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**Analysis of the Socio-Economic Impact of Small and
Medium-sized Sports Events: the Case Study of the
National University Championships 2022 in Cassino, Italy**

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PREFACE

The research depicted in this work is the result of a profound interest in the intersection of sports, economics, and societal impact, a combination that has guided my academic path throughout the years. The present study, which focuses on the socio-economic consequences of small and medium-sized sports events, is designed to address what to my knowledge constitutes a gap in the scientific literature and to provide a more comprehensive understanding of how these events affect local communities, economies, and institutions.

In this regard, the 2022 Italian National University Championships in Cassino served as an exemplary case study. Unlike mega-events, such as the Olympic Games or the World Cup, smaller and medium-sized events frequently do not receive the academic scrutiny they deserve, despite their potential to significantly impact host communities. My objective was to examine these effects, both economic and social, and investigate how such events can be more efficiently utilized for local development.

The thesis is organized into five chapters, each of which focuses on a crucial aspect of the research and guides the reader through the theoretical, methodological, and empirical facets of the study.

Chapter 1 presents an overview of sports events and their socio-economic role. This chapter establishes the framework by delineating sports events and classifying them according to their magnitude, economic influence, and significance in tourism. It examines how sporting events, regardless of their scale, serve as significant catalysts for economic expansion, social unity, and regional advancement. Particular emphasis is placed on small and medium-sized events, their unique attributes, and their potential to function as strategic resources for host communities. This chapter presents the research questions and objectives that guide the study, establishing a framework for the subsequent chapters.

Chapter 2 provides a systematic review of the literature and a theoretical framework. In this chapter, a systematic review of the existing literature is conducted to evaluate the socio-economic implications of small and medium-sized sports events. The review examines the primary economic and social dimensions that have been investigated in scholarly work, as well as key theoretical perspectives, case studies, and empirical findings. The economic benefits, including job creation, tourism expenditure, and infrastructure development, as well as the social effects, including community engagement, identity formation, and long-term legacy, are specifically highlighted. This review provides valuable insights that enable the current research to be positioned within the broader academic discourse and to identify the gaps that this study seeks to address.

Chapter 3 provides methodological approaches and impact evaluation frameworks. This chapter provides a comprehensive examination of the analytical approaches, data collection methodologies and research design employed in the investigation. This section provides an in-depth analysis of the impacts of the event, defining the quantitative and qualitative methods used to assess the economic and social impact. Several impact assessment models are

examined, such as frameworks to assess the social impact, return on investment (ROI) and expenditure analysis. In addition, the chapter documents the selection of methodologies, ensuring their consistency and validity in documenting the actual impact of the event on the local economy and community.

Chapter 4 presents and examines the 2022 National University Championships held in Cassino, Italy, identified as a case study for the scope of this research. At first, this section provides the reader with information regarding the event's structure, participants, and stakeholders, and then it presents a thorough examination of the economic and social data collected during and after the event. The findings offer an extensive overview of the event's impact on local businesses, tourism, and community. The final part provides a detailed description of the event's significance for the reference area, including a discussion of the noteworthy statistical findings and qualitative observations.

Finally, in chapter 5 conclusions, implications, and prospective directions for future research are presented. This last chapter reviews key findings of the current investigation and explores their broader implications for policymakers, event organizers, and researchers. This section evaluates the practical applications of the research, focusing on the potential for small and medium-sized sports events to be organized, administered, and utilized more efficiently in order to achieve lasting social benefits. The chapter outlines the study's limitations and provides suggestions for future research, advocating for additional investigation into this little explored domain.

This thesis represents more than just an academic project. It embodies years of effort, inquiry, and a genuine aspiration to understand the wider implications of sports. The guidance and support of several people, such as my supervisor, Prof.ssa Daniela Federici, and both Prof.ssa Lavinia Falese and Prof. Alexandro Andrade, were instrumental in the development of this work. Their invaluable advice, patience, and encouragement throughout the entire journey were crucial in making all this possible.

In addition, I would like to extend my appreciation to Prof.ssa Rosella Tomassoni for her assistance in establishing an engaging research environment, and to my colleagues for the enriching discussions.

I cannot, then, refrain from mentioning the people who contributed to this study by sharing their experiences at the CNU, such as athletes, spectators and stakeholders, and the ones who assisted me in collecting and analyzing the data, such as Gianluca and Arthur. Their contributions were absolutely precious and essential for the development of the study.

Finally, on a more personal note, I would like to thank my brother and my parents for simply being there, for being present whenever I need them. Whether it's hard times or happy times, I know I have someone I can count on.

To all the people above and to many more I couldn't mention here my deepest gratitude for making this happen and for sharing an important part of my academic path.

CHAPTER I

Events and Sports Events

1.1 Sports Events: Definitions and Categories

The world of sports events has always been a fascinating subject of study for many scholars, as a context in continuous evolution and phenomenon with many facets. From the *panem et circenses* of ancient Rome to the modern Olympic Games, just to mention a few examples, the sport event has covered over the centuries the most disparate roles, showing itself able to change shape to accommodate the needs of an increasingly demanding market. Sport's strong ability to aggregate and its strong communicative value are the main reasons why, over the years, the practice of sports has become an activity of interest to anyone who has a message to transmit or an audience to reach, and subject of study for whoever wants to exploit or understand its enormous potential. From a valor stage to a business reality, many have taken turns researching and analyzing the sport phenomenon and its manifestations.

Basically, a sport event is not only the competition between athletes but a real space of representation of a society or a territory, and consists of numerous activities before, during and after the sport competition itself, both inside and outside the structure that hosts the event. The implications of the event, in fact, might go far beyond, in temporal terms, the event itself and may even affect future generations by generating specific impacts on the host city or the community (Gammon, 2020).

The sport event, specifically, could be described as a type of product/service whose main activity is the offer of a show represented by the sport competition, which is characterized by uncertainty of what will happen in the event venue, recall of the event against multiple stakeholders who hold economic, social, and recreational interests, simultaneous delivery and consumption, intangibility, and perishability (Cherubini & Iasevoli, 2009).

The uncertainty of what will happen during the event, as said above, is one of the main reasons why sports events are able to make people hold their breath until the end of the competition. The outcome cannot be predicted before the competition, even when a team or a player are supposed to be far superior to their opponents (Coakley, 2009; Gammon, 2020).

Another reason sports events are unique is that they generate levels of passion and emotional investment the other forms of events are not able to reach. Moreover, they facilitate and assist in place-marketing initiatives and lead to other positive outcomes, concerning more specifically health, regeneration, and community cohesion (Gammon, 2020).

There is, however, no consensus in the scientific literature about the definition of what constitutes a sport event, due to the complexity and criteria taken into account, such as size or scope. Some authors, for instance, categorize these events into mega or non-mega (for their size or significance), hallmark (for the awareness on a tourism destination), special (outside of a normal routine of an organization), festival, and small scale/local community events

(Gammon, 2020), while others base their classification on economic impact, media interest, and the extent to which the event is spectator/competitor driven (Gratton et al., 2000).

Getz (2007), instead, offers a broad classification according to: the level of the competition (professional or amateur); type of venue (indoor or outdoor); frequency and occurrence of the event (regularly scheduled, one-time event etc.); scale/dimension/size (local, regional, national, or international); presence of spectators (yes/no); and sports festivals.

As per other events mentioned above, many sports events will fit into more than one event category (Gammon, 2020) and these features can therefore often overlap, making the sports events theme overly complex and sometimes hard to investigate. Comparisons between events are also difficult due to the different research criteria, methods, and tools used, specific structure and delivery of the event, and experience generated (Getz, 2007).

1.2 Introduction to Events and Their Definitions

The term *event* comes from the Latin word *eventus*, which indicates something that has already happened or may happen in the future. However, providing a precise and comprehensive definition for such a dynamic and ever-changing concept proves to be challenging. Some definitions consider events as planned or unplanned happenings with a limited duration and a specific purpose, while others emphasize the social and relational aspects, viewing events as opportunities for collective celebration and community interaction (Goldblatt, 1997; Getz, 2005; Piquet, 1985; Van Der Wagen & Brenda, 2005). According to a definition of a few decades ago, events are occurrences, planned or not, which have a limited duration and have a specific purpose (IEST, 1987). Goldblatt (1990), a few years later, defines the event as «a unique moment in time celebrated with ceremony and ritual to satisfy specific needs». In addition, Getz (2005) states that the event is a themed public celebration, and its definition is based on two different perspectives: the organizational perspective and the consumer's one. From the point of view of the organizational structure, the event is intended as something occasional that rarely occurs outside the normal programs or activities of the sponsor or the organizer. From the consumer's perspective, on the other hand, the event represents «an opportunity for leisure, social or cultural experience outside the normal range of choices or beyond everyday experience» (Getz, 2008).

Another definition of the term was offered by Bowdin (2006), which indicates that the word event can be used to indicate specific rituals, presentations, performances, or celebrations that have been conscientiously planned in order to create a unique and special experience that can meet social, cultural or collective needs.

A detailed definition by Collesei et al. (2014) identifies the event as «an event/initiative of particular importance that is characterized by a meeting of several people at a predetermined time, in a physical or virtual space chosen ad hoc, desired by a company, an institution, an association or an individual, addressed to a given target, limited in time, aimed at achieving an objective within a fixed budget».

The authors Shone and Perry (2004) define the event as «a phenomenon arising from those non-routine occasions which have leisure, cultural, personal or organizational objectives set apart from the normal activity of daily life, whose purpose is to enlighten, celebrate, entertain or challenge the experience of a group of people».

Although, in fact, an event can be repeated over time trying to faithfully reproduce the format of the previous edition, numerous variables will ensure that this unique character is not lost. The duration, the facilities, the participating public will all contribute to making the event new and unrepeatable.

An event, therefore, is a unique spatial and temporal phenomenon that includes interactions between places, people, and managerial systems. In fact, it has the incredible potential to create a direct contact with people, thus generating a stronger emotional impact; in this way, they can transmit emotions and sensations, involving all the senses and staying longer in the memory of the individual.

Another peculiarity that makes events more attractive is their duration limited in time during which a subject must necessarily be present in order to be able to fully live the experience. The event consists of a complex holistic experience that guarantees specific benefits, begins before the actual performance, and ends after it.

The definitions given so far, although different, all highlight the temporal character of the event as well as the need to meet the needs or pursue specific purposes. The event begins, therefore, to come out into the open, showing itself in some of its most important aspects: the limited duration in time, which implies a beginning and an end, and the ultimate end of the event, or more precisely the need to achieve objectives and the satisfaction of certain needs. In an age in which the needs of the community are constantly changing, the event, therefore, is transformed and responds to these needs offering increased possibilities in terms, for example, of services or communication.

In addition to these definitions, in the literature there are others that tend to emphasize the social and relational aspect of the event. Piquet (1985) sees the event as «a strong social fact, a place where men and women gather for a sort of collective celebration» and Van Der Wagen and Brenda (2005) argue that «most events are, in fact, relationships within a community».

Cocco and Pozzi (2001), along with other experts, emphasize instead the event's communicative value, describing it as a public display aimed at attracting attention and generating interest in the organizing entity, involving an audience interested in the presented content. This definition highlights the event's potential as both a showcase and a communication tool, allowing organizers and associated brands to enhance interest in the services provided, increase brand visibility, and develop new connections with the hosting territory and its communities (Prunesti, 2008).

Nevertheless, events share common traits, including their intangible nature and the provision of services to attribute value to an idea. They may serve as powerful tools to enhance a destination's image, attract tourists, and leave a lasting legacy.

1.2.1 Events as Tourist Attractions

Jago and Shaw (1998) present the event as a powerful tool to improve the image of a destination and promote it touristically. For them, an event is characterized by six distinctive elements: tourist attraction with consequent tourist development; limited duration; single or periodic; improvement of the image of a destination and increase of its notoriety; representation of a social experience; being out of the ordinary. Events can, in fact, attract tourists who otherwise would not probably visit a specific destination and event tourism can generate a long-term or permanent legacy (Getz & Page, 2016).

In the field of tourism, the event is considered a typical product composed of a plurality of activities and whose development usually takes place once a year, thus differentiating them from permanent institutions or other types of attractions.

Events represent a powerful tool to improve the image of a destination and promote it as a tourist; it is above all through large-scale events that the localities can benefit from an improvement of infrastructure, of commerce, business operations and urban renewal. All this means that a large number of individuals go to the location where the event takes place in order to take part in it and, sometimes, these tourist flows continue even when the event is over.

It is in this context that, over the years, the concept of *Event Tourism* has developed, a completely independent discipline that aims to fully exploit the capabilities of events in order to promote tourism development of the host communities.

According to Getz and Page (2016), «events can attract tourists who otherwise might not visit a particular place; the spending of event tourists generates economic benefits; event tourism can be leveraged for maximum value in combatting seasonality of demand, spreading tourism geographically, and assisting in other forms of urban and economic development; events can create positive images for the destination and help brand or reposition cities; events contribute to place marketing by making cities more livable and attractive; and events animate cities, resorts, parks, urban spaces and venues of all kinds, making them more attractive to visit and re-visit, and utilizing them more efficiently».

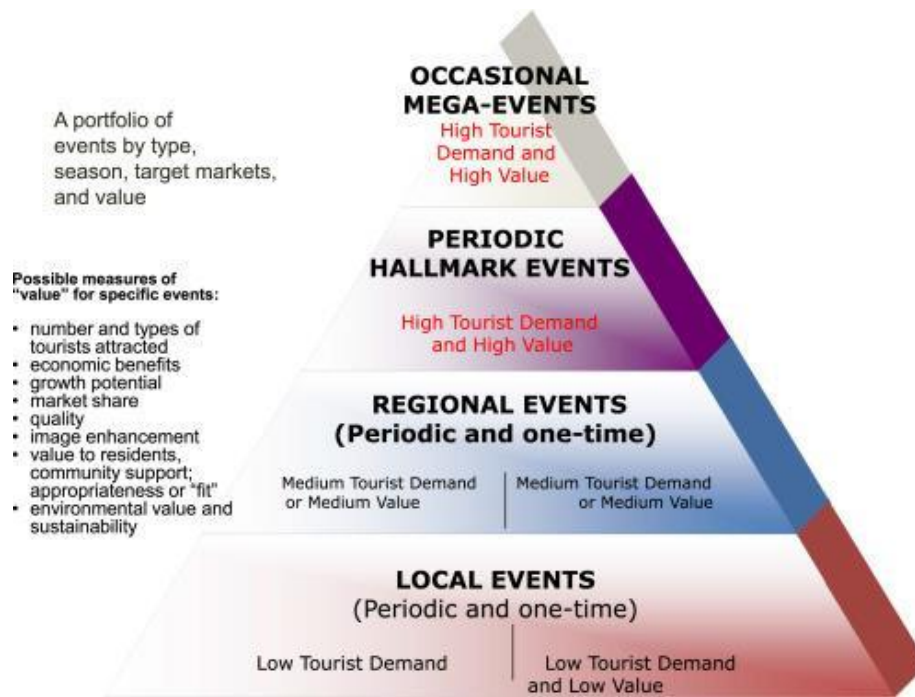
Getz (2008) proposed the Portfolio Approach in which are reported the several types of events that a destination can offer with their values, costs, profitability, and market segments potentially achievable. Each destination should develop its Portfolio according to the type, season, and attractiveness of the target market segment, thus achieving specific tourist values and attracting more flows.

The Portfolio Approach offers a cataloguing of events according to two criteria:

- the demand for measuring the number of tourists attracted to a destination;
- the value measured to meet certain tourism purposes such as media attention, image improvement, development, sustainability, economic benefits, environmental value, social support, potential growth etc.

Moreover, it is based on a basic principle: although all events can have tourist value, only some of them can generate a high tourist demand (Getz & Page, 2016).

Figure 1. Portfolio Approach (Getz, 2008)



The Figure above indicates that *Local Events* with low demand and tourist value are situated at the base of the Portfolio Approach pyramid. These occurrences are often small-scale and possess a distinctive or recurring rhythm. Moving upward, *Regional Events* that exhibit a single or periodic cadence and an average tourist demand and value can be identified. At the third tier of the pyramid, there are *Hallmark Events* characterized by significant demand and tourist appeal. Finally, at the apex of the hierarchy, it is possible to encounter *Mega Events*, which possess the greatest demand and tourist appeal within the entire pyramid.

The array of events is highly diverse, presenting a multitude of occurrences, each possessing distinct characteristics: exhibit event; profit/non-profit event; international/local event; event with international/local participants; event held regularly/occasionally; event situated in a specific territory or replicated in multiple locations; single-issue/multi-topic event; public/private access event; event orchestrated by a public/private entity; event with a fixed/variable venue; single-segment/multi-segment event; one-day/multi-day event; single-

organization/multi-organization event; occasional/permanent organizational event; professional/volunteer event, etc.

To enhance the analysis of specific events and optimize their potential across economic, social, cultural, environmental, and touristic sectors, it is prudent to implement classifications.

Initially, from a business standpoint, to comprehend the desired outcomes of the event, it is essential to differentiate between:

- event as an objective - here, the event itself serves as the primary aim of its design, organization, and execution;
- event as a means - in this scenario, the event's main function is to showcase or highlight an alternative activity.

Nevertheless, the distinction between these two types of events is not always evident, and sporting events are a clear example of this. Indeed, they can fall into the first category if the goal is to sell the show to both sports fans and sponsors, and into the second category if the purpose is to encourage individuals to practice sports. In such instances, it is crucial to comprehend the ultimate objective, as the marketing implications may differ. In the initial scenario, the event is financially supported by a limited number of sponsors and spectators who purchase tickets. Conversely, in the second scenario the company will promote the event and assume all associated costs.

1.2.2 Categories of Events

According to the literature, events can be categorized based on several aspects: products/services offered; type of activities; areas of activity, event size, public or private nature; type of spectators; participation fees; and repeatability (Jago & Shaw, 1998; Getz & Page, 2019).

More specifically:

- range - refers to the variety of products and/or services offered to the public;
- type of activity - it may concern, for example, conferences, inaugurations, press conferences, parties, historical celebrations, exhibitions, sports competitions, concerts, congresses, festivals etc.
- areas of activity - it can be cultural, religious, political, sporting, eno-gastronomic, folkloristic, educational, commercial;
- size of the event – it catalogues events according to their size in terms of number of participants, subjects involved, media coverage, costs, and revenues recorded;
- private or public - events can be private, when access is restricted to a limited group of people (for example, birthday parties, graduation, or VIP parties) or, conversely,

they can be public, when anyone can take part (for example, a concert or a football match);

- target audience - Events can involve an audience inside or outside the company, although sometimes companies tend to involve them both. Generally, however, assemblies and meetings are mainly reserved for an internal audience, while conferences, fairs and conferences are reserved for an external audience;
- participation price - it allows to distinguish the paid event from the free one;
- repeatability - distinguishes the first edition of an event from subsequent editions. Generally, the first edition requires a much more careful and meticulous planning, while the subsequent editions, if the first one was successful, will be realized following in an equivalent way the same actions.

Among the criteria listed above, the most widely used are undoubtedly the size and the area of activity.

According to the size, it is usual to identify four types of events:

- *Mega-events* - large-scale events that can generate a strong economic impact in the destination, ensure urban regeneration and encourage exponential growth of tourism. They are addressed to an international audience, involve a large number of stakeholders and achieve high media coverage. However, precisely because of the considerable number of stakeholders involved, it is difficult to calculate the costs needed to achieve them. Very often, in fact, it is necessary to invest in many projects to create new infrastructure or renew some already existing ones. Different authors have tried to offer a definition of mega-events. The one proposed by Getz (2005) is as follows: «Mega-events, according to their size or meaning, are those that yield extraordinarily high levels of tourism, media coverage, prestige, or economic impact for the host community or destination». Other authors, such as Allen et al. (2022), explain that the term *Mega-events* is due to their size in terms of audience, financial involvement, political effects, television coverage, construction of facilities and facilities, economic and social impacts on the host community. Roche (1994, 1999), instead, states that an event can be considered *mega* based on the impacts, mainly economic, that it has on the host destination. Sola (1998) confirms that an event can be defined as *mega* based on its impacts; these can be related to tourist flows, tourist spending, the dissemination of a positive image of the destination globally, urban development etc. Mega events can be political, cultural, recreational; however, the majority of them are associated with sport. Typical examples can be the Olympic Games, the Paralympic Games, the FIFA World Cup;
- *Hallmark events* - recurring events of limited duration that perfectly embody the spirit of the city, region, or country in which they are held. They are, therefore, strongly linked to the location in which they take place and have as their goal, not only the promotion of the event itself, but also that of the location that hosts them. The target audience is both national and international and can achieve strong media coverage.

Getz (2005) emphasizes their role in creating the destination image and states that «the term *hallmark* describes an event that possesses such significance, in terms of tradition, attractiveness, quality or publicity, that the event provides the host venue, community, or destination with a competitive advantage. Over time the event and destination can become inextricably linked». Typical examples are the Rio Carnival, the Venice Carnival, the Sanremo Festival, the Munich Oktoberfest;

- *Major events* - large-scale events that attract a considerable number of visitors, achieve considerable media coverage, and provide economic benefits to the location where they are held. In order for an event to be considered a *major* event, some conditions are required: presence of an international competition; attracting both national and international audiences; attracting media interest; international relevance for the topic; be planned long time in advance. Generally speaking, these are sporting events known internationally and characterized by a dose of competitiveness such as the Formula 1 Grand Prix;
- *Minor events* - local or community events, aimed primarily at the local community that embody social, cultural and entertainment values. Generally, these are cultural, musical, or sporting events that are held in public areas such as parks, streets or schools. They can generate important benefits to the local community not only from an economic point of view, but also from a social point of view, as they favor the increase of the sense of belonging to the surrounding environment. They also have the potential to encourage individuals to engage in sporting or cultural activities and to develop tolerance and diversity. Generally, the organizational staff consists of volunteers from the local community. Sometimes, it is possible, that these events become for the small host locations Hallmark events attracting, thus, more visitors.

Depending on the area of activity, however, it is usual to identify the following types:

- *Sporting events* - the main theme of this type of event is sport. They can be addressed to spectators, professional athletes or amateurs who practice sports activities for fun. They represent the most important segment of the event industry as they have the potential to attract a large number of tourists, capture media attention and generate a positive economic impact. In addition, they can generate important positive benefits on the local community, organizers, sports organizations, athletes, and coaches. Sporting events can be of various kinds: mega-events that are held at a given location on an irregular basis (for example, the Olympic Games); calendar events, that is events that are held in a given location on a regular basis (for example, the Wimbledon); one-off events, that is events that occur only once in a given location; showcase events, or those events that have as their main objective the spectacularizing of sport so that this can become more popular;
- *Cultural events* - this type of event includes different areas such as art, music, theater or food and wine. They, in turn, can be classified in festivals dedicated to a particular art form, in events celebrating an aspect of a particular locality or the work of a

community (for example, festivals), calendar events with a generally cultural or religious theme (like the celebrations of the saints), commercial music festivals.

