology and an active researcher in the associated fields of traveller behaviour, mega-event impact, destination marketing, sport and sponsorship. She specializes in experimental studies, and has published in leading marketing, tourism and sport journals. Dr Chien is regularly sought out as an advisor and speaker to industry and government, including invited seminars to Kobe City Government, requested presentations at the Queensland Premier's Connecting to Asia Tourism Forum, and keynote speech at the Backpacker Week and Adventure Travel Industry Conference. Her research impact on policy and strategy is evidenced by joint projects with government (e.g., Weymouth and Portland Borough in England), DMOs (e.g., Tourism and Events Queensland), and industry (e.g., Brisbane Airport Corporation).