- *Commercial, promotional, and marketing events* - this category includes meetings, conventions, fairs, markets;
- *Business events* - the main objective is to share information and knowledge on specific topics and have the enormous potential to encourage the growth of business tourism. This category includes conferences, corporate events, seminars, incentive events, and exhibitions during which products and/or services are presented to encourage individuals to purchase them;
- *Private events* - this category includes private events such as weddings, birthdays, graduations;
- *Fundraising and caused-related events* - this category encompasses events that are primarily intended to raise funds, whether they are economic or not, which will subsequently be donated to associations.
- *Political events* - this category encompasses political events such as summits, actual meetings, political meetings, and VIP visits.
- *Educational and scientific events* - this category includes conferences and seminars that have the ultimate objective of providing training.

Events can then be categorized based on their connection to the host destination. In this context, some events consistently occur in the same location, while others frequently shift their venue, and some may pertain to multiple locations simultaneously. According to Getz (2008), mega-events are often global in nature and can consequently occur in any area. Hallmark events, instead, cannot exist independently of the host site that imparts their defining traits.

Ultimately, events can also be classified as profit-generating or non-profit. The first type encompasses events that do not seek to generate profit, such as charity events. This genre encompasses activities designed to enhance the reputation of organizers, participants, or organizations. Conversely, the second category includes all activities primarily aimed at documenting economic revenue.

1.3 Exploring the Interconnection Between Sport and Tourism

Sport events serve as powerful tools for attracting people to destinations, promoting forms of tourism due to their ability to reach a large audience and convey messages (Weed, 2005). Although organized events have been acknowledged for their contribution to destination development, the notion of event tourism has evolved only in recent years (Getz, 2007). The first more concrete reflections on the relationship between sport and tourism developed around 1971 following a series of congresses and seminars organized by the International Council of Sport Science and Physical Education, an organization founded in Paris in 1958 and now based in Berlin, made up of different specialized bodies in sports including

government organizations, NGOs, international sports federations, international organizations, research institutes and schools, whose objectives are: encouraging international cooperation in the field of sport science; promoting, stimulating and coordinating scientific research in the field of sport; making the scientific knowledge on sport available to all national and international organizations and institutes that request it; integrating the sporting field with other branches; implementing new initiatives in the field of sports.

The Journal of Sports Tourism was established in 1983. In February 2001, the inaugural World Conference on Sport Tourism took place in Spain, organized by the World Tourism Committee and the International Olympic Committee of Barcelona.

The Commission concentrated its deliberations primarily on four subjects:

- the role of sport and tourism within the economic framework;
- the sport and tourism industry;
- the human values promoted by sport and tourism;
- the marketing and promotion of sport and tourism.

This symposium elucidated the significance of an optimal partnership between the sports industry and the tourism sector, as their interests are interdependent. Sport tourism effectively integrates tourism with sports activities, thereby cultivating a novel, distinctive, and independent tourist offering.

The growth of sports tourism and its increasing demand can be attributed mainly to the following factors:

- alterations of the population demographics - the alterations in the population structure in developed nations, along with the resultant evolution of the family unit, have unavoidably resulted in a transformation of the demographic profile of those engaging in sports. Currently, an increasing number of individuals are pursuing alternative and distinctive life experiences that incorporate sports;
- transformation of the structure and meaning of work - the time devoted to work has gradually been reduced from sixty hours per week in 1900 to the current thirty-five hours per week as average. This has altered the perception of work; indeed, professional life is beginning to assume new significances that manifest as novel habits, occasionally incorporating sports activities;
- differentiation and identification of lifestyles - the rise in incoming tourism, widespread acceptance, and familial legacy have resulted in the emergence of diverse lifestyles that may also encompass sports activities.

Sport tourism is, on one hand, a way of associating sport with loisir activities, while, on the other hand, it is seen as a need to develop new complementary tourist products and services,

so as to offer tourists a more varied offer and increase the possibility of satisfaction of the same.

Nonetheless, for this offer to be satisfactory and of high quality, it must fulfil some criteria. It is imperative for it to be:

- integrator – must be able to coexist with other touristic offers in the destination;
- attractive – must be able to attract new people;
- recreational – must focus on fun and not on competitiveness or effort;
- promotional – it must be properly publicized by the various media to reach potential consumers.

The phenomenon of sport tourism is still difficult to classify due to the varying interpretations to this day. Indeed, there is no singular, universally accepted definition in the literature; however, it is feasible to revisit some of the proposed definitions.

The first definition of sport tourism is due to Hall (1992), which identifies sports tourism as «those trips made for recreational (non-commercial) reasons to participate or observe sports activities outside the place of habitual residence». Sports tourism is then identified by Gibson (1998) as «leisure-based trips that take individuals temporarily out of their communities of residence in order to actively participate in sports, or as spectators of sports activities or sports-based shows». According to Pigeassou (1997), sports tourism is instead «an autonomous discipline, which is based on a tourist experience (movement and duration), which has a link of subordination to a main activity that constitutes a cultural experience in the field of Sport».

In the latter scenario, sport tourism is a link between two main components: the destination and the type of activity undertaken. In fact, it is typical of a destination chosen to participate in phenomena representative of sports culture.

One of its defining qualities is its status as an autonomous discipline, which is founded on three fundamental aspects:

- it constitutes a tourist experience;
- the tourist experience is predicated on a primary activity;
- the primary activity pertains to a cultural experience within the realm of sport.

Consequently, the primary motivation for the displacement must be the sporting experience, which is the basis for the movement, destination, and stay modalities. This enables the term *sport tourism* to be used.

Today, the most widely accepted definition of sports tourism is the one reported by Standeven and De Knop (1999), indicating it as «all forms of active or passive involvement in sports

activities, carried out randomly or in an organized way for non-commercial or commercial reasons, that require you to leave your home or your place of work».

This final definition enables us to elaborate on the connection between tourism and sport regarding:

- the tourist's intention to engage in a sporting activity, which may serve as either a primary or secondary objective;
- the duration allocated for such activities during the holiday, which may be supplementary or incidental;
- the tourist's involvement, which may be as an athlete or as a spectator.

Due to its diversity, sport tourism can involve two distinct forms of travel:

- trips to participate in sports activities - in this case the individual personally takes part in some sporting activity and is identified as an active sports tourist;
- travel to attend events - in this case the individual moves to attend a sporting event or congress and is identified as a passive sports tourist.

The different modes of realization of sport tourism have led, throughout time, to a distinction between sport during holidays, referred to as *Sport Tourism*, and holidays centred around sports, termed *Tourism Sport*.

Latiesa and Paniza (2006) define Sport Tourism as «all those sports activities susceptible to tourist marketing». Conversely, Tourism Sport is defined as «that tourist activity of which some kind of sport practice is part, both as a fundamental objective and as a complementary objective» (Latiesa & Paniza, 2006).

A primary concern with the definition of sport tourism is the motivation to participate; this must be intentional and the main driver for the trip (Deery et al., 2004). Standeven and De Knop (1999) define sport tourism as the involvement in sporting activities, necessitating travel for non-commercial reasons. The economic contribution of sport tourism has drawn significant interest, along with its impact on community well-being and pride (Weed & Bull, 2009).

According to Weed and Bull (2009), there are three elements that interact to create value in sports tourism:

- the places involved;
- the activities undertaken;
- the motivations to participate.

During a sport event, for instance, the quality of services, such as facilities, human resources, and safety, among others, can influence the participants' experience and satisfaction and could, therefore, be predictive of a probable future return to the destination of the event (Barros Filho et al., 2022; Tzetzis et al., 2014).

Gibson (1998) categorizes sports tourism into three types:

- active sports tourism – travelling to different areas for sporting activities;
- event-related sports tourism - it focuses on attending sports events;
- nostalgic sports tourism - it involves visiting museums or renowned sports facilities.

Pigeassou (2002), instead, delineates four categories:

- action sports tourism;
- entertainment sports tourism;
- cultural sports tourism;
- actively practiced sports tourism.

Tarfanelli (2010) identifies it as journeys including considerable distance and driven by athletic motivation. Other authors delineate supplementary categories: leisure sports tourism (for amateur sports aficionados), spectacle sports tourism (for observers), and corporate sports tourism (involving professionals).

Mega sport events, such as the Olympics or FIFA World Cup, possess a global allure, drawing millions of spectators and media attention worldwide. These events generate significant tourism influx due to their scale, attracting visitors from diverse regions and fostering cultural exchange on a massive scale. Conversely, small sport events, such as local marathons or regional competitions, target a more specific audience, composed primarily of locals or nearby participants and spectators. Although they may not have equivalent international recognition, smaller-scale sport events contribute to local tourism by drawing participants and spectators from adjacent areas, strengthening hospitality services, and fostering community involvement.

Research by Higham and Hinch (2018) illustrates the contrasting impacts of mega and small sport events on tourism, emphasizing the need for tailored strategies to maximize their respective benefits for host destinations.

Sports tourists may engage in sports tourism for several reasons: participation in competitions, attendance at sports events, or involvement in recreational sports activities (Ciampicacigli & Maresca, 2004).

This results in the categorization of several primary forms of tourist sports as follows:

- active-amateur - individuals who engage in amateur sports and travel to compete in competitions, tournaments, etc.;
- active-professional - those who participate in sports at a professional level and travel to compete in competitions, tournaments, etc.;
- passive-amateur - those who attend amateur sports events as spectators;
- passive-professional - individuals who travel to participate in sport-related conventions or conferences, such as managers of National Sports Federations.

The categories of sports tourists have been examined using two models: the restrictive model and the expansive model.

Deery et al. (2004) define the sports tourist, per the restrictive model, as an individual who engages in competitive athletic events, either actively or passively. These authors contend that a tourist engaged in recreational sports cannot be classified solely as such, as they may also fit into the categories of bathing or cultural tourists. Consequently, this model affirms that only individuals who travel to engage in competitive sports activities or to actively participate in sporting events can be classified as sports tourists.

The main traits that characterize a sports tourist according to this model are:

- the practice of a competitive sports activity;
- the rationale for intentional participation in an event such as player or as official assistant;
- the realization of a journey outside the usual place of residence.

Other authors such as Gammon and Robinson (1997), Neirotti (2003), Kurtzman and Zauhar (1997), on the other hand, have a much broader view of the sporting tourist and therefore refer to the expansive model. This model identifies a sports tourist as an individual who engages in sports activities away from the regular place of residence both for competition and recreational reasons.

The main traits that characterize a sports tourist according to this model are:

- journey to a location distinct from your regular residence or workplace;
- the primary objective of the excursion is leisure-oriented, incorporating some form of sport conducted outdoors or within enclosed facilities;
- involvement in sports activities by actively participating or as a spectator at sporting events;
- participation may be competitive or non-competitive.

According to the expansive model, sports visitors may engage in various forms of activities.

Kurtzman and Zauhar (1997) delineate the subsequent points:

- sporting events - these are real shows with sporting theme able to attract not only a high number of spectators, but also media, technical staff, athletes, coaches and sports associations. They can be classified into two large groups: major sporting events such as the Olympic Games, World Championships, and Formula 1, and small sporting events in which national, regional or local championships may be included. Sport competitions are an important means of communication and promotion of the host destination and, in fact, are able to generate large tourist flows and high revenues. This is exactly why, in recent years, robust event marketing has been evolving. Moreover, athletic events serve as an effective mechanism to introduce a new tourist destination to the market or rejuvenate an existing one;
- tourist-sports tours - consist of guided or organized tours where sport is the main theme. Included are: excursions to various sports facilities (such as sports museums, halls of fame, stadiums, or theme parks); a combination of excursions to attractions and historical sports locations; involvement in various large-scale events held in many locations; participation in conferences, workshops, and forums centred on sports themes; excursions focused on the natural attributes of a location undertaken for aesthetic and/or physical purposes (hiking, riding, or canoeing);
- resort - these are tourist complexes whose primary attraction is sports activities, while various other services are also provided. In these locations, it is possible to receive instruction from experienced coaches to engage in the proposed sporting activities;
- cruises tourist-sporting - draft of destined cruises to trips that have like main objective the practice of sporting activities. Some of these may have unique sports facilities, while others may include celebrities on board;
- attractions - it concerns those attractions that can increase the power of sports activities. They can be both natural, as in the case of parks or mountains, and anthropic, as in the case of museums and buildings. Among these you can list: state-of-the-art sports facilities or unique sports installations such as stadiums or arenas; museums dedicated to sports heritage such as the Archaeological Museum of Olympia; historical sports sites dedicated to founders, developers or special events such as the birthplace of the inventor of basketball; Halls or Walls of Fame dedicated to particular sports characters, leaders or organizers; unique sports facilities such as water slides or bungee jumping stations; sports parks such as the Disney World of Sports; shows and sports demonstrations such as water performances.

An intermediate model lies between the restrictive and the expansive model just mentioned. The latter is based on the definition of sports tourist presented by Gammon and Robinson (1997): «that individual or group of individuals who moves to a different place from that of

his habitual residence to participate (actively or passively) in a competitive or recreational sport. Sport is the main motivation for travelling».

An individual may be classified as a sports tourist whether engaging in competitive sports or participating in recreational activities. The essential criterion is that the primary objective of the vacation is to engage in one or more sports activities.

According to such a model, the main traits that define a sports tourist are:

- the motivation intensity of the sport in the choice of destination - this is essential because it refers to the relationship that each person has with sports practice;
- the positioning of the destination on a national and an international level - some destinations represent real goals consolidated all over the world for the practice of some types of sports.

A destination positioned correctly with respect to any sport, combined with a high emotional intensity towards a certain type of sport, causes sports tourism to increase. On the contrary, an incorrect positioning of the tourist destination, combined with a reduced emotional intensity towards the sport, will involve the development of a type of tourism that will not be related to sport.

1.3.1 The Role of Small-Scale Sports Events in Sport Tourism

The emergence of sport tourism in the tourism industry and the growing acknowledgement of small-scale sporting events for their significant influence on local communities and cultures have made their strategic alignment a primary concern for policymakers, event organizers, and local governments. Despite their modest scale, these events provide considerable potential to advance sustainable development and strengthen social cohesion and community identity. These events draw participants, observers, and aficionados to a designated site, promoting economic transaction and cultural engagement. Moreover, unlike their larger counterparts, they are generally more embedded in the socio-cultural framework of their host communities, making them more inclusive and accessible to a broader range of participants and stakeholders.

According to the existing literature, hosting small-scale sports events can have a positive impact on the destination's image and tourism development (Cheung et al., 2016; Hautbois et al., 2020; Parra Camacho et al., 2021b; Malchrowicz-Moško & Poczta, 2018), with lower-ranked sporting events generating higher additional tourism activity (Malchrowicz-Moško & Poczta, 2018).

Within this context, small-scale sport events serve as a powerful tool for fostering community spirit, strengthening social networks, and enhancing the cultural vibrancy of a region. Their significance extends beyond the immediate economic impact, contributing to social inclusion,

community development, and health promotion in the long term. These characteristics make small-scale sport events not only important for the communities that host them but also a model for sustainable sport tourism development in the broader context of societal well-being.

Turco, Riley, and Swart (2002) explain that in order to optimize economic benefits, community involvement, and guarantee sustainability, sports events tourism needs careful planning and management strategies. This focus has increasingly extended to small and medium size sport events, due to their localized influence and ability to promote sustainable tourism practices (Hinch & Higham, 2001).

Although sport events can enhance the visibility and promotion of the organizing city, it is important to notice that an inadequately executed event can also undermine the city's reputation (Ramirez Hurtado et al., 2007; Rueda-Cantuche & Ramirez Hurtado, 2007).

1.4 Impacts and Legacy

Sports events can lead to short-terms and long-terms effects and changes by generating an event impact and/or an event legacy. Despite having different meanings, the terms *impact* and *legacy* are frequently used as synonymous when discussing sports events outcomes (Thomson et al., 2013).

For a better comprehension, impacts might be defined as changes in the state of something, generated by external stimuli; impacts/outcomes are usually considered to be shorter-term in nature and include both desired, negative or unintended costs and impacts; the term legacy, on the other hand, is often used to describe permanent or longer-term outcomes (Getz, 2018).

In general, an event's impact can be defined as a direct or indirect outcome that usually has immediate repercussions on local economy, culture, or environment. Mostly, it is during the event or immediately after it that the consequences of the event become noticeable. Nonetheless, sometimes the impact generated by an event on a city or a community manifests itself as soon as the event is assigned and conceptualized, as with the construction of new infrastructures.

Speaking about the types of impacts a sport event might generate, the most analysed in scientific literature are the economic impact (which refers also to sport tourism), the environmental one, the social impact, the ecological impact, the media impact, and the sporting impact, just to mention a few (Getz, 2018).

Beyond the aforementioned ones, there is also the impact generated by a holistic event, which is strictly dependant on several factors, such as the type of sport, the audience, the event format and the hosting city.

Prior research, however, tried to simplify by grouping the impacts generated by an event into only three categories, which are:

- social impact - «the social part for a community to arrange an event is the benefit of improving the social ties and an opportunity for the community to demonstrate that they can pull it together for the greater good» (Shone & Parry, 2004);
- political impact - «sporting events play a political role in addition to the social and economic roles. This is because of the perceived economic effects but on the other hand it is also positive political impacts, such as improving the international image of the country or in the case of some events as a means of gaining other political benefits such as public exposure» (Shone & Parry, 2004);
- economic impact - «tourist town has long understood that the benefits of running events can during the tourist season bring more people to the town and thus encourage further spending in local shops and businesses or it can extend the season in some way» (Shone & Parry, 2004).

Given, anyway, the wide variety of factors these kinds of events rely on, often the impact generated by the event cannot be confined into one single category, since it represents a combination of elements from across the themes, with several components intersecting and influencing one another: for instance, a sports service that is designed for the event can have both an impact on the local economy and positive or negative environmental consequences.

Legacy, on the other hand, can be defined as long-lasting changes resulting from hosting the event. This term refers to «all planned and unplanned structures, positive and negative, intangible and tangible created by and for a sporting event that remain longer than the event itself» (Preuss, 2007), and «act as a catalyst for change in the host country» (Bob et al., 2008). There is limited consensus around the use of the term legacy in the academic literature (Thomson, 2013). The term is often used in a positive manner and implies after-effects, often long-term, despite Cashman (2006) and Preuss (2007) stating that the term is sometimes not used properly, being somewhat ambiguous because of the several meanings it has in the English language, some of which are negative, such as inefficient use of sports arenas, debts, ecological harms (Thomson, 2013; Chappelet, 2003; Getz, 2018).

Legacy can be physical (e.g. new infrastructures), economic (e.g. new funding, support for business...), intellectual (e.g. new tools, methods...), or emotional (e.g. pride, satisfaction, identity, image...). Being such a complex subject and being extremely dependent upon the exact project and its long-term sustainability, establishing a legacy requires a more longitudinal approach. Event legacies may manifest in various forms and typically encompass multiple topics. To generate a positive impact, a planned desired legacy should be defined since the earliest stages of the event and applied within the event setting (Thomson, 2013).

The legacy produced by an event may differ according to the city, nature of event, and frequency of occurrence in a certain location. Three situations emerge:

- identical event in the same city - it is implied that it has already undergone processes of infrastructural development. Nonetheless, it is essential to acknowledge that, in

numerous instances, modifications to existing infrastructures or the execution of new urban projects are required due to alterations in the host city;

- different events in the same city - different events in the same city necessitate distinct types of infrastructure and services;
- same event in different cities - identical events in various places will inevitably yield diverse legacies, as they will conform to the unique attributes of the host city.

The primary obstacles encountered when trying to build a legacy are:

- the absence of explicit objectives, which hinders the identification of necessary resources and the evaluation of the final outcome (Misener et al., 2015; O'Brien, 2006);
- the lack of procedures and protocols to assess and monitor the effectiveness of the implemented efforts (Misener et al., 2015);
- lastly, there is a necessity for more comprehensive investigations to identify the most appropriate strategies to maximize the benefits across diverse communities (Green, 2001).

Some authors have proposed solutions to these problems. For example, Minnaert (2012) believes that more attention should be paid to the legacy that can be generated before the event begins, since after its realization it could change; a second solution would be to build networks linking existing policies and institutions so as to best represent the needs of the community; furthermore, all directly and indirectly affected parties should be involved in the leveraging process.

In recent years, the notion of legacy has been associated with sustainability; this integration must be carefully considered when a city or a nation is organizing a significant event. Getz (2005) states in this regard that «sustainable events are those that can endure indefinitely without consuming or spoiling the resources upon which they depend». However, it is complex to associate the concept of sustainability with that of events for their own characteristics: sustainability is characterized by a long-term vision (generally more than fifty years); it requires an integrated and holistic vision; it covers different areas (social, economic, environmental, and institutional); finally, it can be measured on different scales (global or local). Mega-events, on the contrary, by their very nature, have a short-term vision, with a limited duration and are characterized by intrusive activities that modify the normal processes and/or actors of the surrounding context.

Whether short-term or long-term outcomes, another aspect that needs to be taken into consideration when trying to organize sports events and exploit their full potential, it's the possibility for sports events to generate both positive and negative repercussions. This is a

crucial element when designing an event or developing it, since the decision-making process or even the strategies that need to be adopted might vary according to that.

From an economic point of view, sports events have the potential to increase city revenue and tourism, for instance, but they may also lead to financial losses or budget overruns if proper measures are not implemented. The economic impact can be measured through different methods, such as the cost-benefit method, the income-outcome method, or the individual spending assessment, as it will be deeply discussed in a following chapter.

From a social standpoint, positive social impacts include better social interaction, the development of community cohesion, the increase in cultural and social understanding, and the improvement in the community's self-identity and self-confidence (Taks, 2013). Some typical intangible benefits for the community include also social and human capital, well-being, sport participation, and urban regeneration. On the other hand, perceived negative impacts can include anti-social behavior, crime, overloading, mass collapse, disturbing community life, and the alienation and shifting of the community (Bull & Lovell, 2007). Social impacts can be measured by assessing how the population perceives the sports events and how they deal with these social impacts.

The extent of the above-mentioned socio-economic benefits might differ according to several determinants, such as the type of event, hosting city, individual characteristics etc. (Taks et al., 2015), as explained in full detail in the following chapters.

Therefore, impacts should be measurable and quantifiable in order to establish their nature (direct or indirect; positive or negative) and to make the right choices. However, despite the significant role that data have in such a context, the evaluation and assessment processes remain too complicated, while methods still relatively undeveloped (Brown et al., 2015), making it difficult to attribute causality (Getz, 2018).

Hiller (1998) asserts that effective management of the impacts generated by a sporting event necessitates an emphasis on three distinct yet interconnected phases to facilitate its assessment:

- pre-event - in this phase, the social context in which the event will occur must be considered, since it may influence both the product and the event itself. This stage allows to accurately analyze the conditions at the host destination prior to the event, in order to subsequently conduct a comparison that clearly illustrates the impact of the event;
- the event - during this phase, it is advisable to concentrate on long-term effects rather than immediate ones. For example, the creation of new jobs and the increase in tourist revenue recorded during the event may result in immediate positive benefits. Conversely, price escalations or traffic congestion can be considered as lasting impacts that negatively affect the destination;
- post-event - during this stage the focus is on the permanent effects of the event, both positive and negative.

Nevertheless, several authors (Collins et al. 2009; Dodouras, 2005; Malfas et al. 2004) contend that it is often challenging to correlate the pre-event phase with the post-event phase due to the difficulty in forecasting the effects of the event based on the investments made during the pre-event phase.

Another element that adds to such a complex and intricate context resides in the possibility for the different stakeholders involved to perceive in a dissimilar manner the impacts generated by the same event. As Higham (2005) points out, «the impacts associated with sport tourism are inevitably considered subjectively by the different stakeholder groups». It will therefore be appropriate to analyze the impacts both from the point of view of the demand, namely sports tourists, and from the point of view of the supply, namely the local community, in order to obtain support from both sides. In fact, while sports tourists tend to focus more on the experience that the sporting event is able to offer them, the local community focuses more on the changes caused by it on the surrounding environment. In this regard, the local community appears to be one of the central pivots of this process since the impacts should not weigh on this category of subjects.

According to Wise (2016), when it comes to sporting events and their impacts, the underlying problem lies in the focus that, currently, is more on the activities themselves rather than the benefits that residents can reap. In fact, only if benefitting from the sporting event they may support it while ensuring the success of the event itself. This phenomenon leads us to recall the *Social Exchange Theory* (SET) which describes social change as follows: «as a process of negotiated exchanges between individuals or groups» (Hritz & Ross, 2010). Furthermore, Ap (1992) defines this theory as «a general sociological theory concerning the understanding of the exchange of resources between individuals and groups in a situation of interaction». Therefore, an entity will only cooperate with others if there is reciprocity and, therefore, if it receives benefits from the other side. Applying SET to tourism and the management of sporting events, it refers to the exchange of resources between residents and visitors that could lead to positive or negative attitudes; the greater the positive attitudes, the best support will be provided to the success of the event. Several authors (Andereck et al., 2005; Ap, 1992; Chuang, 2010; Rasoolimanesh et al., 2015) argue that, in general, residents tend to support the event and the subsequent tourist development if the benefits obtained exceed the expenses incurred. On the contrary, if such activities lead to a deterioration of their position, they will hardly support it. Moreover, Chuang (2010) found that in areas where economic activity and tourism development is at low levels, the local community tends to have a more positive perception of the same because more hopeful and fuller of expectations for the future that the event can guarantee them.

However, despite a growing interest in measuring the legacy and impacts of sports events, some areas remain unexplored to this day, as far as we know. It refers more precisely to the different impacts generated by a medium-sized sport event on the city and the host community, and the role of the experiential value linked to it (Cherubini, 2009). Many in the past decades focused on the economic dimension of the sport event and the impact it has on

the city and the host community. Much of the scientific literature, however, focused on large-scale events, as classified by Roche (1999), such as the Olympic Games and the World Cup (Baade & Matheson, 2004; Preuss, 2004, 2007; Matheson, 2006; Porter & Fletcher, 2008; Maenning & Zimbalist, 2012), thus neglecting smaller events. The latter, probably because of the reduced economic activity associated with them, have aroused less interest despite, according to some authors, the possibility of having even more positive implications for the community (Seaman, 2006; Matheson, 2006) and generating impacts of various kinds (Daniels & Norman, 2003; Mondello & Rishe, 2004; Veltri, Miller & Harris, 2009; Coates & Depken, 2011) on tourism and economic development (Higham, 1999). In this regard, Bale (1989) says that «even small sporting events can generate substantial revenue for the communities within which they are located».

This current investigation exclusively examines the socio-economic impacts of a medium-sized sports event.

CHAPTER II

Impacts of Small and Medium-Sized Sports Events: a Systematic Review

2.1 Introduction and Objective

Sports events function not just as contests among athletes but also as reflections of a society or a territory, encompassing a range of activities before, during, and after the event, both inside and beyond the hosting venue (Gammon, 2020). These occurrences can have both immediate and enduring consequences, referred to as *event impact* and *event legacy* (Thomson et al., 2013, 2019). Although major events such as the Olympic Games get considerable attention, there is an increasing recognition of the effects and tourism potential of medium and small-scale sports events within local communities (Gibson et al., 2003; Roche, 1999).

The spectrum of sporting events varies from large-scale mega-events, which attract millions of attendees, to minor local competitions, where participants may outnumber the audience. Mega sporting events offer numerous benefits for tourism, since they enhance the image and character of a location and attract tourists to the host destination, hence aiding in destination marketing. Mega sporting events can generate interest in unrelated tourism attractions within a destination. The primary advantages of holding large-scale international sporting events are the favorable economic effects (Hall, 1992). Nonetheless, sporting events may also exert specific adverse effects, which appear to increase with the magnitude of the event. Mega sports events typically necessitate the construction of new infrastructure, the maintenance of which may impose a strain on the local community following the event (Hiller, 2013). Mega events substantially elevate the population density, potentially leading to overcrowding, infrastructure strain, environmental degradation, and disturbances to the local population (Chernushenko, 1996). Gibson et al. (2012) assert that, rather than endorsing large-scale regional, national, or international events, organizing small-scale sports events «which are consistent with the host community's infrastructure and human and cultural capital may be a viable form of sustainable tourism development». This aligns with prior research (Higham 1999) suggesting that small-scale event sport tourism may be better suited to sustainable development, as it tends to generate less significant adverse effects, but with typically reduced economic rewards. Minor events typically mitigate tourism seasonality, utilize existing infrastructure, necessitate reduced public financing, and produce a lower yet more consistent revenue from tourism (Higham 1999). Medium and small-scale sporting events include regular competitions, domestic and international contests, masters, or disability sports, with a clear distinction from mega events in terms of magnitude and resonance (Roche, 2000). Among the several advantages to host regions provided by smaller events, there are: entertainment, social benefits, economic activity, regional tourism, and community image building (Mules & Faulkner, 1996; Gratton et al., 2000; Daniels & Norman, 2003; Hinch & Higham, 2001).

Although extensive study has concentrated on major events such as the Olympic Games, smaller-scale sporting events have been overlooked, despite their potential for positive implications for the community (Matheson, 2006; Watt, 1998; Shone & Parry, 2004). These events can produce diverse impacts on tourism and economic development (Daniels & Norman, 2003; Mondello & Rishe, 2004; Veltri et al., 2009; Coates & Depken, 2011; Csobán & Serra, 2014).

In other subareas of health and sports research, systematic reviews have been published with different methodological analyses, such as bibliometric analyses (Andrade et al., 2017; Coimbra et al., 2019; Coimbra et al., 2022), a scoping and systematic review (Dominski et al., 2020), mapping reviews (Dominski et al., 2021; Andrade et al., 2023), and umbrella reviews (Andrade et al., 2020; Siqueira et al., 2019; Andrade et al., 2021), among others, with the intention of describing and analyzing the production of knowledge in these fields. This type of research promotes knowledge on the part of researchers about what has been studied and published, knowledge gaps, and the state-of-the-art of production. We identified a lack of this type of review study in the sub-area that investigates the impact of small and medium-sized sporting events on participants, cities, and local communities. In this way, the current study seeks to contribute to reducing this gap.

Therefore, the present research derives mainly from the desire to shed light on the state of the art of the scientific literature on the subject and with the aim of offering suggestions for future studies.

Specifically, the aim of our research is to carry out a systematic review of the scientific literature on the socio-economic impact of small and medium-sized sporting events on participants, cities, and local communities, identifying, in accordance with this definition, events whose spectators are mostly local residents and whose participants are a combination of local athletes and athletes from other cities (Taks et al., 2011).

Specific *research questions* that will guide the systematic reviews are: (a) When and where were the articles published? (b) What was the geographical location of the studies? (c) Which type of impact/outcome/legacy was studied? (d) What methods were used? (e) What theories and key concepts underpinned the research?

2.2 Materials and Methods

Methodological framework

Before exploring in depth the subject of our research, it is appropriate to provide some definitions of events, sport events, and the impact and legacy of sport events, looking first at the word's etymology and then highlighting its various facets according to the existing literature. Clarifying the meaning of these concepts is essential in order to conduct a consistent and well-defined literature review.

Research instruments

A systematic review (SR) is a research tool that aims to summarize literature reviews on specific topics, critically evaluating and formally synthesizing the best existing evidence to provide conclusions that answer specific clinical questions (Harris et al., 2014). An SR «uses explicit, systematic methods to collate and synthesize findings of studies that address a clearly formulated question» (Page et al., 2021a; Higgins et al., 2019).

An SR reports or includes: research questions; sources used through a reproducible search strategy (databases, search date etc.); inclusion and exclusion criteria; selection methods; possible risk of bias; and information about data analysis (Oxman & Guyatt, 1993; Krnic Martinic et al., 2019; Andrade et al., 2019; Silva et al., 2020).

Clear, precise, and well-determined questions facilitate the identification of keywords and search terms needed for the database consultation, and the analysis of the literature that can answer the questions.

After defining our research questions, the study was carried out in five main steps: 1) identification of the search strategy, and procedure for data collection and selection of databases; 2) selection of inclusion and exclusion criteria; 3) study selection and screening; 4) data extraction from included studies; 5) synthesis of the findings (Takata & Hallmann, 2021).

The guidelines and 27-item checklist reported in the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA 2020 statement) were followed in order to review and select the documents from the literature search (Page et al., 2021a, 2021b).

Search strategies and data collection

The searches took place in November 2022 on the SCOPUS and Web of Science databases, as these bases present a significant part of the world's scientific production on the subject. The search was performed using the terms related to the impact of sport events, to answer the research questions. The terms were connected with the Boolean operators OR and AND.

To be selected, the articles, were required to include at least one of the following words/concepts in the title, abstract, or keywords: *sport* event**; *sport* championship**; *sport* tournament**; *sport* competition**.

AND at least one of the following words/concepts: *impact**; *legac**; *leverage**; *outcome**; *touris**; *econom**; *cost**; *benefit**; *heritage**; *contribution**; *destination**; *objective**; *goal**; *stakeholder**; *communit**; *residents**; *business**; *customer**; *consumer**; *assess**; *evaluat**; *measur**; *value**; *quality**; *expectation**; *satisfaction**; *experience**; *emotion**

The details of the syntax used for both databases are available in ANNEX 1 and allow the search to be reproduced.

Selection of inclusion criteria (Eligibility Criteria)

Two researchers (LF and LR) independently performed the search and eligibility assessment of each article. Disagreements were resolved by a consensus-based discussion.

The following inclusion criteria were adopted: a) original research or empirical studies that investigated the impact of a small/medium-sized sport event on the participants and/or the local community; b) articles published in English, Portuguese, Spanish, Italian, or French; c) articles published from 2000; d) peer-reviewed manuscripts.

The starting date of 2000 was chosen as this year symbolizes the period from which the conceptual discourse developed and the debate about sport event legacy intensified (Thomson et al., 2019).

Due to the considerable number of articles found in the first literature analysis, we decided to focus this systematic review on original research and empirical studies, since we decided to use the literature-review papers for the introduction, to identify the research questions and to justify the comments of the results and the thematic analysis.

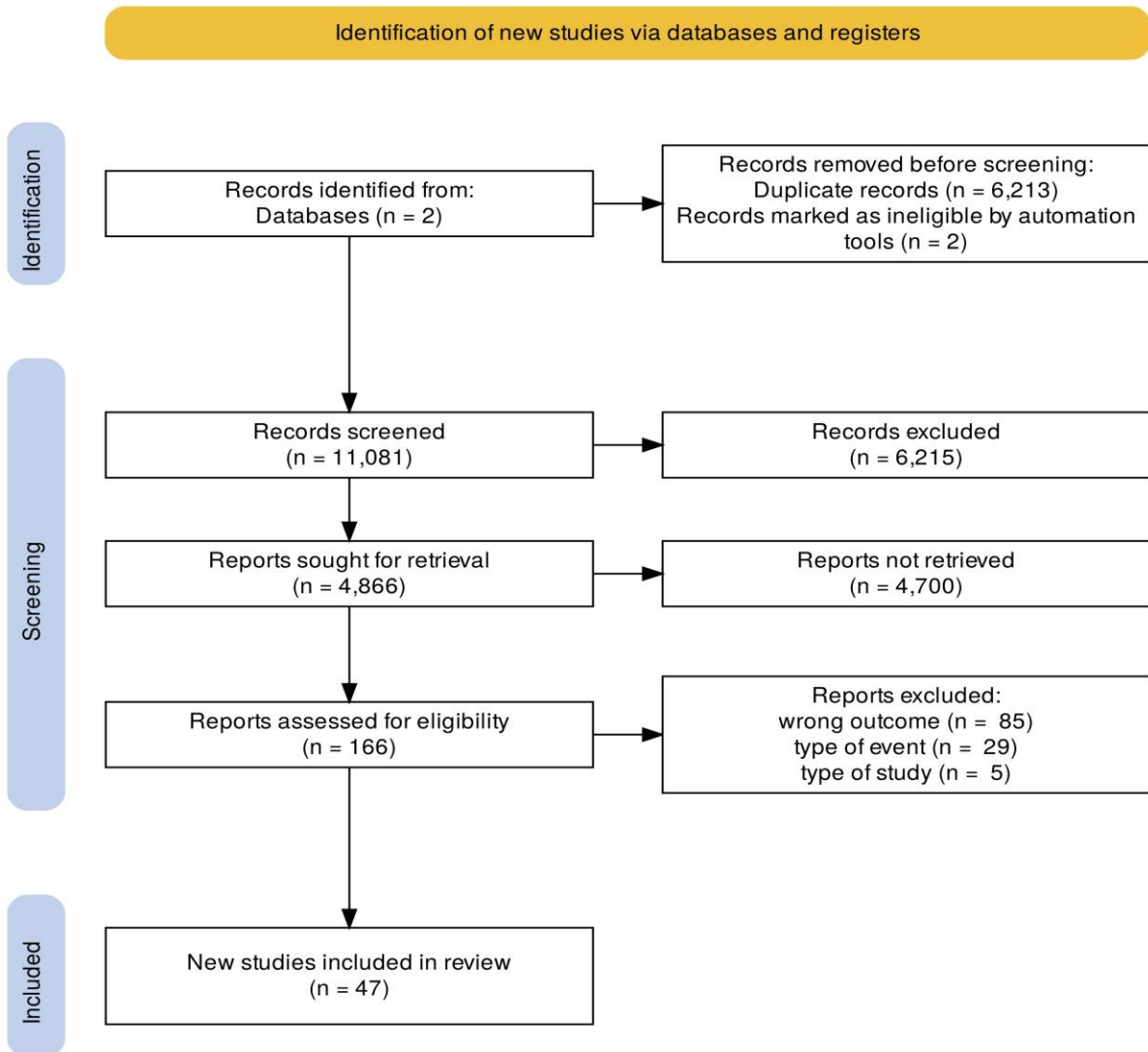
Studies selection and screening

Papers identified by the searches using the selected query (see ANNEX 1) were screened by title, abstract, and keywords by two independent reviewers (LR and LF) and duplicates were removed using the web application Rayyan of the Qatar Computing Research Institute (QCRI) (doi: 10.1186/s13643-016-0384-4). The first search was carried out by reading the title and abstract and classifying the studies into eligible for inclusion, ineligible, or into the “stand-by” category when eligibility was unclear.

The full texts of the articles that appeared to be potentially relevant were retrieved and assessed in order to determine eligibility, according to the predefined inclusion and exclusion criteria. Disagreements were resolved by a consensus-based discussion. In each phase, researchers were blinded to each other’s decisions.

A flow diagram based on the PRISMA framework was utilized to illustrate the progression of information across various stages of the study and to provide a concise overview of the screening procedure. This diagram outlined the quantity of identified records, along with the criteria for inclusion and exclusion (Figure 2).

Figure 2. PRISMA Flow Diagram



Data extraction from included studies and analysis

Two authors independently extracted data from all included studies (LR and LF) using Excel spreadsheets. For the analysis and discussion of the results, the following data were extracted: references (author, title, journal, year of publication); country where the study took place; and characteristics of the study. Among the characteristics, the authors extrapolated the following data: objective of the study; sample characteristics (number and other relevant information of participants); name, type of Event and type of sport; impact analyzed; description of how the outcomes were measured and of the results obtained; main results.

Methods used to describe the findings

We carried out a narrative synthesis of the characteristics and the evaluation of the studies, with a special focus on the type of event, the types of impact, and the types of outcomes. The main aim of the narrative synthesis was to describe the impacts measured, the instruments used to measure them, to discuss potential similarities or differences between the studies analyzed, and to explain and summarize the findings of the research.

2.3 General Results

Out of a total of 11081 articles, 166 studies were eligible for full-text review. After a second screening based on the inclusion criteria, 47 articles were eligible for inclusion. A table with the study characteristics can be found in ANNEX 2.

In order to answer our specific research questions, several analyses were performed, as described below.

Year of publication

Considering the year of publication, growing interest in the subject can be immediately noticed from 2016. Between 2000 and 2015, the number of publications was relatively low and stable, with up to 2 or 3 per year. From 2016 onwards, a growth in the number of publications can be observed, with a peak reached in 2016 (7 articles), followed by 2018 and 2022 (6 studies).

Type of Event/sport

Of the 48 studies included in the systematic review, less than 15 publications take into consideration multi-sport events, while the remaining studies focus on events displaying one specific sport. Among the sports, higher interest was shown in marathon and half marathon races, with more than 10 publications on the subject, followed by swimming and football events.

Type of impact

In this systematic review, we decided to focus on the socio-economic impacts; therefore, the papers selected focus on the assessment of one or both of these outcomes.

More than half of the publications included in the research focused on the economic impact of small-medium events and spending patterns of the people involved (n. 27 papers). The characteristics of these studies are shown in Table 1. Social impact is the second impact considered in terms of number of publications, with a specific interest in residents' perceptions (n. 17 papers). Studies with social impact as the main outcome are shown in

Table 2. Finally, some publications focused on both social and economic impacts (n. 3 papers) (Table 3).

Table 1. Selection of papers on the economic impact of small- and medium-sized sports events

Authors	Year	Country	Event	time of data collection	Sample (type)	Measures	Ave. per Person Daily Spending (\$)
Redondo-Castan et al.	2023	Spain	38 events in the area	during	visitors and spectators (non residents)	Economic impact	N/A
Tzoumaka et al.	2022	Greece	Recurring mountain running event.	after	athletes	Individual expenditure	responding active sport tourists 231,017 €; actual active sport tourists 671,684 €
Montazari	2021	Sweden	World Ski Championships 2015	during	visitors	Individual expenditure	136 €
Pérez González et al.	2021	Spain	Marathon Burgos	during	athletes	Input-Output model	326,65 € per stay
Lintunmäki et al.	2020	Austria	Winter World Masters Games	after	athletes and staff	Individual expenditure + Cost-benefit A.	non-local guests motivated by proximity to home 590 € per stay; non-locals motivated by the event 1498 €
Perić et al.	2019	Croatia	3 events trail running + 5 events mountain biking	during	athletes participants	Individual expenditure	TR 56,16 €; 78,53 €
Salgado-Baramidela et al.	2018a	Slovenia	Professional basketball matches	during	spectators (non residents)	Individual expenditure	N/A
Salgado-Baramidela et al.	2018b	Spain	Spanish Championship swimming	during	non residents athletes, spectators and others	CVM + individual expenditure	259,81 € for the whole period
Carvalho et al.	2018	Portugal	Douro Valley Half Marathon	before	athletes	Individual expenditure	219 € locals; 320 € non-locals per period
Amador et al.	2017	Spain	Football league matches	1 year/season	spectators, athletes	Social Accounting Matrix	N/A
Duglio & Beltramo,	2017	Italy	Mountain endurance trail ColtonTrek	after	athletes	Individual expenditure	38,05; 45,02; 53,07 € according to the scenario
Kwiatkowski & Oklevik	2017	Norway	World Cup ski-jumping events	during	spectators	Individual expenditure	308 NOK
Cheung et al.	2016	China	East Asian Games	after	athletes	Individual expenditure	2748,78 HK\$ per period (9,3 days)
Du Prez & Lee	2016	South Africa	Mountain biking event	during	athletes	Travel cost model	201 \$ per trip
Schul & Pierre	2016	France	Women's tennis tournament	during	spectators	Individual expenditure	spectator outside Val d'Auvergne 19,24 €; 21,70 € spectators outside Seine-et-Marne
Jiménez-Naranjo et al.	2016a	Spain	Ciudad Internacional Open Padel	during	attendees	Individual expenditure	N/A
Jiménez-Naranjo et al.	2016b	Spain	World Padel Tour	during	spectators and athletes	Cost-benefit analysis	athletes 109,50 €; attendees from 56,63 (residents) to 188,39 € (non-residents who stay at night)
Case et al.	2013	USA	14-kilometer race	Before/during/after	athletes	Individual expenditure	N/A
Gibson et al.	2012	USA	6 events different sports	during	athletes or spectators	Individual expenditure	from 95,64 to 216,6 \$
Swayman & Swayman	2012	South Africa	Comrades ultramarathon	during	athletes participants	Individual expenditure	local 2746 ZAR; national 5102; international 16558
Wicker et al.	2012	Germany	3 marathon events	During/after	athletes, spectators (non-residents)	Individual expenditure	Cologne 90,16 €; Bonn 57,61 €; Hanover 43,39 €
Case et al.	2010	USA	X-TERRA off-road triathlon (5 events)	after	athletes	Individual expenditure	60,60 \$ regional; 96,80 \$ national; 237,30 \$ international
Lee et al.	2010	USA	College football matches	Before/during/after	visitors spectators	Input-Output model	16,14 \$
Cela et al.	2006	USA	Cedar Valley Moonlight Classic Soccer Tournament	during	spectators	Input-Output model	77,43 \$ tournament; 82,13\$ Waterloo/Cedar
Wilson	2006	UK	4 swimming events	during	spectators; athletes; officials; media	Individual expenditure	N/A
Daneels & Norman	2003	USA	7 events (different sports)	after	athletes or parents (for children)	Individual expenditure	from 22,15 to 85,28 \$
Gibson et al.	2003	USA	Gators Football team matches	During/after	fan	Individual expenditure	Sport excursionists \$114,82 per game; sport tourists \$293,38

Table 2. Selection of papers on the social impact of small- and medium-sized sports events

Table 2. Selection of papers on the social impact of small-medium sport events (n.17 papers)

Authors	Year	Country	Event	time of data collection	Sample (type)	Measures
Cai	2022	China	Qingdao Marathon	after	residents	social capital, social identity, psychic income
Kennelly	2022	UK	Participatory sport event (PSE)	N/A	organizers	perceptions of, and interactions with the local communities
Lee et al.	2022	China	2019 Military World Games	N/A	residents	residents' perceived benefits and costs of hosting the event, residents support
Máté	2022	Hungary	European Youth Olympic Festival	before/after	residents	sports consumption, sporting habits, subjective quality of life, evaluation of the city, and interest in the event
Greenwood et al.	2021	UK	Open swimming events	N/A	athletes	social capital, social impact, social connections
Parra Camacho et al.	2021a	Spain	Trinidad Alfonso Valencia Marathon	after	residents	perception of economic benefits and image of the city, social benefits, pride and identification with the community, sports impact, and socioeconomic problems
Parra-Camacho et al.	2021b	Spain	Valencia Triathlon.	after	resident athletes participants	sporting participation and city image, social development and human capital and economic development
Hautbois et al.	2020	Switzerland	Unicef Geneva Marathon	during	athletes	impacts (i.e. city image, sport participation, and psychosocial benefits)
Poczta et al.	2020	Poland	2 events: Poznań Half-Marathon + Cavaliada international equestrian	during	residents active and passive participants	perception of negative externalities of host residents
Zawadzki	2020	Poland	3 events (athletics, handball, volleyball)	before	residents	Contingent Valuation Method social benefits + willingness to pay
Scholtz	2019	South Africa	Comrades ultramarathon	after	residents	social impact, residents impacts perceptions (positive and negative)
Chen et al.	2018	Hong Kong	Standard Charter Hong Kong Marathon	before/during/after	residents, athletes and non-athletes	residents' perception of the event
Małchrowicz-Mosko & Poczta	2018	Poland	3 events: Poznań Half-Marathon-European Junior Swimming Champ-Cavaliada international equestrian	after	athletes and sports fans participants, both sports tourists and residents	tourist behaviors, perception of the impact of the event on the image of the city, on the sense of local identity, pride, and social integration
Zhou & Kaplanidou	2018	USA	not specific	not specific	active runners	social impact and social capital
Njorge et al.	2017	Kenya	not specific	not specific	residents and stakeholders	community's perception on social impacts related to sports tourism development
Parra Camacho et al.	2016	Spain	Valencia Boat Show	during	visitors (residents and non)	positive and negative impacts, future intentions to revisit and to recommend
Djabillah et al.	2015	France	not specific	after	city officials in charge of sporting events	social impact

Table 3. Selection of papers on the social and economic impact of small- and medium-sized sports events

Table 3. Selection of papers on the social and economic impact of small-medium sport events

Authors	Year	Country	Event	time of data collection	Sample (type)	Measures
Yamaguchi et al.	2022	Japan	Kobe Marathon	before/after	residents	perception of sociocultural and economic impact
Ramirez Hurtado et al.	2007	Spain	ITF Female Tennis Championship National Championship of Beach-	during	spectators and non spectators	economic and social impact
Rueda-Camuche & Ramirez-Hurtado	2007	Spain	Volley	during	spectators and non spectators	socio-economic impact

Country/Geographical distribution

The country with the highest number of publications is Spain with 12 publications, followed by the USA with 8, and Poland, the UK, and South Africa with 3 publications each.

A significant difference identified in this paper's approach compared to other reviews is that this paper assesses research at a global level by including studies written in English, Spanish, Portuguese, French, and Italian without geographical restriction.

Journal distribution

The current research identified that most of the publications included in the systematic review were published in journals in the context of event management and sport tourism. To be more precise, of all the journals, the journal Event Management had the highest number of publications on the subject, with 6 publications, followed by the Journal of Sport and Tourism (3 publications), International Journal of Event and Festival Management (3 publications), and Sustainability (3 publications).

Research methods of the analyzed studies

Despite some concerns in the scientific literature related to the use of self-reported measures, (Brutus et al., 2013) questionnaires seem to be the favourite instrument to collect data in such a context. As shown in this systematic review, almost all included publications relied on the use of a questionnaire, while in some articles this tool was accompanied by semi-structured interviews. Data collection took place mostly during the event, as this appears to be the best moment to draw the stakeholders' attention, and only a few publications show data collected before or after the event. This seems to be the case of those studies displaying what residents perceive before and after the event takes place. An additional factor that needs to be mentioned concerns the number of people to whom the questionnaire was administered. In 3 publications the sample included less than 100 people, while at the other end of the spectrum, in one article the authors reached 6,981 people (visitors and spectators), analyzing 38 events.

CHAPTER III

Socio-Economic Impact Assessment of Sports Events

This chapter elucidates the socio-economic effects of medium and small-scale sport events. The analysis underscores the complex economic and social effects of sport events, taking into account audience demographics, event location, participant attributes, visitor expenditure, and community backing.

The scientific literature on this topic shows that the perception of the impact of sports events varies among diverse groups and stakeholders. Younger individuals, for example, tend to perceive a higher impact, while older respondents usually perceive a lower impact (Rueda-Cantuche & Ramirez Hurtado, 2007). Social effects, such as community image enhancement and tourist promotion, are valued positively. General economic advantages are also acknowledged.

3.1 Economic Impact Assessment

Economic impact, in its most basic form, is the economic contribution of a specific industry or activity to a specific geographical area or community. However, this can be interpreted and measured in several ways (Taks et al., 2011). In academic literature, the economic impact of significant events is typically defined as the event's contribution to overall expenditure, output, income, and employment (Tyrrell & Johnston, 2006). Certain authors characterize economic effect as the net advantages obtained from holding an event (Crompton, 1995, 2006), whereas others correlate it with net welfare gains (Abelson, 2011). Traditional economic definitions of impact encompass direct, indirect, and induced effects. In practical terms, economic impact is typically seen as the total additional expenditure generated within a certain host economy that can be directly linked to the occurrence of a particular event (UK Sport, 2004).

The economic impact of sporting events is defined as the net alteration in an economy coming from a sports event. The alteration is attributed to activities related to the purchase, operation, development, and utilization of sports facilities and services (Lieber & Alton, 1983). These subsequently produce visitor expenditures, public expenditure, employment prospects, and tax income. The economic impacts of expenditure consist of direct, indirect, and induced effects. The direct impacts refer to the acquisitions required to satisfy the increased demand from visitors for products and services. Indirect impacts refer to the cascading impact of subsequent rounds of re-circulating the initial spectators' expenditures. Induced impacts refer to the augmentation of employment and household income resulting from economic activities driven by direct and indirect impacts (Dawson, Blahna, & Keith, 1993; Howard & Crompton, 1995).

Tyrrell and Johnston (2006) explain that in tourism, economic impact analyses «estimate changes in regional spending, output, income, and/or employment associated with tourist policy, events, facilities, or destinations». The impact originates from an increase in spending

in the region, which in this case, is due to the hosting of a sport event. Lee (2001) broadly defines the economic impact of a sport event as «the net change in an economy resulting from the sport event», where *change* refers to the metrics as described by Tyrrell and Johnston (2006). However, with the wide application and clear policy decisions that impact studies have, it is not surprising that it has been misused for political agendas. Most of the said studies are aimed at gaining public support and subsidies to host mega events rather than academic contributions (Dixon et al., 2023). A number of papers have addressed these misuses and misconceptions of economic impact studies with some devoted solely to this matter, including two studies conducted by Crompton (1995, 2006), one by Abelson (2011), and even a stern word of warning from Archer (1996), who cautions about «garbage in, garbage out». This is especially true for the input to economic impact studies, namely the initial increase in spending.

The assessment of the economic impact of events, while heavily dependent on the initial input (the spending stimulus), encompasses methodological considerations that extend beyond the selection of included expenditures. Initially, the improper application of the word *economic impact* must be acknowledged, as there are substantial distinctions among concepts such as economic worth, economic importance, cost-benefit analysis, and economic impact analysis that are not uniformly utilized in impact studies. Evaluating the initial spending stimulus prompts apprehensions about the selection of expenditures to incorporate, the delineation of the study region, the data gathering process, and the computation of direct spending. The final difficult methodological issue pertains to the calculation of indirect and induced impacts.

Although the terms *economic impact*, *economic benefit*, *economic value*, and *economic significance* are frequently used interchangeably, they possess distinct meanings that are sometimes misinterpreted by their users. Economic advantages are frequently assessed through a cost-benefit analysis. Two significant publications that examine the distinctions between cost-benefit analysis and economic effect analysis are authored by Burgan and Mules (2001) and Tyrrell and Johnston (2006).

Burgan and Mules (2001) explain that cost-benefit analysis was developed with the aim to «evaluate alternative uses of public funds from an economy-wide perspective». Subsequently, various alternative projects are examined, and the option with the most favorable benefit-to-cost ratio should be selected as the preferred allocation of public funds. Tyrrell and Johnston (2006) assert that cost-benefit analysis primarily evaluates the net economic advantage anticipated from an event, rendering it predominantly an ex-ante analysis. The study yields a net benefit, which can be associated with welfare improvements for the broader population (Abelson, 2011). This study encompasses not only material advantages but also intangible benefits (such as enthusiasm, heightened exposure, and post-event tourist growth), which can be quantified by willingness-to-pay or other contingent valuation techniques (Burgan & Mules, 2001).

Economic value is a concept closely related to *economic benefit*, since it refers to the «total societal benefit» of an event (Moore et al., 1994). According to Barget and Gouguet (2007),

the total economic value of a sport event consists of the use value and the non-use value of the event. The non-use value, also called intrinsic or existence value, can be defined as «the utility a person derives from knowing that the event exists» (Barget & Gouguet, 2007).

In contrast to *cost-benefit analysis*, *economic impact analysis* assesses the alteration in economic activity resulting from an event and is hence an ex-post analysis. Burgan and Mules (2001) concur that the two paradigms guiding the analyses are distinct, although contend that economic impact analysis can align with cost-benefit analysis when the economy is not fully employing its resources. Nevertheless, they persist in asserting that economic impact analysis is «an appropriate methodology to assess what is essentially a major source of benefit of a special event» (Crompton, 2006). Crompton (2006) adds that as soon as cost is included in the analysis, it changes from an economic impact to a cost-benefit analysis.

In contrast to an economic impact assessment, the *economic significance* of an event does not measure the economic activity that would have been lost with the event not taking place. It quantifies the magnitude of the event and its related economic activity, so providing valuable insights when trade-offs are considered (Crompton, 2006). This is particularly pertinent when local expenditure is incorporated into the research, as numerous economic impact assessments performed by consultants are essentially evaluations of economic significance. This raises the question of whether expenditures should be incorporated in an economic effect analysis.

Economic arguments frequently focus on the suitability of the magnitude and nature of *multipliers* employed in *Economic Impact Studies* (EIS). The multiplier effect represents the whole economic influence of a sporting event. The multiplier effect illustrates how initial expenditure in a region induces subsequent rounds of re-expenditure within that region. The re-spending process is known as the *multiplier effect*. The fundamental idea of the multiplier effect initiates with an initial expenditure that generates more income inside an economy. A segment of the augmented revenue is expended and subsequently reallocated within the region (Archer, 1984; Crompton, 1995; Wang, 1997).

In summary, three components contribute to the overall effect of visitor expenditure: Direct impact (the initial effect of visitor spending), Indirect impact (the subsequent effects of re-circulating the initial visitors' funds), and Induced impact, which encompasses further effects generated by employees of affected businesses spending their salaries and wages in other enterprises within the host community (Howard & Crompton, 1995).

A variety of multiplier used modeling techniques are available: TEIM (Travel Economic Impact Model), RIMS (Regional Input-output Modeling System) (Donnelly, Vaske, DeRuiter, & Loomis, 1998; Wang, 1997), TDSM (Tourism Development Simulation Model) (Donnelly, et al., 1998), RIMS II (Regional Input-output Modeling System, version II) (Wang, 1997), ROI (measuring financial Return On Investment) (Turco & Navarro, 1993), and IMPLAN (Impact Analysis for Planning) (Bushnell & Hyle, 1985; Dawson, Blahna, Keith, 1993; Donnelly, et al., 1998; Howard & Crompton, 1995; and Wang, 1997).

The economic impact analysis of sporting events is contentious due to its subjective elements. Additional issues arise from the literature review, with the first one being the utilization of several and contradictory notions of the multiplier (Howard & Crompton, 1995). A risk associated with the multiplier and its presentation in research reports directed at policymakers is that its fundamental notion and use are misleadingly simplistic. Economic impact studies are predominantly utilized by consultants engaged by sports entrepreneurs and advocates to illustrate the worth of a proposed sporting event (Johnson & Sack, 1996). Secondly, there are studies incorporating local spectators, time-switchers, and casual attendees. The economic impact of a sporting event should solely encompass the additional cash flow introduced into the economy by tourists and external entities, including media, banks, and investors from outside the area. Furthermore, as expenditures by time-switchers and casuals would have transpired irrespective of the event, their spending consequences should be eliminated from the economic impact analysis done. Thirdly, economic impact studies conducted by consultants affiliated with political power typically assess only the favorable elements, indicating both economic and social gains. They do not assess significant economic expenses and possible societal issues. Only gross benefits, rather than net benefits, are assessed and reported regarding economic impact.

Economic impact stems from spending that takes place in the economy that would otherwise not have taken place. According to Hodur and Leistriz (2006), spending stems from three main sources: (1) facility construction; (2) facility or event operations; and (3) participants and spectators who attend the event.

Ultimately, it is imperative to consider expenditures by event participants. The attendees comprise, among others, athletes and coaches, spectators, media representatives, broadcasting company members, sponsors, and exhibitors (Smeral, 2003). The expenses incurred include travel costs, food, accommodation and other purchases owing to the event (Hodur & Leistriz, 2006).

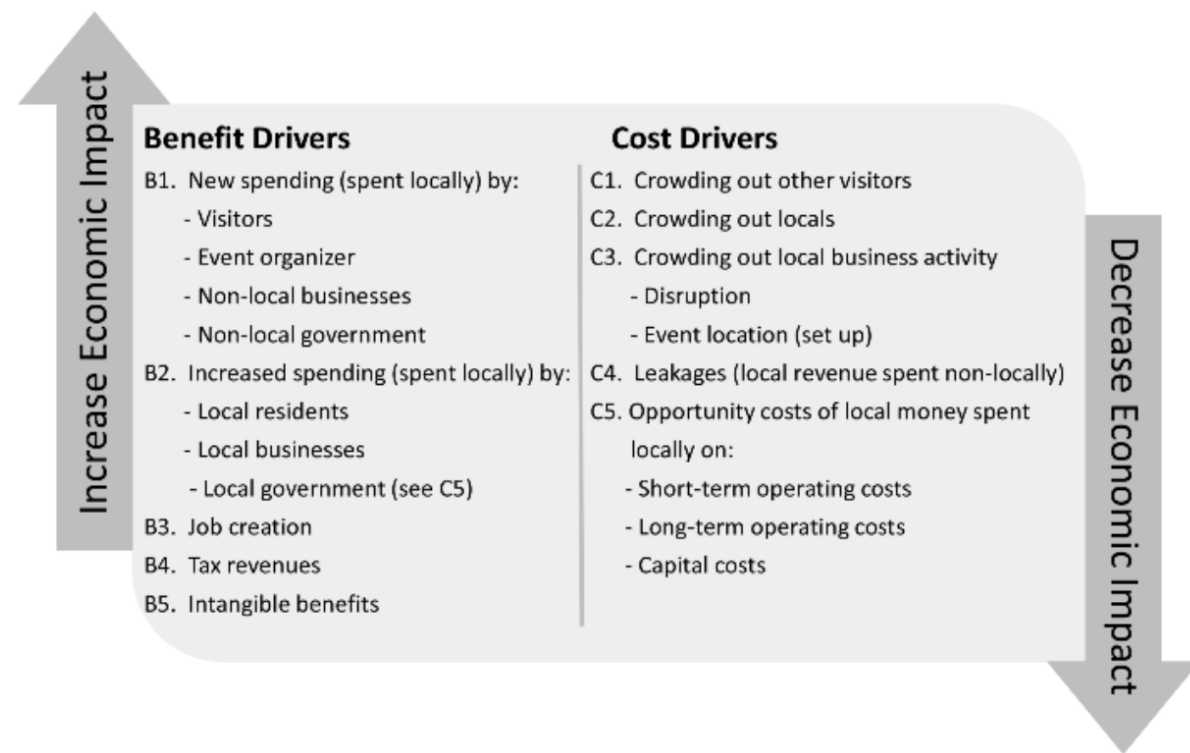
The most contentious expenditure pertains to the event attendance, specifically regarding the methods of acquisition and the types of expenses to be included. Crompton (2006) characterizes the inclusion of local or resident spending in economic impact studies as the «most frequent mischievous procedure», asserting that only non-resident expenditure generates effective demand. The event results in a diversion of local expenditure to other sectors of the local economy. Crompton (2006) delineates two scenarios in which incorporating local expenditure is permissible: (1) when the objective of the study is to assess the economic significance of the event; and (2) when locals who would have left the area choose to remain at home to participate in the event. The latter is termed as *deflected impact*, since the local expenditure would have occurred at an alternative location. Measuring the deflected impact is challenging and is sometimes consequently omitted from the economic impact analysis.

Crompton (1995) identifies two additional visitor categories that require careful consideration: *time switchers* and *casuals*. The former pertains to visitors who have arranged their trip to the city or region to align with the sporting event taking place there. Casuals, on

the other hand, are attendees who are in the city or region for an alternative purpose and participate in the event. The main purpose of their visit is, therefore, not the sport event as such, but rather their vicinity to it. Crompton (1995) argues that the expenditure of time switchers and casuals should be excluded from an economic impact analysis, since it represents money that would have entered the economy irrespective of the event's occurrence. However, if the event encourages these visitors to extend their stay, it might be argued that their spending at the event should be included in the economic impact evaluation.

To facilitate the comparison of events of varying magnitudes on the same terms in a way that does not involve the analysis of hundreds of variables that differ from event to event, academic research on economic impact (Baade, Baumann, & Matheson, 2008; Campbell & Brown, 2003; Coates, 2007; Cobb & Olberding, 2007; Crompton, 1999; Crompton & Howard, 2013; Downward, Dawson, & Dejonghe, 2009; Dwyer, Forsyth, & Spurr, 2006; Johnson & Whitehead, 2000; Késenne, 2012; Preuss, 2005; Rosentraub & Swindell, 1991; Taks, Girginov, & Boucher, 2006; Taks et al., 2013) has identified ten distinct factors, termed *Economic Impact Drivers* (EID), which influence the overall economic impact by contributing to or detracting from it. The 10 drivers illustrated in Figure 3 are inspired by earlier efforts to categorize EID (Agha & Rascher, 2013) and provide a framework for assessing the costs and benefits of events in the most basic terms. It is imperative to understand that all aspects pertaining to economic impact are encompassed by five *Benefit Drivers* that enhance economic impact and five *Cost Drivers* that diminish economic impact.

Figure 3. Economic Impact Drivers (Agha & Rascher, 2013)



There is anyway the need for further investigation. Dixon et al. (2013), for instance, confirm that research on the economic impact of mega events outnumber that of small-scale sport events, meaning for small-scale sports events «regular seasonal sporting competitions (ice hockey, basketball, soccer, rugby leagues), international sporting fixtures, domestic competitions, Masters or disabled sports, and the like» (Higham, 1999).

3.1.1 Economic Impact of Small and Medium-Sized Sports Events

Significant discrepancies exist in the methodologies employed to measure the economic impact of major vs small and medium-sized sports events. Saayman (2014) indicates that the predominant approach employed in the case studies is direct incremental spending, with numerous papers concentrating on quantifying the magnitude of supplementary expenditure resulting from the event. Subsequently, qualitative assessment continues to be favored, especially for medium-sized sporting events. In contrast to the techniques employed at significant events, I-O methods significantly surpass CGE approaches, with SAM and I-O multipliers accounting for 18% of all studies, equivalent to the usage of qualitative assessments. CGE modelling and regression analysis are employed in merely 6% of the research, respectively, suggesting that these methodologies are distinctly more appropriate for significant events.

Figure 4. Methods for Economic Impact Assessments of Medium-Sized Sports Events (Saayman, 2014)

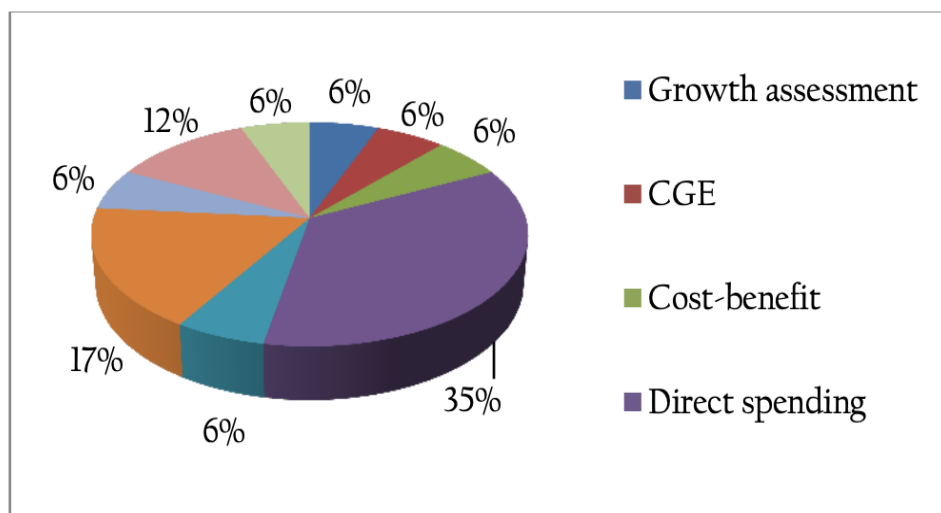
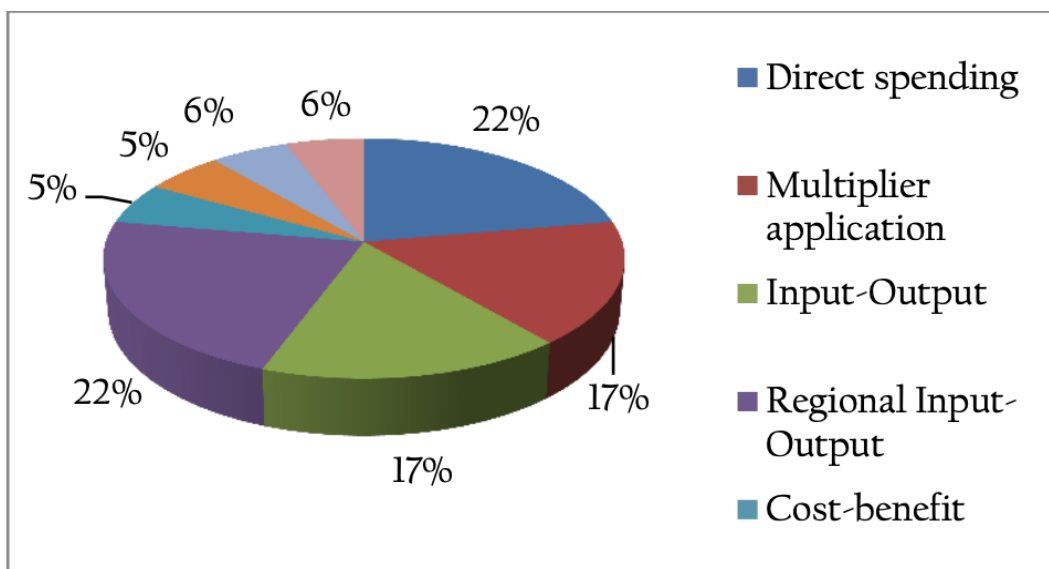


Figure 4 demonstrates that the methodologies employed to evaluate the economic impact of small sport events significantly diverge from those utilized for major and medium-sized events. The lack of qualitative assessment is a significant deficiency in this area of research,

and the same applies to CGE models. Regression analysis is comparatively less favored, reinforcing the idea that methodologies like CGE and regression analysis are more appropriate for larger sporting events. Moreover, input-output analysis continues to be the prevailing methodology in minor sporting events, and instead of waning (as for major sporting events), it is gaining traction as regional input-output models become increasingly accessible. Nonetheless, unlike other local impact assessments, there is scant evidence that proportional multipliers derived from small-scale (partial) input-output models are employed in evaluating the economic impact of minor sporting events on the local economy.

Figure 5. Methods for Economic Impact Assessments of Small-Sized Sports Events (Saayman, 2014)



The multiplier analysis, popularized by Archer in 1984, was originally formulated to signify public expenditure; however, it is now predominantly utilized to assess the impact of events or industries on the host economy. It «recognizes that changes in the level of economic activity created by visitors to a sport facility or event bring changes in the level of economic activity in other sectors and, therefore, create a multiple effect throughout the economy» (Dwyer et al., 2005).

Gratton et al. (2000) identify the most prevalent multiplier as the proportional multiplier which is delineated as follows. Following the assessment of initial expenditures by event attendees, the corresponding economic impact, represented as supplementary income to the local economy, can be calculated by multiplying the initial visitor spending by a local multiplier. The resultant phenomenon is termed *direct impact*, which pertains to the initial *round* of expenditure derived from the amount donated by the visitors. This encompasses all supplementary salaries and earnings, together with the profits of people employed in local businesses that hosted the event and directly benefited from additional visitor expenditures.

Secondary effects refer to the changes in economic activity resulting from ripple effects due to the recirculation of money. Two diverse types of effects are recognized in this context: *indirect effect* and *induced effect*. The term *indirect impact* denotes the income that is generated by the reallocation of funds to enterprises that did not directly receive the initial expenditures, such as local suppliers of shops, hotels, or restaurants that benefited in the first round. This income is then distributed in the next round of monetary flow. *Induced impact*, instead, denotes the increase in consumption among local residents resulting from heightened income, whereby employees reinvest their additional earnings in local goods and services, thus generating a subsequent ripple effect (Gratton et al., 2000).

In addition to multipliers and input-output analysis (I-O analysis), various methodologies such as computable general equilibrium modelling (CGE), social accounting matrix (SAM), direct expenditure approach (DEA), and cost-benefit analysis (CBA) (Davies et al., 2013) are routinely employed to assess the impacts of significant events. Given the frequent criticism of multiplier misuse in the literature, researchers are committed to developing alternate approaches. Nonetheless, a persistent disagreement exists on which of these methodologies possesses the most potential for accurately evaluating economic impact. The predominant methodology employed has been input-output modelling. It relies on a mathematical model that forecasts monetary transactions among various sectors of a region's economy. The production functions of each industry are utilized to ascertain the proportions of sales allocated to salaries, proprietors' income, and taxes (Stynes & White, 2006). Input-output models rely on several assumptions that do not reflect real-world economies, rendering them susceptible to critique. The criticized assumptions are: (1) all inputs and resources are abundantly available without constraints; (2) the ratios between inputs and outputs, as well as labor and output, remain constant; (3) price effects are considered neutral; (4) behavior concerning the government budget sector is also perceived as neutral (Dwyer et al., 2005). Dwyer (2005) asserts that this results in significant overestimations of economic impacts on actual output. The authors contend that I-O model analysis generates biases and simultaneously neglects information regarding industries impacted by heightened tourism demand. Consequently, they advocate for a substitution of I-O analyses. Abelson (2011) articulates his criticism for I-O models, given their tendency to consistently yield favorable findings, regardless of the potentially «disastrous» financial outcomes. Furthermore, he contends that these models inadequately reflect substantial welfare effects by solely assessing variations in output. Moreover, in his opinion, these models fall short in capturing significant welfare impacts by measuring changes in output only. Dwyer et al. (2005) advocate for CGE modelling, while Abelson (2011) favors cost-benefit analysis (CBA). Due to its historical origins, CGE modelling might be considered a descendant of the I-O model. However, it was created to address the I-O model's limitations by including both induced and indirect effects (Abelson, 2011). CGE models integrate a national income accounting framework with an industry-level input-output model, enabling the analysis of price fluctuations, supply-side limitations, substitution in production and consumption across industries. However, CGE models are perceived to be of limited use for evaluating events which are only held once since they were developed to assess long-term impacts. Consequently, Abelson (2011) asserts that CGE models require substantial modifications to incorporate «demand shocks» induced

by transient major events. CBA significantly diverges from the aforementioned methodologies since it includes opportunity costs and net welfare or net social benefits, rather than solely focusing on gross output. It was intended to assess all costs and benefits that arise for a certain community in relation to an event. The expenses correspond to the opportunity costs incurred by the inhabitants, specifically the value of commodities and benefits that individuals must forfeit when society allocates labor and financial resources to one project over another. The benefit, conversely, is the highest sum the individual is prepared to invest in the project (Abelson, 2011). Davies et al. (2013) refute these claims by highlighting that while CBA is an extensive and integrative method, it is excessively data- and cost-intensive in practice, particularly in the assessment of medium-sized events. DEA is seen as an alternative method compared to the ones described above since practitioners often find it challenging to collect all the data and resources needed for more complicated approaches such as CGE and SAM models. This quite often results in «borrowing» secondary data and coefficients, which has a serious effect on the results. Consequently, DEA aims at determining *direct* economic impacts, impacts that can be directly associated to an event (Davies et al., 2013). It is perceived as an accessible, cost-effective tool that acts as an alternative to multiplier-based approaches. Furthermore, it allows for a comparison of different events across several host cities (Gratton et al., 2000). Abelson (2011) contests this viewpoint, asserting that DEA neglects opportunity costs, which he deems a fundamental error. Davies et al. (2013) counter this argument by citing Crompton, who asserts that Cost-Benefit Analysis (CBA) represents a distinct methodology for event evaluation, as «incorporating costs into a study changes it from economic impact analysis to a benefit-cost analysis», whereas «an economic impact analysis is designed to study the economic effect of additional expenditure attributable to a sports event and should be compared with equivalent investments designed to create economic stimulus in other sectors of the economy» (Crompton, 1995).

However, despite the significant rise in economic impact evaluations of sports events (Coates & Humphreys, 2008; Porter & Chin, 2012), skepticism and uncertainty regarding the reliability of these assessments persist (Chang et al., 2015; Davies et al., 2013; Lee & Taylor, 2005). A literature review reveals multiple justifications for this phenomenon. First, the absence of consistency and standardization in the assessments, particularly with the often-cited misuse of the multiplier effect (Diedering & Kwiatkowski, 2015; Crompton, 1995; Matheson, 2009; Warnick et al., 2015; Wood, 2009). Secondly, research has yielded inaccurate or dubious estimations of fundamental input variables (e.g., event attendee demographics, attendance figures) or has presented ambiguous definitions of the host region (Davies et al., 2010; Gratton et al., 2000; Jeong et al., 2016; Preuss, 2005; Warnick et al., 2015). Some academics have employed a client-led methodology in economic impact evaluations, which frequently functions as a tool for political manipulation rather than a genuine analysis of the event's economic consequences (Crompton, 2006). In this instance, Mondello and Rishe (2004) assert that «economic impact studies are undertaken not necessarily to provide an accurate assessment of the impact but rather to legitimize positions». In the same way, Getz (1991) notes that economic impact studies are «biased

towards exaggeration of the economic benefits in order to gain credibility and support for organizers».

For better accuracy and reliability, research underscores the need of evaluating primary data about tourist expenditures. Walpole and Goodwin (2000) contend that input-output analysis is inadequate, particularly regarding local effects on employment and tourism in relatively small communities, due to insufficient relevant data. In this instance, direct estimation utilizing primary data is more likely to identify those impacts. Frechtling (2006) and Scott and Turco (2011) contend that visitors' expenditures are crucial for estimating economic benefits. Acquiring participants' expenditure data appears to be an effective approach for assessing the influence of their spending within the local area (Wilson, 2006), and this methodology was employed by the majority of the authors (Carvalho et al., 2018; Case et al., 2010, 2013; Duglio & Beltramo, 2017; Gibson et al., 2003; Kwiatkowski & Oklevik, 2017; Jimenez-Naranjo et al., 2016a; Mortazavi, 2021; Perić et al., 2019; Salgado-Barandela et al., 2018a,b; Schut & Pierre, 2016; Saayman & Saayman, 2012; Tzoumaka et al., 2022; Wicker et al., 2012; Wilson, 2006).

Several authors in the literature highlight the positive economic effects of medium and small-scale sporting events, as previously seen. Expenditure associated with these events stimulates the local economy by generating the production of goods and services. These expenses, which generate a net economic inflow for the hosting region, are frequently financed by sources like television rights. The increase in total expenditure results in an increase in total production and GDP, which in turn benefits a variety of sectors, such as the food and beverage industry, transport, tourism, and other services (Amador et al., 2017).

The papers analyzed in our review assess the economic impact of sporting events using different types of economic models, such as: the Input-Output model (Cela et al., 2006; Daniels & Norman, 2003; Lee et al., 2010; Pérez González et al., 2021; Ramirez Hurtado et al., 2007); the Cost-Benefit Analysis (CBA) (Jimenez-Naranjo et al., 2016b; Lintumäki et al., 2020; Ramirez Hurtado et al., 2007); the Social Accounting Matrix (SAM) (Amador et al., 2017) and the Travel Cost Model (TCM) (Du Preez & Lee, 2016). Other methods, such as Contingent Valuation (CVM), were used by Salgado-Barandela et al. (2018b), Rueda-Cantuche & Ramirez Hurtado (2007) and Zawadzki (2020) to estimate the value of goods beyond the useful value and willingness to pay.

3.1.2 Economic Expenditure

The economic impact of events considers expenditures by spectators, players, and sponsors, distinguishing between spending by non-residents, which injects new money into the region, and spending by locals, which reallocates existing expenditure (Crompton, 1995; Preuss et al., 2010). Studies often focus on non-resident attendees, treating local spending as recirculation (Matheson, 2006). Total expenditures in host cities include accommodation, food, merchandise, leisure, transportation, and miscellaneous expenses (Matheson, 2006). Individual expenditure varies by sport and event type, with active sport tourists spending the

most (Matheson, 2006). There is debate over the validity of economic impact analyses, influenced by data collection timing and method (Case et al., 2013). Direct spending estimates tend to be higher when collected in-person during the event compared to post-event online surveys (Case et al., 2013).

3.1.3 Determinants of Individuals' Spending

Determinants of spending by sporting tourists include factors such as age, origin, scheduling, and team ranking (Salgado-Barandela et al., 2018a,b). The location's attractiveness influences secondary spending opportunities, with targeting distant areas from the event potentially increasing regional economic effects (Kwiatkowski & Oklevic, 2017).

Factors like gender, income, and foreign nationality significantly influence spending (Wicker et al., 2012). However, as far as gender is concerned, the results are indecisive, since other studies showed that men spend more than women during local sport events (Perić et al., 2019) or did not show a significant influence of gender on expenditures (Mortazavi 2021; Salgado-Barandela et al., 2018a; Jiménez-Naranjo et al., 2016a).

Furthermore, the study of Wicker et al. (2021) revealed that athletes and coaches tend to exhibit higher levels of expenditure compared to spectators and volunteers. In contrast, other studies found that spectators contribute more to additional expenditure than athletes (Wilson, 2006).

Attendees with children spend more, suggesting potential markets for family-oriented activities, while junior athletes rely on spectator (parental) support (Salgado-Barandela et al., 2018a; Wilson, 2006).

Moreover, visitor satisfaction, perceived quality levels, non-local/international status, duration of stay (as the number of days increases, expenditures increase by an average of 10% per day), accommodation type (staying at commercial accommodation is associated with more spending per day), income levels (higher income is associated with higher expenditures), and the type of event and sport, play significant roles in influencing visitor expenditures and the economic impacts of sporting events (Mortazavi, 2021).

Non-resident participants and spectators contribute significantly to the local economy, particularly through accommodation spending (Redondo Castan et al., 2023). Spending patterns vary across event categories and competitive levels, with longer tournaments and higher competitive levels generating more direct spending (Case et al., 2010).

3.1.4 Return on Investment (ROI)

When assessing a sports event, another aspect that needs to be taken into account is the *Return On Investment* (ROI). The economic repercussions are measured in terms of net value added or gross value added. For each unit of expenditure invested in the event, there is a

positive return in terms of value added, indicating a beneficial impact on the local economy (Lintumäki et al., 2020).

The return on public investment in sports events can vary, with some events yielding positive returns.

The availability of infrastructures is also a variable that influences the ROI. Participatory events require fewer major investments in infrastructure and venues compared to large-scale spectator events (Lintumäki et al., 2020).

Some articles also mention the generation of employment opportunities in sectors related to event organization, such as construction, financial and business services, and hospitality as an additional and potential benefit (Muiruri Njoroge et al., 2017; Saayman & Saayman, 2012), while other studies found that employment was hardly affected by the events (Rueda-Cantuche & Ramirez Hurtado, 2007).

Lastly, one study highlighted that the benefits obtained at the local level were nearly ten times higher than the estimated costs (Ramirez Hurtado et al., 2007).

3.1.5 Considerations for Future Research in Economic Impact Assessment

The above-mentioned indicates that a clear demarcation of the study area is a necessity when the economic impact of any event is considered. Hodur and Leistriz (2006) reveal that there are two important considerations when choosing the study area: (1) the study area should represent a trade area; (2) it should include the locations where most of the expenditure associated with the event takes place. This suggests that for small towns that host events and draw on neighboring towns for accommodation supply, the regional rather than the local impact should be considered.

According to Agha and Rascher (2013), the economic impact of sport events in more geographically isolated areas is more pronounced. This may be attributed to the following: (1) more export revenues are created since there are not many competing facilities in the region; (2) any person in this remote region that wishes to attend a live game will have to travel to the town with the facility available, thus creating an influx of visitor spending; (3) locals are more likely to stay in the town in order to attend the sport event, thus increasing the deflected impact of the event. As explained by Stynes (2001), only spending that accrues to the local area should be captured in the economic impact assessment, implying that spending on goods and services from outside the study area should be excluded.

About primary data collection, Wilton & Nickerson (2006) state that «while measures related to economic impact assessment are conceptually simple, the actual collection of such information is extremely difficult». Direct surveying remains the most accurate means to obtain estimates of expenditure.

The method used in surveying, as well as the content of the survey are contentious issues that are often neglected in the literature. Stynes and White (2006) and Wilton and Nickerson

(2006) provide an overview of the most contested issues in this regard. It is argued that collecting spending data close to or at the event reduces recall bias and telescoping (including expenditure beyond the study area) in spending estimates. Typically, recall bias leads to an underestimation of spending, and research carried out by Breen et al. (2001) indicates that recall bias is found even in exit interviews, that is when attendees exit the event. Surveying at the event is, therefore, preferred, although it may be costly and subject to substantial time constraints (Ryan, 1998; Wilton & Nickerson, 2006).

To improve the estimate of the initial stimulus, Stynes and White (2006) propose the inclusion of various spending categories, as well as the segmentation of visitors into distinct classes. The details of the spending categories included in the survey should cover spending on lodging, food and beverages, transport, recreation and entertainment, souvenirs, and retail products. Furthermore, a survey should include the number of days spent, as well as the size of the travel party to be able to determine spending per day and per person. Segmenting the visitors into various categories, namely spectators versus participants, overnight visitors versus day visitors, or according to origin, not only provides a more efficient sample design, but also renders it easier to distinguish between spending that should and should not be included in the analysis (Stynes & White, 2006).

3.2 Social Impact Assessment

Many corporations and organizations including the International Olympic Committee (IOC) and United Nations Office on Sport for Development and Peace have recognized sport as powerful in promoting education, culture, health, sustainable development and peace. This unique potential is based on the universal popularity of sport in global communication platforms and on its capacity as a powerful and positive force for social change (Beutler, 2008). There has been, however, little research to quantitatively measure social outcomes from sport. Many past findings regarding the social outcomes of sport depend on qualitative examinations by interviews, observations, focus groups, poetry readings and video messages (Bailey, 2005; Beutler, 2008; Jarvie, 2003). The nature of past research might be due to the fact that the social outcomes from sport are in the difficult-to-measure construct category, but limited measurement may lead to low awareness of the social commitment of the organizations involved. As a result, the proper roles and values of sport-based social initiatives may be undervalued and underleveraged to sponsors, partners or investors.

Social impact refers to the way a sport event generates changes in the collective and individual value systems, behavior patterns, community structures, lifestyle and quality of life (Taks, 2013). Three main aspects of social impact can be identified (Taks, 2013):

- sport and sport participation - the degree to which sport events stimulate the sport sector and especially stimulate participation in sport;
- attitudes and beliefs - the degree to which sport events influence people's beliefs, attitudes, norms and values (e.g. pride, happiness, feeling good);

- social cohesion - social cohesion is the ongoing process of developing a community of shared values, shared challenges and equal opportunities, based on a sense of trust, hope and reciprocity.

While the economic impact of such events has been the focus that has received the most research attention, there is also a growing literature on social and other benefits of major sport events. Social exchange theory has been widely used as an appropriate theoretical base to understand and study residents' perceptions of social impact based on awareness, attitude, and intention (Ap, 1992; Jurowski et al., 1997; Karadakis & Kaplanidou, 2012). Some argue that the economic impact studies of these mega-sporting events are often overestimated by leaving out the crowding-out effect or inaccurately using multipliers. A call has been put forward to go beyond economic impact as some argued that social benefits may overall be greater than the immediate economic impact generated by the spending of visitors to these events (Crompton, 2002; Liu & Gratton, 2010). Accordingly, there is also a growing literature on social and other benefits of major sport events (Hall, 1992; Chalip & McGuirly, 2004; Chalip & Costa 2005; Smith, 2005; Liu & Gratton, 2010). Among other things, social impact perceived by the host community has been a growing area of research, and a growing number of studies have been conducted to empirically investigate the perceived social impact associated with sporting events (Ohmann et al., 2006; Hall, 1992; Fredline et al., 2005; Getz, 2005; Higham, 1999; Bull & Lovell, 2007; Kim et al., 2006; Kim & Petrick, 2005; Balduck et al., 2011). While there is no universally agreed framework for social impact analysis, it is generally considered to be multidimensional and could include both positive and negative elements (Balduck et al., 2011; Ritchie et al., 2009; Ohmann et al., 2006). Positive legacy and impacts can include increased urban regeneration, infrastructure development, facilities, community pride, improved image and reputation, tourism and economic development, social and cultural benefits (Solberg & Preuss, 2007; Gratton & Preuss, 2013; Kaplanidou & Karadakis, 2010; Karadakis & Kaplanidou, 2012; Liu et al., 2014). There also exist a number of negative impacts ranging from price inflation, inconvenience of life, crime concern, to environment pollution (Mangan, 2008; Karadakis & Kaplanidou, 2012; Liu & Wilson, 2014).

Given that social impact is an intangible outcome and not directly observable, accurately measuring this concept is challenging. To date, several theories have underpinned the development of various social impact scales, including *Social Exchange Theory* (Karakadis & Kaplanidou, 2012), *Community Attachment Theory* (Onyx & Bullen, 2000), and *Social Identity Theory* (Heere et al., 2013). Vargas-Sanches et al. (2011) recommend using an integrated approach to measuring social impact in order to take into account the multiple dimensions of this concept. Resultantly, there is a need to further develop the scales that exist in the literature, so the research field can rely on more robust and unified measurement tools. Several theories have supported the development of social impact scales, including *Social Exchange Theory* (Karakadis & Kaplanidou, 2012), which states that residents will willingly become involved in a social exchange if the perceived benefits outweigh the costs of involvement. *Community Attachment Theory* (Onyx & Bullen, 2000) posits that the perceptions of community residents toward hosting a sport event are largely impacted by the

extent to which an individual feels connected to and involved in the community at large; trust and reciprocity are considered to be crucial factors. *Social Identity Theory* (Heere et al., 2013) has also impacted the development of social impact scales. Similar to *Community Attachment Theory*, the perceptions of residents regarding a community endeavor (e.g., hosting an event) are correlated with their personal connection to and involvement within the community. Although researchers have not yet developed a unified, validated measurement tool to assess social impacts in the context of sport events, there are various dimensions of social impacts that are commonly measured. These common dimensions have been largely built on existing social impact scales to measure perceptions of residents toward both sport and tourism generally. For example, items related to *social cohesion* (Heere et al., 2013), and *social capital* (Gibson et al., 2014) are frequently used to capture feelings of trust and safety, tolerance, and relationships that may arise through hosting a local sport event. Items related to the *psychological, feel-good factor* (Maennig & Porsche, 2008), *community spirit and pride* are also typically employed to capture potential feelings of celebration, joy and satisfaction that may surround a sport event (Naylor et al., 2012). Furthermore, researchers have also measured *community engagement*, which is related to collective action (social agency and proactivity) in the community (Heere et al., 2013). The dimensions of the *psychological, feel-good factor, social cohesion, community spirit and pride, and community engagement*, have been measured in multi-faceted ways, but are all designed to capture the potential positive social impacts that may beneficially affect residents of a community that hosts a sport event.

Although a sport event may positively impact the social well-being of community residents, there is also the potential for an event to negatively impact the community. To capture these possible effects, researchers commonly measure the dimension of *disorder and conflict*. For example, Balduck et al. (2011) developed survey items to measure perceptions of disruption to everyday life, such as extra traffic, reduced parking places, extra garbage, and friction between residents and visitors. This dimension is also in line with the Social Exchange Theory, which states, as previously said, that a resident will only support community endeavors (e.g., hosting a sport event) if the perceived benefits outweigh the costs. Lastly, specifically in the sport event domain, some researchers have also shown interest in capturing *sport and physical activity participation* impacts as they relate to hosting an event (Karadakis & Kaplanidou, 2012).

3.2.1 Social Impacts of Small and Medium-Sized Sports Events

The social impacts associated with small-scale events are categorized into intangible and tangible impacts (Parra Camacho et al., 2016). Intangible impacts include increased entertainment opportunities and enhanced community pride (Duglio & Beltramo, 2017; Muiruri Njoroge et al., 2017; Parra-Camacho et al., 2021), while tangible impacts, such as economic benefits, may influence visitor preferences (Muiruri Njoroge et al., 2017).

Positive impacts include community development, enhanced pride, increase of sport infrastructures and employment opportunities (Muiruri Njoroge et al., 2017). Positive social

effects lead to higher valuations and willingness to pay (Máté, 2022; Rueda-Cantuche & Ramirez Hurtado, 2007). Although positive social impacts are generally recognized, negative impacts, such as community disruptions, communication problems, transport difficulties and traffic congestion, increased litter, and noise levels, and increases in crime are also acknowledged (Scholtz, 2019; Poczta et al., 2020; Muiruri Njoroge et al., 2017). Managing these negative impacts is vital to maintain residents' satisfaction.

3.2.2 Determinants of Social Impact Perceptions

The perception of social impact varies according to the type of event and the type of stakeholders. Djaballah et al. (2015) use the strategic sense-making approach to understand how local governments perceive social impacts and develop strategies to leverage the positive outcomes of non-mega sporting events.

Kennelly (2022) found that organizers residing in the communities where events took place were generally more attentive to generating lasting social and economic advantages and to engage with various local stakeholders.

A study on recurring sport events highlights longitudinal changes in residents' perceptions of social impacts with concerns about negative impacts and social costs being higher during the event itself (Chen et al., 2018).

The perception of positive social impact has been found to be higher for those residents with a higher satisfaction with quality of life (Máté, 2022).

Individuals' perceived benefits positively influence their attitude toward the event, which in turn influences support for the event (Yamaguchi et al., 2022; Lee et al., 2022).

3.2.3 Building Social Capital Through Sport Event Participation

Sports events enhance residents' perceptions and social capital, fostering belonging and pride (Parra Camacho et al., 2016, 2021; Zhou & Kaplanidou, 2018). Social interactions in these events precede social capital formation, particularly in participatory settings (Zhou & Kaplanidou, 2018).

Adapting Putnam's social capital framework, Zhou and Kaplanidou (2018) emphasize the prevalence of bonding capital. Social capital positively influences attitudes, behaviors, and community development (Greenwood & Fletcher, 2021).

Greenwood and Fletcher (2021) indicate that participating in open water swimming events can encourage informal social connections with people beyond pre-existing bonded groups, however evidence of fostering social connections varies with event types and shared identities (Greenwood et al., 2021). Increased social capital and identity also enhance residents' perceptions and psychic income in small or medium-sized events (Cai, 2022).

3.2.4 Considerations for Future Research in Social Impact Assessment

Given the limitations in the scientific literature that we are aware of, there are a few areas that necessitate further investigation in order to provide a more comprehensive understanding of the social impacts generated by small and medium-sized sports events.

For instance, it would be beneficial to establish standardized methods and frameworks for the evaluation of such events in order to establish a structured and systematic approach to quantifying the social consequences for the host community. The inconsistency in the approaches employed so far in the literature has made it particularly challenging to compare different sporting events or events taking place in disparate settings and regions. Creating standardized models that incorporate both quantitative and qualitative tools would facilitate the implementation of these comparisons and the capture of the multifactorial essence of such events, while also ensuring that critical components, including community cohesion, local identity, and civic pride, are not compromised.

Another limitation of the scientific literature we are aware of lies in the lack of studies that examine the long-term social impact generated by sporting events. The studies analyzed, in fact, predominantly concentrate on short-term social impacts, hence overlooking the long-term potential implications these events may have on society. Future research might therefore employ longitudinal approaches to examine how social impact evolves over time, paying special attention to community identity and residents' perception over an extended period. Constant monitoring over months or even years might yield useful insights to both the organizers and the community, helping in the identification of elements that may enhance or diminish the social impact of such events over time.

Inclusivity and equality are another area that requires further investigation, since there is a need to better examine how the social impact of such events is perceived by the various groups or minorities within the community. As partially shown in such investigation, due to different demographic and socio-economic features, the benefits of such events might not be evenly allocated and therefore benefit only a small portion of the target population. Ethnic minorities, persons with disabilities, and more marginalized groups within the community, just to name a few examples, might not benefit from the organization of medium or small-sized sporting events, or even perceive these events negatively. Incorporating such segments of the population in future research via participatory research methodologies may aid in gaining a more comprehensive understanding.

Another subject that requires more examination is the incorporation of digital technology and hybrid formats, such as online streaming or virtual participation, in the organization of small and medium-sized sporting events. Future studies should explore the influence of these innovations on the social dynamics of sports events and the impact technology may have on traditional community-building effects.

Lastly, it is imperative to acknowledge that social impacts are highly context-dependent and, as a result, cannot be assessed without fully considering other factors that are specific to the host community or the locality where the event is occurring, such as the social, cultural, and

economic characteristics of the community. Consequently, it is recommended to reject a one-size-fits-all approach and to implement the use of comparative studies conducted in multiple settings. This will enable a more comprehensive understanding of these dynamics and the identification of specifically designed strategies to optimize positive outcomes.

By addressing these considerations, future research may contribute to a more holistic understanding of the social impact of sports events. This will not only advance academic knowledge but also provide event organizers, policymakers, and community leaders with practical strategies to optimize the benefits associated to sports events while addressing potential challenges. The ultimate goal should be that such events serve as catalysts for lasting, inclusive and sustainable social change.

CHAPTER IV

Case Study: the Italian National University Championships (CNU)

4.1 Introduction and Objective

This study, approved by the Institutional Review Board of the University of Cassino and Southern Lazio (protocol n.7924), examines the socio-economic impacts generated on the host city and the host community by the 75th edition of the Italian National University Sport Championships (CNU), held in Cassino, Italy, in May 2022. This event represents a multi-sport competition attracting around 2500 university athletes from all over the country in which participants are students enrolled in any degree course provided by any university recognized by the Italian Ministry of Education. The event takes place in a different location every year since the first edition in 1947, and serves as a tool to promote sports culture and values at the academic level, to provide a platform for university athletes to compete and showcase their skills, and to encourage social cohesion and community engagement. The Italian National University Sport Championships (CNU) is promoted by the Italian University Sports Centre (CUSI) and organized in collaboration with various University Sports Centres (CUS). The event under investigation here was hosted in Cassino from the 13th to the 22nd of May 2022 and involved several sports, such as: taekwondo, judo, karate, volleyball, tennis, rugby sevens, fencing, futsal, soccer, basketball, athletics, and wrestling.

Through a detailed analysis, this research seeks to enrich the scientific knowledge about the social and economic effects of medium-sized sporting events and to offer practical ideas for improving the quality and attractiveness of these occurrences. Despite the importance of assessing and understanding the impacts produced by such events, research has predominantly focused on large-scale events, leaving a gap, as far as we know, in the literature regarding small and medium-sized counterparts (Roche, 2002; Matheson & Baade, 2013), and overlooking the unique dynamics and contributions of smaller-scale competitions (Chappelet, 2015).

Yet, although there is plenty of research on non-sport event tourism and mega sport events, the literature lacks a comprehensive understanding of social and economic aspects related to smaller events such as, for instance, the determinants of spending patterns for medium and small-sized sports events (Vacher et al., 2017; Crespo-Hervás et al., 2019), or the effect that experiential factors such as satisfaction and perceived quality have on expenditures.

Studies such as this can therefore enhance the knowledge on the topic and contribute to ongoing local development and community building, providing valuable insights for event organizers, policymakers, and community stakeholders to maximize benefits and reduce risks.

4.2 Data collection

The study is cross-sectional, and the data were collected during the last day of the Event (the date changes according to the sport since not all the sports finished the same day).

For data collected from individuals, no a-priori statistical calculation of sample size was performed but, since the Event is multi-sport and gender, the data collection was programmed and developed in order to try to ensure the representativeness of sport discipline/gender.

4.3 Sample

People who took part in the investigation were divided into two different groups (group A, group B). Group A consisted of athletes and technical staff while group B included the spectators.

No a-priori sample size calculation was performed; however post-hoc power analysis was conducted to evaluate the adequacy of the sample size collected. For Group A, a sample size of 742 participants was drawn from an estimated total population of 2310 individuals, while for Group B, 221 questionnaires were collected from an estimated population of 300 spectators.

Using a medium effect size ($d = 0.5$) and a significance level (α) of 0.05, the power of the study was calculated. The analysis indicated a power of 1.0 (100%), suggesting that the sample size was more than sufficient to detect a statistically significant effect, if present. This high-power level demonstrates confidence in the study's ability to detect medium or larger effects within the population.

4.4 Instruments

Economic Impact calculator

In order to assess the direct economic impact, we used the DEC - Direct economic impact calculator provided by the website EventImpacts.com. This method has been recommended by (1) as one of the most reliable tools for the economic impact assessment of events.

This methodology ensures a comprehensive assessment of the economic impact of sport events, taking into account both immediate expenditures and their ripple effects throughout the local economy. The economic calculator tool is designed to estimate the Direct Economic Impact, a measure of the total amount of additional expenditure, which can be directly attributed to staging an event.

The methodology consists of several steps. First, primary data is collected through direct surveys at events to reduce recall bias and obtain accurate spending estimates from participants and spectators. Expenditures are categorized into sections such as accommodation, food and beverage, transportation, entertainment, and shopping, allowing for an analysis of spending distribution. Economic multipliers are then applied to this direct

spending data to estimate the wider economic impact, taking into account indirect and induced effects. Input-output analysis models the flow of money within the economy, showing how initial expenditures stimulate additional economic activity. Finally, the total economic impact is calculated by combining direct, indirect, and induced effects, with results presented in terms of total output, employment, and income generated by the event.

Questionnaires

To collect data from the stakeholders (Groups A, B) questionnaires were used. For Group A and B data were collected through a questionnaire that has been uploaded on Google Form platform. For Group A and B, the link was sent out through university sport centers' mailing lists, social network and shared by volunteers during the event. A paper-pencil version of the questionnaire was also realized in order to facilitate data collection on site. All the individuals interested in participating in the research were invited to read the detailed information on the study's aims and the statement on anonymous answers' mode. The informed consent and the authorization to process sensitive data was also requested in accordance with the Italian law (196/2003 and subsequent amendments and additions regarding personal data). The investigation was carried out following the rules of the Declaration of Helsinki from 1964, then revised in 2000. Three different versions of self-administered questionnaires were used to collect the data according to the person filling in the survey.

Group A: Questionnaire for Athletes and Technical Staff

Section 1: socio-demographic data (sex, age, sport, University, family's income...); Section 2: information about the stay (days of stay, transportation, accommodation, additional activities/services...); Section 3: economic impact (expenses for transportation, accommodation, food and beverages, entertainment and recreational time, souvenirs, others...) (adapted items from Stynes & White, 2006); Section 4: expectations about the Event; Section 5: assessment of the quality of the Event, personal experience and satisfaction (adapted items from Jae Ko et al., 2011, and MacIntosh & Nicol, 2012; selected items from EVENTQUAL scale by Calabuig-Moreno et al., 2016, and SPORTSERV scale by Theodorakis & Kambitsis, 1998); Section 6: destination image and emotions (selection of items from destination emotion scale, DES) (Hosany & Gilbert, 2010) and Memorable Tourism Experience (MTE) scale (Kim et al., 2012); Section 7: behavioural intentions/future intentions; Section 8: team/athlete performance during the event (adapted items from Beccarini & Ferrand, 2006, and Madrigal, 1995); Section 9: suggestions for next events (adapted items from MacIntosh & Nicol, 2012).

Group B: Questionnaire for Spectators

Adapted questions of the Group A questionnaire, plus the sections below:

Section 10: physical Activity self-assessment (shorter version of IPAQ, validated on an Italian sample by Mannocci et al., 2010); Section 11: assessment of future intentions to be more active (adapted items from Malchrowicz-Moško et al., 2019, and Oshimi et al., 2021); Section 12 (only for locals): social impact and perception of the impact on the local community (adapted items from Getz, 2018).

4.5 Statistical analysis

Both descriptive and inferential statistical methods were used to analyze the event's impacts. Descriptive statistics provided valuable insights to organize and present the data in a meaningful way, offering a clear picture of the main features of the dataset, while the inferential analysis, through bivariate tests, was used to deeper explore relationships between several factors. Correlation matrix and multiple regression analyses were then performed to identify and better understand relationships and interdependencies between variables.

The results were assessed based on coefficient values, p-values, and R-squared, with statistical significance set at $p < 0.05$. Both SPSS and STATA software were used to perform the analysis.

4.6 Economic Impact

4.6.1 Results

The total sample consisted of 963 individuals divided into two groups: 742 athletes and staff, and 221 spectators.

The sample of athletes and staff, consisted of a total of 742 participants, 81.1% athletes, 13.6% staff and 5.3% referees. Of these, the majority identified themselves as male (57.8%). Geographically, the largest proportion of athletes and staff came from the Central Italy (30.9%) followed by North-West (24.2 %) and North-Est (23.4 %). A variety of sports were represented, with volleyball (14.9%), karate (13.9%), and athletics (12.8%) being the most popular (data not shown in the table). Educational field of study/work varied, with the most common fields being engineering or architecture (20.7%) and sport sciences (20.7%) followed by medicine (11.1%) and economics (9.4%). The majority held a high school diploma (53.9%), and 33.5% had a university degree. In terms of household income, 33.1% reported an income between €15,001 and €28,000, while 22.6% earned less than €15,000. Regarding event spending, 53% reported no additional expenses, while 33.6% spent between €1 and €50. Moreover, 79.5% of athletes and staff were attending the Italian National University Games for the first time and were visiting the host city/area for the first time (78.8%). Satisfaction levels among athletes and staff were measured through several indicators. The overall satisfaction with the services provided by the organizing committee was rated at an average of 3.43 out of 5, while satisfaction with their stay averaged 3.63 out of 5. Furthermore, participants found the competitions during the event to be exciting, with a mean score of 3.91 out of 5.

The sample of spectators consisted of 221 individuals, 165 of which were non-locals and 56 locals. The gender distribution included 60.5% males. In terms of age, the largest group was between 19 and 30 years old, making up 54.2% of the sample, followed by those aged 51 or older (26.4%). The mean age was 34 years old mostly from Central Italy (68.3%). Sports preferences varied, with futsal matches being the most attended (21.9%), followed by athletics (11.4%) and volleyball (10.5%). Regarding education, 55.1% of respondents held a high school diploma, while 31.7% had a university degree. The largest professional group was employees or workers (23.4%), while 22.9% were students. Household income was diverse, with 33.6% reporting earnings between €15,001 and €28,000, and 26.2% reporting earnings below €15,000. The average daily spending, excluding accommodation, was €20.60. Among the spectators, 74% were attending the Italian National University Games for the first time, and 58.6% were visiting the host city or area for the first time. Descriptive analysis about the satisfaction focused on items such as “overall, the services offered by the organising committee are adequate” (mean 3.49 out of 5 on a Likert scale), “the competitions during this event are exciting” (mean 4 out of 5 on a Likert scale) and “this event can have a positive impact on the local economy” (mean 3.9 out of 5 of a Likert scale) (data not shown).

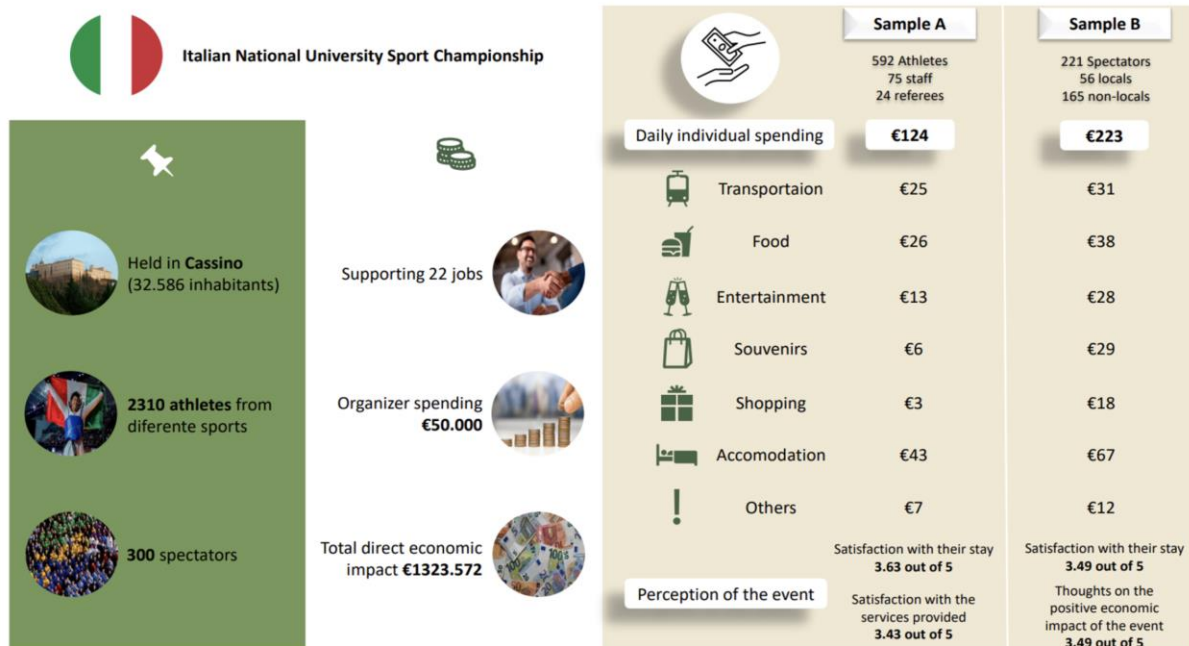
Figure 6 presents the main descriptive data of the event, information on the venue and the perception/economic profile of the participants in this study including the expenditures of athletes, staff, and spectators during the event.

The 2022 Italian National University Games event's analysis showed significant economic impacts. Spectators and participants spent considerable amounts on accommodation, food, transportation, and other services. The Direct Economic Impact Calculator tool from EventImpacts.com estimated the total direct economic impact to be €1,323,572, including organizers' spending of €50,000, supporting 22 jobs.

For Athletes and Staff the average daily spending per category was €43 for accommodation, €26 for food, €25 for transportation, €13 for entertainment, €3 for souvenirs, €6 for shopping, and €7 for other expenses.

For Spectators the average daily spending was higher, with €67 for accommodation, €38 for food, €31 for transportation, €28 for entertainment, €18 for souvenirs, €29 for shopping, and €12 for other expenses. No significant gender difference in overall expenditures was found.

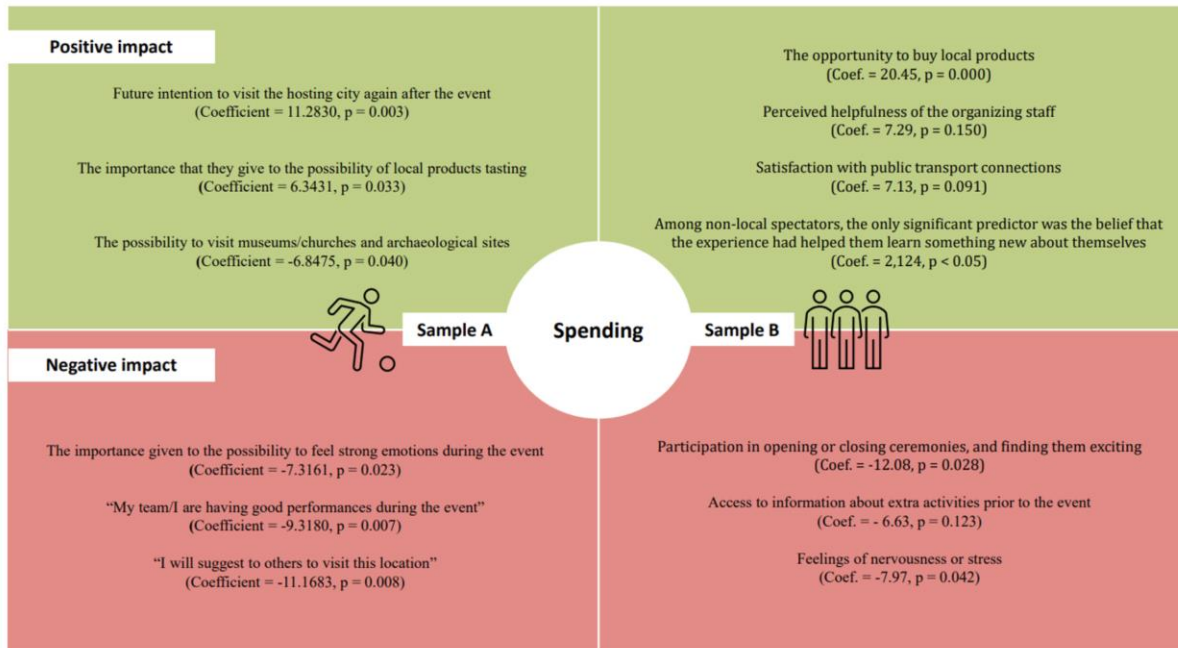
Figure 6. Descriptive Characteristics of the Event and the Economic Spending Profiles of Samples A and B



In order to investigate the relationships between different factors and spending we decided to perform bivariate and regression analysis for the two samples.

For sample A (athletes and staff) we performed several bivariate analyses using the average spending without accommodation as dependant variable. The analysis by age group showed that young adults (19-30 years) and adults (31-50 years) are the age groups with the highest average spending, excluding accommodation costs. Team managers and technical staff spent more on average compared to athletes, and those who had previously participated in the event (in another city) also tended to spend more. A correlation matrix revealed positive, though not always significant, correlations between spending and factors such as curiosity towards new locations/events never seen before (0.33); to visit museums, churches, archaeological sites (0.42); local products tasting (0.38); to visit a location that was on the list of places to visit (0.72). On the other hand, negative correlations were found with: the infrastructures are difficult to reach (-0.04); my team or me is showing great commitment during the competition (-0.06). We also carried out a multiple regression analysis to show the relationship between various items related to the satisfaction, event quality, event expectations, performance, and memorable experiences and total spending without accommodation but none of the factors listed (with their corresponding items) have statistically significant coefficients, as indicated by their high p-values (all above 0.05). Figure 7 summarizes the main results of the regression analyses of samples A and B, both having as a dependent variable the individual expenditure during the event.

Figure 7. Main Results of the Regression Analyses



From the data analysed in the regression, where spending (accommodation excluded) was the dependent variable, we found that the overall model is not statistically significant at a typical level (e.g., 0.05), meaning the model as a whole does not significantly explain the variability in spending. Looking at the coefficients and p-values for individual variables, the analysis shows few significant variables with a positive impact on spending of athletes and staff. One of these variables is the importance that they give to the possibility of local products tasting (Coefficient = 6.3431, $p = 0.033$). Future intention to visit the hosting city again after the event is also positively associated to spending (Coefficient = 11.2830, $p = 0.003$). On the other hand, the importance given to the possibility to feel strong emotions during the event seems to have negative impact on spending (Coefficient = -7.3161, $p = 0.023$) as well as the possibility to visit museums/churches and archaeological sites (Coefficient = -6.8475, $p = 0.040$). Other variables having negative influence on spending are “my team/I are having good performances during the event” (Coefficient = -9.3180, $p = 0.007$), and “I will suggest to others to visit this location” (Coefficient = -11.1683, $p = 0.008$). While some variables are statistically significant, as already mentioned, the overall model does not have strong explanatory power, as indicated by the low R-squared (0.2152: About 21.52% of the variance in spending is explained by the model) and adjusted R-squared values (0.0190) (data not shown).

For the spectators’ sample, the analysis revealed several key daily-spending patterns. Men, on average, tend to spend more than women (€19.3 vs. €16.9). Additionally, individuals over the age of 40, those earning between €28,000 and €55,000, and those with higher levels of education (with the exception of PhDs) tend to spend more. Stepwise regression analysis was

used to explore the factors influencing spending, excluding accommodation, and identified several significant predictors (p -value < 0.05) related to event and participant experiences, such as the importance of opening/closing ceremonies, staff helpfulness, additional activities, nervousness, local product tasting, and public transportation connections. The model explained approximately 17.53% of the variance in spending (R -squared = 0.1753), indicating a moderate level of explanatory power. While this isn't a very high R -squared, it suggests that other factors not included in the model may also play a role in explaining the dependent variable. The model is statistically significant overall, $F(6, 120) = 4.25$, $\text{Prob} > F = 0.0006$ with an adjusted R -squared of 0.1340, meaning that at least one of the independent variables is significantly associated with the dependent variable (Expenditures excluding accommodation).

Several key findings emerged from the regression analysis shown in table 4. Participation in opening or closing ceremonies, and finding them exciting, was associated with a significant negative effect on spending (Coef. = -12.08, $p = 0.028$), suggesting that attendees may allocate their resources differently, reducing expenditures on other activities. Perceived helpfulness of the organizing staff positively influenced spending (Coef. = 7.29, $p = 0.150$), with higher levels of customer service correlating with increased spending, even if not statically significant ($p > 0.05$).

Interestingly, access to information about extra activities prior to the event was negatively related to spending (Coef. = - 6.63, $p = 0.123$), implying that participants who focus on such activities tend to reduce their expenditures elsewhere. Similarly, feelings of nervousness or stress were associated with lower spending (Coef. = -7.97, $p = 0.042$), suggesting that more nervous participants engage less in event-related spending. For each unit increase in nervousness, expenditures decrease by about 7.97 units.

On the other hand, the opportunity to buy local products had the strongest positive effect on spending (Coef. = 20.45, $p = 0.000$), suggesting that people more interested in local products tasting are likely to spend more on other activities (e.g. local food and experiences). For each unit increase in the importance of local product tasting, expenditures excluding accommodation increase by 20.45 units. Satisfaction with public transport connections also positively impacted spending, though the evidence isn't strong (Coef. = 7.13, $p = 0.091$), highlighting the importance of accessibility in encouraging higher expenditures. Among non-local spectators, the only significant predictor was the belief that the experience had helped them learn something new about themselves, which was associated with a considerable increase in spending (Coef. = 2,124, $p < 0.05$). This suggests that non-local attendees who found the event personally enriching tend to spend more.

Table 4. Regression Analysis of Spectators' Spending (Excluding Accommodation)

	Coefficient	Std. Err.	t	P > t	95% Conf. Interval
<i>Ceremonies</i>	-12.08	5.44	-2.22	0.028	-22.85, -1.32
<i>Helpful staff</i>	7.29	5.03	1.45	0.150	-2.67, 17.26
<i>Additional activities</i>	-6.63	4.27	-1.55	0.123	-15.07, 1.82
<i>Feeling nervous</i>	-7.97	3.87	-2.06	0.042	-15.63, -0.31
<i>Local food and beverage</i>	20.45	4.62	4.42	0.000	11.30, 29.60
<i>Public transportations</i>	7.13	4.19	1.70	0.001	-1.16, 15.43
<i>_cons</i>	-1.92	22.50	-0.09	0.932	-46.47, 42.63

4.6.2 Discussion

The study reveals that medium-sized sports events, such as the one analyzed, can significantly impact the local economy through direct spending in various sectors. The detailed breakdown of expenditures highlights the importance of such events in supporting local businesses and employment. The determinants of spending in our research reveal patterns and influential factors consistent with findings from similar studies. Our analysis demonstrated significant economic impacts, with direct economic impact reaching €1,323,572. These results highlight the substantial contribution of medium-sized sports events to the host economy.

Determining the significance of the economic impact of the event under investigation here requires a comparison with reference parameters. Some usable metrics include the ratio of economic impact to event budget, incidence on the local economy, benchmarking with similar events, cost-benefit analysis, employment impact.

Among these, the Impact-to-Budget Ratio is particularly informative. In this instance, the event generated €1,323,572 in economic activity, with the organizer's direct expenditures resulting in €50,000. This corresponds to an impact-to-budget ratio of approximately 26.5:1, indicating that the local economy received a return of over 26 euros for each euro invested by the organizers. This demonstrates the event's financial efficiency in stimulating economic activity relative to its direct costs, as evidenced by the substantial return on investment.

As previously mentioned, GDP Proportionality offers another method for evaluating significance, as it assists in determining the event's overall impact on the local economy. The estimated GDP of Cassino is €697,620,000, and the event's economic contribution of €1,323,572 corresponds to 0.19% of the city's GDP. Although this figure may appear negligible in the macroeconomic context, it provides a significant injection of economic activity into the local economy, particularly given its concentration over a short period of time.

Employment constitutes another significant dimension of the economic impact. This event facilitated the creation of 22 new jobs. This figure, although seemingly tiny, corresponds with employment multipliers commonly observed in similar sporting events. These positions

likely originate from temporary or event-specific roles in hospitality, retail, and logistics, delivering meaningful economic benefits, especially in sectors reliant on seasonal activity.

Additionally, the cost-benefit analysis further supports the event's economic viability, confirming that for every €1 invested, approximately €26.5 is generated in economic activity. This data reinforces the event's sustainability as an investment opportunity.

A strong comparative benchmark can also be established by analyzing similar events in terms of per-participant spending. For instance, the Burgos Marathon in Spain reported an average expenditure of €326.65 per participant (Pérez González et al., 2021), while the Douro Valley Half Marathon in Portugal reported between €219 and €320 per participant (Carvalho et al., 2018). These data suggest that the economic impact generated by the event under investigation is well within the expected range, reinforcing its relevance in the broader sporting event landscape.

Taken together, these comparative measures demonstrate that the event not only generates a significant return on investment but also contributes meaningfully to the local economy in proportion to its scale. While the GDP share is relatively small, the impact-to-budget ratio and employment figures highlight the event as a valuable economic driver, aligning well with outcomes observed in similar events.

Comparison with existing literature underscores some consistent determinants of expenditure. For instance, studies by Wicker et al. (2012) and Salgado-Barandela et al. (2018a, b) emphasize the role of socio-demographic factors such as income, origin, and travel characteristics. Our findings align with these, showing that non-local attendees, particularly commercial stayers, contributed the most to the host economy. Specifically, commercial stayers spent an average of €81 daily on non-accommodation items, which is consistent with the broader trend of higher spending by non-residents.

Furthermore, the scientific literature on the topic suggests that gender and age could influence expenditure patterns. While some research (Perić et al., 2019) suggests men spend more than women at local sports events, other studies, including ours, indicate no significant gender difference in overall expenditures (Mortazavi, 2021; Salgado-Barandela et al., 2018). Our data also revealed higher spending among spectators compared to athletes, corroborating findings by Wilson (2006) that spectators often contribute more to the local economy than participants.

Another insight from our study was to investigate the impact of event satisfaction, perceived quality, and memorable experiences on spending behaviour. According to Mortazavi (2021) and Taks et al. (2013), higher satisfaction and positive experiences correlate with increased expenditures. In our study, none of the individual satisfaction, event quality, event expectations, performance, and memorable experiences factors showed a statistically significant impact on total spending without accommodation. This suggests that other unmeasured factors might be influencing spending behaviour, or that the relationships are more complex than captured by this model.

Our results reveal several significant patterns among athletes, staff, and spectators' spending. For athletes and staff, spending was positively associated with an interest in tasting local products and intentions to revisit the host city after the event. However, negative influences on spending included participants' emotional investment in the event, particularly those experiencing strong emotions or visiting local cultural sites like museums or archaeological sites. These findings suggest that athletes and staff who are deeply focused on the sporting aspect or touristic attractions may not prioritize other forms of spending.

In contrast, spectators exhibited different spending behaviours. Men, older individuals, those with mid-range incomes, and those with higher levels of education (except PhDs) spent more. Our findings are consistent with those of Barquet et al. (2011), which show that attendees from higher socio-economic backgrounds tend to spend more, indicating a direct link between income levels and economic impact. For spectators the analysis identified the possibility to buy local products, the presence of helpful staff, and the information about public transport connections as the most influential positive factors in driving participant spending. Daniels and Norman (2003) found that visitors who perceived higher levels of customer service were more likely to spend, which aligns with the positive relationship between helpful staff and spending in our study.

On the other hand, attendance at exciting ceremonies, possibility of engagement in marginal activities, and nervousness were associated with lower levels of spending. The influence of overall sentiment on purchasing behaviour is well-established, with various studies examining how affective factors such as evaluations, moods, and emotions impact consumer behaviour in general (Deleersnyder et al., 2004; Christensen & Brooks, 2006; Antonetti et al., 2019; Karimi & Liu, 2020). Negative emotions can significantly reduce consumers' spending behaviors and their intentions to return to hospitality and tourism activities (Torres et al., 2021). Additionally, the negative impact of participation in opening or closing ceremonies on spending aligns with findings from Grix and Lee (2013), who noted that attendees at ceremonial events might reduce spending on other activities due to the time and resources dedicated to these events.

Spectators who found the event personally enriching, particularly non-locals, also spent more, highlighting the importance of creating memorable and impactful experiences. A study by Gibson et al. (2012) on event tourism highlighted the economic contributions of non-local attendees, who tend to spend more than local spectators, a finding confirmed in the present analysis.

4.7 Social impact

4.7.1 Results

The regression analysis was conducted to evaluate the factors that influence the sense of belonging to the community as the dependent variable, utilizing a dataset derived from the data of local spectators. Independent variables included the quality of the competitions, pride

in Cassino hosting the event, participants' satisfaction, and a number of other elements pertaining to their social and personal experiences. Additionally, a correlation matrix analysis was employed to examine the rapport between several important variables and to identify possible predictors for a regression analysis.

The correlation matrix revealed significant relationships between variables related to overall event satisfaction and perceived social impact.

A first and significant positive correlation was observed between the services provided by the organizing committee and the overall satisfaction with the event ($r = 0.511$, $p < 0.01$). Such finding indicates that individuals who expressed higher rating for the event's services were also more likely to report greater levels of overall satisfaction. Likewise, there was a positive association between excitement for the competitions and satisfaction ($r = 0.598$, $p < 0.01$), suggesting that individuals who found the competitions entertaining were also more satisfied with the event overall.

Another significant discovery was the positive correlation between sense of belonging and both satisfaction ($r = 0.551$, $p < 0.01$) and pride in attending the event ($r = 0.548$, $p < 0.01$). The connections indicate that participants who experienced a greater sense of community connection and pride in their event participation reported higher overall satisfaction. Conversely, weak or non-significant correlations, such as with the involvement of local authorities ($r = 0.181$, not significant) and age band ($r = 0.013$, not significant), suggest that these characteristics had no impact on participants' satisfaction.

Ultimately, negative experiences, such as aversion to certain elements of the event ($r = -0.261$, $p < 0.05$), correlated with diminished satisfaction; however, the association with difficulties encountered throughout the event was weak and non-significant ($r = -0.091$). Findings extrapolated from the correlation matrix helped run the regression analysis, highlighting variables that strongly affected the sense of belonging.

The regression analysis offered additional insights into the factors influencing the sense of community belonging. The model demonstrated great statistical significance, evidenced by an F-value of 21.02 and a p-value less than 0.0001. This indicates that the aggregate collection of independent variables significantly influences the prediction of community belonging. The model accounted for 93.9% of the variance in the dependent variable (R-squared = 0.9386), demonstrating an exceptional fit, with a high adjusted R-squared of 0.8939 after considering the number of predictors.

Pride in Cassino hosting the event (Coef. = 0.238, $p = 0.046$) was a significant positive predictor of the sense of belonging, implying that individuals who expressed pride in Cassino as the host city demonstrated a heightened sense of community connection. The motivation to engage in forthcoming community events was another key aspect (Coef. = 0.592, $p = 0.000$), emerging as the most robust predictor in the model, therefore indicating that participants motivated by the event to partake in future community activities showed a marked enhancement in their sense of belonging.

As for the ones previously mentioned, security concerns throughout the event also had a notable positive impact (Coef. = 0.388, $p = 0.012$), suggesting that participants who were more aware of potential safety risks experienced a greater sense of connection to the event, possibly due to increased engagement with its dynamics. The regression analysis was employed to identify also elements that adversely affected the sense of belonging. For instance, adverse experiences related to the event (Coef. = -0.293, $p = 0.013$) diminished participants' sense of community, as did apprehensions over the event's environmental consequences (Coef. = -0.446, $p = 0.009$), indicating that negative views can undermine the event's beneficial social effects.

Multiple predictors lacked statistical significance. The overall satisfaction with the event did not substantially influence the sense of belonging (Coef. = 0.037, $p = 0.765$), nor did the excitement for the competitions (Coef. = 0.162, $p = 0.258$). The challenges encountered throughout the event (Coef. = 0.048, $p = 0.759$) did not significantly impact community belonging, indicating that these characteristics may improve individual satisfaction without substantially fostering social cohesion.

Table 5. Regression Analysis of Social Impact: Sense of Belonging to the Community as the Dependent Variable

Sense of belonging	Coefficient	Std. Err.	t	P > t	95% Conf. Interval
<i>Satisfied for participating</i>	-0.04	0.12	0.30	0.765	-0.21, 0.29
<i>Team/athlete performance</i>	-0.16	0.09	-1.69	0.105	-0.35, 0.04
<i>Exciting competitions</i>	0.16	0.14	1.16	0.258	-0.13, 0.45
<i>Proud of Cassino host city</i>	0.24	0.11	2.11	0.046	0.00, 0.47
<i>Fosters community participation</i>	0.59	0.13	4.59	0.000	0.32, 0.86
<i>Avoids crowded city</i>	0.07	0.09	0.80	0.433	-0.11, 0.25
<i>Increases urban congestion</i>	-0.20	0.15	-1.31	0.205	-0.51, 0.12
<i>Concerned about safety</i>	0.39	0.14	2.73	0.012	0.09, 0.68
<i>Entertainment for locals</i>	0.21	0.14	1.52	0.142	-0.08, 0.49
<i>New job opportunities</i>	-0.02	0.11	-0.16	0.874	-0.24, 0.20
<i>Positive economic impact</i>	-0.45	0.15	-2.88	0.009	-0.77, -0.13
<i>Positive impact for youth</i>	0.23	0.15	1.61	0.121	-0.07, 0.54
<i>Desires local support</i>	0.13	0.09	1.40	0.175	-0.06, 0.32
<i>Faced event challenges</i>	0.05	0.16	0.31	0.759	-0.27, 0.37
<i>Disliked the event</i>	-0.29	0.11	-2.71	0.013	-0.52, -0.07
<i>Hopes no future editions</i>	0.09	0.10	0.86	0.400	-0.12, 0.30
<i>_cons</i>	-0.51	0.51	-1.00	0.328	-1.57, 0.55

4.7.2 Discussion

The study under investigation underscores the significance of sustained engagement and community pride in the development of a sense of belonging. In the present research, attendees who were motivated to participate in future community activities and who felt proud for Cassino being the host city of the event showed a more profound sense of connection to the local community, reflecting findings extrapolated from previous studies,

concerning community pride and social capital (Parra Camacho et al., 2016; Duglio & Beltramo, 2017; Muiruri Njoroge et al., 2017; Parra-Camacho et al., 2021). The results of this study are consistent with other investigations on the social impacts of small-scale sporting events, such as some prior research by Taks (2013) and Ohmann et al. (2006), which emphasize the potential for sporting events to promote social cohesion by developing a sense of community pride and by encouraging higher participation in local activities.

The significance of developing sustained community engagement, as demonstrated by our findings, is consistent also with previous research by Ramchandani et al. (2015) and Kennelly (2022), which emphasizes the possibility for social impacts of non-mega events to endure beyond the event, thereby encouraging ongoing community engagement and interaction.

Yet, our research suggests that sports events may enhance social capital and fortify community ties through the sharing of experiences. Zhou and Kaplanidou (2018) found that participation in sporting events fosters social capital that is conducive to bonding, thereby improving community identity. This result is corroborated by our discovery that both pride in the host city and the sense of belonging are heightened through involvement, underscoring the importance of social events in the development of collective identity and psychic income, as noted by Cai (2022).

Moreover, our data indicated that the sense of belonging was not significantly influenced by satisfaction, in contrast with other studies and suggesting that, while satisfaction may enhance personal enjoyment, it may not directly affect the broader social impact related to the event.

Our results, in line with findings by Scholtz (2019) and Muiruri Njoroge et al. (2017), also revealed the detrimental effects of environmental concerns and negative experiences if not properly managed, as well as the recognition of both the tangible and intangible negative aspects associated to the organization of events, such as disruptions to daily life, increased trash, and noise. The management and control of such elements is crucial to fully exploit the potential social benefits generated by an event, as unresolved concerns can reduce the overall satisfaction and sense of community belonging of residents (Poczta et al., 2020). According to the scientific literature, tangible impacts such as the economic benefits may play a role in the formation of perceptions, while intangible impacts, such as social cohesion and community pride, frequently have a more profound and enduring effect on residents' social attitudes (Parra Camacho et al., 2016; Máté, 2022).

The current investigation also demonstrated that participants who reported negative experiences or perceived a detrimental impact on the environment exhibited lower levels of belonging, recalling prior research by Ohmann et al. (2006), which noted that negative social impacts, such as environmental degradation, can reduce the potential benefits of sports events.

Another positive correlation revealed by this analysis exists between the sense of belonging and safety concerns. Our data suggest that increased community engagement may be facilitated by increased awareness of safety risks, as participants may feel more invested in the event when they consider it to be significant enough to require security measures. These

findings may suggest that a more profound sense of engagement and collaboration could be increased by a greater comprehension of the event's impacts, particularly in terms of safety, nonetheless the observation that security concerns were positively correlated with an improved sense of belonging is somewhat paradoxical and in direct opposition to previous studies by Chen (2018), who observed that individuals' anxieties regarding adverse consequences, particularly safety, typically reach their peak during the event. To better understand the dynamics of such phenomenon, further investigation is therefore needed.

The results of this study confirm that small-scale sporting events that are effectively managed can generate enduring and positive social implications, particularly in terms of community engagement and pride. However, it is imperative to mitigate adverse social consequences, including environmental concerns and dissatisfaction with event logistics, in order to maintain these benefits. The perceptions of various stakeholders regarding the social impacts and the development of strategies to improve the favorable outcomes of such events should be further explored in subsequent research (Djaballah et al., 2015). Moreover, in order to gain a more comprehensive understanding of the evolution of social impacts over time, it may be beneficial to investigate the long-term repercussions of recurrent events on community cohesion, as demonstrated in Chen's (2018) research.

The results have a multitude of practical implications for event organizers. First, it is imperative to prioritize the cultivation of a strong sense of community pride. Organizers can increase the event's social impact by emphasizing its local significance and involving community leaders. Secondly, it is essential to encourage individuals to participate in community events and activities, through the offer of opportunities for continuous involvement and participation, and by helping them reinforce existing social bonds and build new ones. Lastly, the positive social impact of a sport event may be significantly enhanced if environmental concerns and negative experiences are addressed through the implementation of strategies that promote environmentally sustainable activities and mitigate dissatisfaction.

Future research, on the other hand, should investigate the reasons why safety concerns are correlated with an enhanced sense of belonging. A longitudinal study that monitors the community engagement of participants over time might provide substantial insights into the enduring social consequences of sports events. In conclusion, additional research is necessary to determine the relationship between environmental sustainability and social impact, as the implementation of environmentally favorable practices has the potential to enhance both the environmental and social benefits of events.

CHAPTER V

Conclusions and Recommendations for Future Research

5.1 Future Research Directions

This research, despite providing useful insights about such an intricate context, reveals various areas that need further examination to enhance the knowledge and organization of medium-sized sports events.

At first, subsequent studies should include a longitudinal approach to evaluate the lasting effects of medium-sized sporting events and to discern how these effects develop over time. It would be intriguing to investigate the extent to which such events affect long-term tourism patterns, area branding, and community cohesiveness. Future study may investigate whether these events operate as catalysts for enduring economic activity, as for the formation of new enterprises or the promotion of local products.

Further significant insights might be yielded through comparative research across various event dimensions and types. The assessment and comparison of different categories may reveal strengths and limitations for each one of them, and guide stakeholders and organizers to develop customized strategies to maximize advantages.

Engaging in cross-cultural comparisons presents another compelling prospect for the future. Examining the impacts of analogous occurrences across many cultural and geographical contexts may provide significant insights into how local variables affect and determine outcomes. This may facilitate the customization of event planning and administration to the distinct attributes of host communities.

Given the growing significance of sustainability, future studies should also examine the environmental impacts of these occurrences. Research may investigate methods for incorporating sustainable practices into event design, including the utilization of renewable energy, the implementation of waste reduction programs, and the adoption of environmentally friendly transportation options.

Considering the substantial economic and social ramifications of medium-sized sporting events, subsequent study should then investigate their repercussions on urban and regional development. Evaluating the alignment of these events with policy objectives, including economic diversification, cultural enhancement, and community development may be an interesting strategy. Research may also investigate the function of public-private partnerships in optimizing event advantages.

Another point that needs attention is the methodological aspect. Despite the use of reliable tools for the assessment of the economic impact of our case study, there still is room for methodological advancements. Future research should help develop more sophisticated models to better capture indirect and induced impacts. Qualitative metrics, such as

stakeholder satisfaction and community well-being, may also be employed to provide a more holistic understanding of economic impacts.

The role of digital tools and technologies in enhancing event experiences is another topic that requires further investigation. Mobile apps, virtual reality, and advanced analytics platforms may have an impact on attendee satisfaction, event logistics, and spending. Exploring and comprehending such tools may help adopt a more effective digital marketing strategy, therefore boosting attendance and engagement.

Finally, there are relationships that require a more comprehensive understanding, as shown by our case study, such as the relationship between visitor satisfaction and spending patterns. Future research might delve deeper into how some specific factors, such as emotional engagement, quality of facilities, availability of cultural activities influences spending patterns.

The study also reveals the substantial contribution to the development of community identity and social cohesion provided by these events. Future research should then investigate the perceptions and engagement of local populations around these occurrences and the psychological and cultural effects of these events on different demographic groups, including athletes, spectators, and local inhabitants. Since medium-sized sports events frequently provide distinctive opportunities for emotional connection, cultural exchange, and personal development, comprehending these dynamics might assist event organizers in designing experiences that maximize both economic and social returns, and in identifying techniques to improve good results while alleviating any drawbacks, such as stress or discontent.

5.2 Conclusions

Small and medium-sized sports events constitute a substantial, yet too often overlooked, component of the sports tourism industry. Unlike mega-events, such as the Olympic Games or the FIFA World Cup, which necessitate substantial resources, infrastructure, and organizational capabilities, these events are more attainable for smaller cities and regions. In addition, smaller-scale events promote meaningful interactions and connections between the host community and a more concentrated audience, primarily composed of athletes, technical staff, and spectators.

The economic benefits of small and medium-sized sporting events are multifaceted. Through direct and indirect expenditures on transportation, food, accommodation, and other services, they generate substantial financial inflows for host cities. These expenditures often generate ripple effects, benefitting a variety of local businesses, from hotels and restaurants to retail stores and transportation services. In contrast to mega-events, which may sometimes burden local infrastructure or create financial difficulties, smaller events offer a favorable balance between economic benefits and the sustainable utilization of local resources. Moreover, the majority of these events are recurrent in nature, allowing the host city to obtain steady economic contributions.

In addition to the economic benefits, small and medium-sized sports events may promote community pride, facilitate cultural exchange, and encourage local engagement through volunteerism and participation. By integrating substantial economic and social benefits with manageable logistical requirements, small and medium-sized sports events provide a sustainable model for community enrichment and regional development.

The 2022 Italian National University Sports Championship (CNU), under investigation here, clearly exemplifies what previously said, since it integrates immediate economic benefits with positive social effects, in line with the overarching objectives of sports tourism, which aims to improve the economic and social well-being of host communities through sport. Therefore, the current investigation offers a chance to delve further into these dynamics and to develop strategies for maximizing the benefits generated by small and medium-sized sports events.

With a reported direct economic impact of €1.323.572 and the creation of 22 new jobs, the CNU demonstrates its capacity to stimulate local economic growth, primarily due to the expenditure of participants and spectators, and to increase employment in the host community. As shown by a further examination, the economic expansion was considerably influenced by visitors from outside the region, who spent significantly more than individuals from within the area, particularly on accommodation, food, and transportation. This underscores the significance of augmenting the quantity of external visitors in order to optimize the financial advantages of such events.

Equally significant is the CNU's social impact. The event facilitated a sense of unity and shared purpose by serving as a focal point for cultural exchange and community interaction, attracting a diverse array of participants from all over Italy. Satisfaction ratings among participants ranged from moderate to high, mostly influenced by the quality of competitions and the reliability of the event personnel.

Notwithstanding these accomplishments, the investigation also highlighted areas necessitating improvement. According to the extrapolated data, the accessibility of event venues and the opening and closing ceremonies may negatively impact on spending, representing challenges that require a more strategic planning in forthcoming events. Furthermore, whereas the immediate economic consequences are well-documented, there is less knowledge on other domains. Little is known, for instance, about the CNU's long-lasting effects, which include continued tourist growth, enhanced community pride, and improved regional branding. Addressing these deficiencies is crucial for optimizing the potential of medium-sized sporting events.

The results of this study offer valuable insights for policymakers, event organizers, and other stakeholders, emphasizing both the economic and social benefits of hosting medium-sized sports events and highlighting the importance of thorough planning and execution to optimize outcomes. By augmenting guest experiences, optimizing logistical arrangements, and aligning event objectives with community requirements, stakeholders may guarantee that events such as the CNU significantly contribute to local development.

Moreover, promoting collaboration between the public and commercial sectors might enhance these advantages, establishing a framework for sustainable and meaningful event tourism.

In summary, small and medium-sized sporting events constitute a crucial and sustainable potential for cities and regions to participate in the sports tourism sector. They provide a cohesive plan for economic growth and social progress, merging immediate economic gains with enduring social benefits. The CNU 2022 illustrates the considerable potential of such events to benefit host cities, promote cultural exchange, and foster pride and cohesion. By addressing identified issues and using their inherent strengths, small and medium-sized events may exert a transformative influence on regional development and the broader sphere of sports tourism.

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ANNEX 1 - Query String Details

Search within TITLE - ABSTRACT - KEYWORDS

(“Sport* event*” OR “sport* championship*” OR “sport* tournament*” OR “sport* competition*”) AND (“impact*” OR “legac*” OR “leverag*” OR “outcome*” OR “touris*” OR “econom*” OR “cost*” OR “benefit*” OR “heritage” OR “contribution” OR “destination” OR “objective*” OR “goal” OR “stakeholder*” OR “communit*” OR “residents” OR “business*” OR “customer*” OR “consumer” OR “assess*” OR “evaluat*” OR “measur*” OR “value” OR “quality”

OR “expectation*” OR “satisfaction” OR “experience” OR “emotion*”)

Terms connected by OR	AND	Terms connected by OR
“Sport* event*” OR “sport* championship*” OR “sport* tournament*” OR “sport* competition*”		“impact*” OR “legac*” OR “leverag*” OR “outcome*” OR “touris*” OR “econom*” OR “cost*” OR “benefit*” OR “heritage” OR “contribution” OR “destination” OR “objective*” OR “goal” OR “stakeholder*” OR “communit*” OR “residents” OR “business*” OR “customer*” OR “consumer” OR “assess*” OR “evaluat*” OR “measur*” OR “value” OR “quality” OR “expectation*” OR “satisfaction” OR “experience” OR “emotion*”

SCOPUS (<https://www.scopus.com/search/form.uri?display=advanced>)

TITLE-ABS-KEY ("Sport* event*" OR "sport* championship*" OR "sport* tournament*" OR "sport* competition*") AND ("impact*" OR "legac*" OR "leverag*" OR "outcome*" OR "touris*" OR "econom*" OR "cost*" OR "benefit*" OR "heritage" OR "contribution" OR "destination" OR "objective*" OR "goal" OR "stakeholder*" OR "communit*" OR "residents" OR "business*" OR "customer*" OR "consumer" OR "assess*" OR "evaluat*" OR "measur*" OR "value" OR "quality" OR "expectation*" OR "satisfaction" OR "experience" OR "emotion*") AND (LIMIT-TO (PUBYEAR, 2023) OR LIMIT-TO (PUBYEAR, 2022) OR LIMIT-TO (PUBYEAR, 2021) OR LIMIT-TO (PUBYEAR, 2020) OR LIMIT-TO (PUBYEAR, 2019) OR LIMIT-TO (PUBYEAR, 2018) OR LIMIT-TO (PUBYEAR, 2017) OR LIMIT-TO (PUBYEAR, 2016) OR LIMIT-TO (PUBYEAR, 2015) OR LIMIT-TO (PUBYEAR, 2014) OR LIMIT-TO (PUBYEAR, 2013) OR LIMIT-TO (PUBYEAR, 2012) OR LIMIT-TO (PUBYEAR, 2011) OR LIMIT-TO (PUBYEAR, 2010) OR LIMIT-TO (PUBYEAR, 2009) OR LIMIT-TO (PUBYEAR, 2008) OR LIMIT-TO (PUBYEAR, 2007) OR LIMIT-TO (PUBYEAR, 2006) OR LIMIT-TO (PUBYEAR, 2005) OR LIMIT-TO (PUBYEAR, 2004) OR LIMIT-TO (PUBYEAR, 2003) OR LIMIT-TO (PUBYEAR, 2002) OR LIMIT-TO (PUBYEAR, 2001) OR LIMIT-TO (PUBYEAR, 2000)) AND (LIMIT-TO (DOCTYPE, "ar") OR LIMIT-TO (DOCTYPE, "cp") OR LIMIT-TO (DOCTYPE, "re")) AND (LIMIT-TO (LANGUAGE, "English") OR LIMIT-TO (LANGUAGE, "Spanish") OR LIMIT-TO (LANGUAGE, "French") OR LIMIT-TO (LANGUAGE, "Portuguese") OR LIMIT-TO (LANGUAGE, "Italian")) AND (LIMIT-TO (SRCTYPE, "j") OR LIMIT-TO (SRCTYPE, "p") OR LIMIT-TO (SRCTYPE, "d"))

WEB OF SCIENCE (<https://www.webofscience.com/wos/woscc/advanced-search>)

((TI=((“Sport* event*” OR “sport* championship*” OR “sport* tournament*” OR “sport* competition*”)) AND (“impact*” OR “legac*” OR “leverag*” OR “outcome*” OR “touris*” OR “econom*” OR “cost*” OR “benefit*” OR “heritage” OR “contribution” OR “destination” OR “objective*” OR “goal” OR “stakeholder*” OR “communit*” OR “residents” OR “business*” OR “customer*” OR “consumer” OR “assess*” OR “evaluat*” OR “measur*” OR “value” OR “quality” OR “expectation*” OR “satisfaction” OR “experience” OR “emotion*”))) OR AB=((“Sport* event*” OR “sport* championship*” OR “sport* tournament*” OR “sport* competition*”) AND (“impact*” OR “legac*” OR “leverag*” OR “outcome*” OR “touris*” OR “econom*” OR “cost*” OR “benefit*” OR “heritage” OR “contribution” OR “destination” OR “objective*” OR “goal” OR “stakeholder*” OR “communit*” OR “residents” OR “business*” OR “customer*” OR “consumer” OR “assess*” OR “evaluat*” OR “measur*” OR “value” OR “quality” OR “expectation*” OR “satisfaction” OR “experience” OR “emotion*”))) OR AK=((“Sport* event*” OR “sport* championship*” OR “sport* tournament*” OR “sport* competition*”))

AND (“impact*” OR “legac*” OR “leverag*” OR “outcome*” OR “touris*” OR “econom*” OR “cost*” OR “benefit*” OR “heritage” OR “contribution” OR “destination” OR “objective*” OR “goal” OR “stakeholder*” OR “communit*” OR “residents” OR “business*” OR “customer*” OR “consumer” OR “assess*” OR “evaluat*” OR “measur*” OR “value” OR “quality” OR “expectation*” OR “satisfaction” OR “experience” OR “emotion*”) and Article or Proceeding Paper or Review Article or Early Access or Editorial Material (Document Types) and English or Spanish or Portuguese or French or Italian (Languages)

ANNEX 2 – Selected Papers in Alphabetical Order (n. 47)

Authors	Year	Country	Event	time of data collection	Sample (type)	Measures	Ave. per Person Daily Spending (\$)
Redondo-Castan et al.	2023	Spain	38 events in the area	during	visitors and spectators (non residents)	Economic impact	N/A
Tzoumaka et al.	2022	Greece	Recurring mountain running event.	after	athletes	Individual expenditure	responding active sport tourists 231,017 €; actual active sport tourists 671,604 €
Mortzavi	2021	Sweden	World Ski Championships 2015	during	visitors	Individual expenditure	136 €
Pérez-González et al.	2021	Spain	Marathon Burgos	during	athletes	Input-Output model	326,65 € per stay
Lintumäki et al.	2020	Austria	Winter World Masters Games	after	athletes and staff	Individual expenditure + Cost-benefit A.	non-local guests motivated by proximity to home 590 € per stay; non-locals motivated by the event 1498 €
Perić et al.	2019	Croatia Slovenia	3 events trail running + 5 events mountain biking	during	athletes participants	Individual expenditure	TR 56,16 €; 78,53 €
Salgado-Barandela et al.	2018a	Spain	Professional basketball matches	during	spectators (non residents)	Individual expenditure	N/A
Salgado-Barandela et al.	2018b	Spain	Spanish Championship swimming	during	non residents, athletes, spectators and others	CVM + individual expenditure	259,81 € for the whole period
Carvalho et al.	2018	Portugal	Douro Valley Half Marathon	before	athletes	Individual expenditure	219 € locals; 320 € non-locals per period
Amador et al.	2017	Spain	Football league matches	1 year/season	spectators, athletes	Social Accounting Matrix	N/A
Duglio & Beltramo,	2017	Italy	Mountain endurance trail ColonnTrek	after	athletes	Individual expenditure	38,05; 45,02; 53,07 € according to the scenario
Kwiatkowski & Oklevik	2017	Norway	World Cup ski-jumping events	during	spectators	Individual expenditure	308 NOK
Cheung et al.	2016	China	East Asian Games	after	athletes	Individual expenditure	2748,78 HK\$ per period (9.3 days)
Du Preez & Lee	2016	South Africa	Mountain biking event	during	athletes	Travel cost model	201 \$ per trip
Schut & Pierre	2016	France	Women's tennis tournament	during	spectators	Individual expenditure	spectator outside Val Maubuce 19,24 €; 21,70 € spectators outside Seine-et-Marne
Jiménez-Naranjo et al.	2016a	Spain	Cáceres International Open Padel	during	attendees	Individual expenditure	N/A
Jiménez-Naranjo et al.	2016b	Spain	World Padel Tour	during	spectators and athletes	Cost-benefit analysis	athletes 109,50 €; attendees from 56,63 (residents) to 188,39 € (non-residents who stay at night)
Case et al.	2013	USA	14-kilometer race	Before/during/after	athletes	Individual expenditure	N/A
Gibson et al.	2012	USA	6 events different sports	during	athletes or spectators	Individual expenditure	from 95,64 to 216,6 \$
Saayman & Saayman	2012	South Africa	Comrades ultramarathon	during	athletes, participants	Individual expenditure	local 2746 ZAR; national 5102; international 16558
Wicker et al.	2012	Germany	3 marathon events	During/after	athletes, spectators (non-residents)	Individual expenditure	Cologne 90,16 €; Bonn 57,61 €; Hanover 43,39 €
Case et al.	2010	USA	XTERRA off-road triathlon (5 events)	after	athletes	Individual expenditure	60,60 \$ regional; 96,80 \$ national; 237,30 \$ international
Lee et al.	2010	USA	College football matches	Before/during/after	visitors spectators	Input-Output model	16,14 \$
Cela et al.	2006	USA	Cedar Valley Moonlight Classic Soccer Tournament	during	spectators	Input-Output model	77,43 \$ tournament; 82,13\$ Waterloo/Cedar
Wilson	2006	UK	4 swimming events	during	spectators; athletes; officials; media	Individual expenditure	N/A
Daniels & Norman	2003	USA	7 events (different sports)	after	athletes or parents (for children)	Individual expenditure	from 22,15 to 85,28 \$
Gibson et al.	2003	USA	Gators football team matches	During/after	fan	Individual expenditure	Sport excursionists \$114,82 per game; sport tourists \$293,38

ANNEX 3 – Questionnaire for Group A (Athletes, Staff...)

UNIVERSITÀ DEGLI STUDI
DI CASSINO E DEL LAZIO MERIDIONALE



Questionario GRUPPO A - per atleti; staff tecnico e dirigenziale; arbitri; delegati tecnici.

Gentile partecipante,

La presente ricerca mira a misurare l'impatto dell'Evento sportivo CNU 2022 sui principali attori coinvolti, sulla comunità e sulla città ospitante. In particolar modo, l'attenzione verterà sulla valutazione della soddisfazione dei partecipanti, dell'impatto economico ed esperienziale. La partecipazione è su base volontaria e il tempo di compilazione è di circa 15 minuti. Se decide di partecipare, legga attentamente ciascuna delle domande e risponda ai quesiti, consapevole del fatto che non vi siano risposte "giuste" o "sbagliate". Il questionario è anonimo e i dati raccolti saranno trattati e archiviati in maniera strettamente riservata ai sensi del D.Lgs. 196/2003 e successive modifiche e integrazioni. I dati dello studio saranno utilizzati esclusivamente per scopi di ricerca e potranno essere pubblicati, ma la vostra identità rimarrà sempre anonima.

Consenso informato

Accettando il presente modulo dichiaro:

- Di aver letto e compreso questo foglio informativo e che il suo contenuto mi è stato spiegato in maniera chiara ed esauriente.
- Di aver compreso che la partecipazione allo studio è completamente volontaria e che posso rifiutarmi di partecipare allo studio o sospendere la mia partecipazione in qualsiasi momento.
- Di essere stato informato sulle finalità di tale indagine e di aver avuto il tempo sufficiente per decidere.
- Di essere consapevole che i miei dati potranno essere utilizzati per pubblicazioni scientifiche, pur restando riservati nel rispetto della normativa vigente e successive modifiche ed integrazioni.
- Di essere consapevole che sarò messo al corrente nel corso dello studio di nuove informazioni o risultati che possano influenzare la mia partecipazione allo studio.

Acconsente a partecipare allo studio?

Acconsento

AUTORIZZAZIONE AL TRATTAMENTO DEI DATI SENSIBILI

Acquisite le informazioni fornite dal titolare del trattamento ai sensi dell'art.13 del D.lgs. n.196/2003 e consapevole che il trattamento riguarderà i dati "sensibili" di cui all'art.4 comma 1 lett. d, nonché art.26 del D. Lgs. n.196/2003,

- presta il suo consenso per il trattamento dei dati necessari allo svolgimento delle operazioni indicate nell'informativa.
- presta il suo consenso per la diffusione dei dati nell'ambito indicato nell'informativa.

Acconsente al trattamento dei dati?

Acconsento

SEZIONE 1 - Informazioni socio-demografiche

1.1 Sesso (1) M; (2) F; (3) Preferisco non rispondere

1.2 Età _____

1.3 Sport con cui partecipi all'evento

(1) Taekwondo; (2) Judo; (3) Karate; (4) Pallavolo; (5) Tennis; (6) Calcio a 5; (7) Rugby a 7; (8) Scherma; (9) Calcio a 11; (10) Pallacanestro; (11) Atletica; (12) Lotta; (13) Altro _____ (14) Nessuno

1.4 Ruolo (1) Atleta; (2) Staff tecnico e dirigenziale; (3) Arbitro; (4) Delegato tecnico

1.5 (Se sei un atleta) Categoria di Corso di studi a cui sei iscritto (categorie ISTAT)

(1) Scientifico; (2) Chimico-farmaceutico; (3) Geo-biologico; (4) Medico; (5) Ingegneria-architettura; (6) Agrario; (7) Economico-statistico; (8) Politico-sociale; (9) Giuridico; (10) Letterario; (11) Linguistico; (12) Insegnamento; (13) Psicologico; (14) Ed. fisica; (15) Difesa e sicurezza

1.6 (se NON sei un atleta) Titolo di studi

(1) Licenza elementare; (2) Licenza media; (3) Diploma superiore; (4) Laurea; (5) Post-laurea

1.7 Università rappresentata _____

1.8 Comune di residenza _____

1.9 Reddito annuo lordo familiare in Euro (categorie ISTAT)

(1) Fino a 15.000; (2) Da 15.001 a 28.000; (3) Da 28.001 a 55.000; (4) Da 55.001 a 75.000; (5) Oltre 75.000

1.10 Componenti nucleo familiare (incluso intervistato) _____

1.11 È la prima volta che partecipi ai Campionati Nazionali Universitari? _____

(1) Sì; (2) No

1.12 (Se la risposta è no) Quante volte hai partecipato all'evento in precedenza? _____

1.13 Ci sono amici, familiari o altre persone che sono venute con te? (1) Sì (amici n. _____; familiari n. _____; altre persone n. _____); (2) No

SEZIONE 2 - Informazioni riguardanti il soggiorno

- 2.1** È la tua prima volta a Cassino e dintorni? (1) Sì; (2) No
- 2.2** (Se la risposta è no) Quante volte sei già stato in questa zona? _____
- 2.3** Pernotti/pernotterai in zona durante l'evento? (1) Sì; (2) No **2.4** (Se sì) Quante notti? _____
- 2.5** Nel caso ti trattenga in città per più giorni, dove stai pernottando/ pernotterai?
(1) Hotel (___ stelle); (2) Bed & Breakfast; (3) Agriturismo; (4) Ostello; (5) Appartamento in affitto; (6) Sistemazione gratuita presso parenti/amici; (7) Casa di proprietà; (8) Altro _____
- 2.6** Intendi visitare altre città durante l'evento? (1) Sì; (2) No. **2.7** (Se sì) Quali? _____
- 2.8** (Se la risposta è sì) Con quale motivazione? (più risposte possibili) (1) Shopping; (2) Enogastronomia; (3) Turismo culturale; (4) Turismo religioso; (5) Escursionismo; (6) Altro _____
- 2.9** Quale mezzo di trasporto hai utilizzato per venire a Cassino? (più risposte possibili) (1) Auto propria; (2) Moto/scooter proprio; (3) Mezzi pubblici; (4) Nave; (5) Aereo; (6) Pullman privato; (7) Treno; (8) Taxi; (9) Altro (es. auto a noleggio) _____
- 2.10** Con quale mezzo di trasporto ti sposti principalmente durante l'evento? (1) Auto propria; (2) Moto/scooter proprio; (3) Mezzi pubblici; (4) Pullman privato; (5) Treno; (6) Taxi; (7) Altro (es. auto a noleggio) _____
- 2.11** Hai svolto altre attività a margine dell'evento sportivo? (1) Sì; (2) No
- 2.12** (Se la risposta è sì) Quali? (più risposte possibili) (1) Shopping; (2) Enogastronomia; (3) Turismo culturale; (4) Turismo religioso; (5) Escursionismo; (6) Altro _____
- 2.13** Come sei venuto a conoscenza dell'evento? (1) Amici, conoscenti o familiari; (2) Stampa; (3) Opuscoli e/o manifesti; (4) Televisione; (5) Radio; (6) Internet; (7) Social network; (8) Agenzia viaggi; (9) Il mio CUS di appartenenza; (10) Il CUSI; (11) Altro _____
- 2.14** Dove hai letto il programma di questa edizione dell'evento? (1) Sito web; (2) Giornali locali; (3) Manifesti/affissioni; (4) Passaparola; (5) Non lo conoscevo; (6) Social network; (7) L'ho ricevuto tramite il mio CUS/CUSI; (8) In loco; (9) Altro _____

SEZIONE 3 – Impatto economico sulla città

3.1 Indica la tua spesa media al giorno durante l'Evento per le seguenti voci:

	Voce spesa	Spesa media al giorno (dove applicabile)
3.1.1	Alloggio	€
3.1.2	Cibo e bevande	€
3.1.3	Mezzi di trasporto	€
3.1.4	Intrattenimento e relax	€
3.1.5	Souvenirs	€
3.1.6	Shopping	€
3.1.7	Altro (specificare).....	€

SEZIONE 4 – Aspettative sull'Evento

4.1 Indica su una scala da 1 (per niente importante) a 5 (molto importante) quanto sono stati importanti i seguenti fattori nella valutazione di partecipare a questo evento (oltre all'aspetto agonistico):

1. Curiosità verso luoghi/eventi sconosciuti/mai visti	1	2	3	4	5
2. Vivere un'emozione forte e coinvolgente	1	2	3	4	5
3. Visitare musei/chiese/siti archeologici	1	2	3	4	5
4. Evadere dalla routine, relax	1	2	3	4	5
5. Incontrare nuove persone	1	2	3	4	5
6. Condividere l'esperienza con parenti e amici	1	2	3	4	5
7. Degustare prodotti locali (cibi e bevande)	1	2	3	4	5
8. Acquistare prodotti tipici e/o dell'artigianato	1	2	3	4	5
9. Fare shopping	1	2	3	4	5
10. Contribuire alle iniziative della comunità locale	1	2	3	4	5

4.2 Indica su una scala da 1 (per niente importante) a 5 (molto importante) quanto è importante per te avere accesso, prima di partecipare ad un evento sportivo, alle informazioni riguardanti i seguenti aspetti:

1. Programma (orari, competizioni, luoghi...)	1	2	3	4	5
2. Sicurezza dell'evento e/o della destinazione	1	2	3	4	5
3. Collegamenti pubblici	1	2	3	4	5
4. Accessibilità con mezzi privati	1	2	3	4	5
5. Eventi a margine per bambini	1	2	3	4	5
6. Altre attività a margine	1	2	3	4	5

SEZIONE 5 - Valutazione qualità dell'Evento, esperienza personale e soddisfazione

5.1 Indica su una scala da 1 (totalmente in disaccordo) a 5 (totalmente d'accordo) quanto sei d'accordo con le seguenti affermazioni:

1. Il comitato organizzatore rispetta gli orari del programma	1	2	3	4	5
2. Lo staff (chi lavora all'evento) è sempre presente	1	2	3	4	5
3. Lo staff è sempre pronto ad aiutare in caso di necessità	1	2	3	4	5
4. L'evento ha ricevuto un'adeguata promozione	1	2	3	4	5
5. È facile accedere ad informazioni riguardanti la manifestazione	1	2	3	4	5
6. È stato facile registrarsi in qualità di partecipante	1	2	3	4	5
7. L'evento dispone di un numero sufficiente di strutture di supporto (WC, docce, spogliatoi, aree massaggio ecc.)	1	2	3	4	5
8. Bar, ristoranti, caffetterie sono facilmente raggiungibili ed in prossimità delle strutture dove si disputano le gare	1	2	3	4	5
9. Le strutture dove si disputano le gare sono facilmente raggiungibili grazie a segnali e cartelli disposti appositamente dagli organizzatori	1	2	3	4	5
10. Elementi grafici utilizzati all'evento (insegne, cartelli, locandine ecc.) sono visivamente accattivanti	1	2	3	4	5
11. Nel complesso, i servizi offerti dal comitato organizzatore risultano adeguati	1	2	3	4	5
12. Sono felice delle esperienze vissute all'evento	1	2	3	4	5
13. Sono soddisfatto di aver partecipato all'evento	1	2	3	4	5
14. Sono soddisfatto del mio soggiorno a Cassino (o dintorni)	1	2	3	4	5
15. L'esperienza che sto vivendo a Cassino rispecchia le mie aspettative	1	2	3	4	5

5.2 Indica su una scala da 1 (per niente soddisfatto) a 5 (totalmente soddisfatto) il tuo grado di soddisfazione relativo ai seguenti servizi:

1. Ambiente villaggio/accreditati	1	2	3	4	5
2. Servizi di ristorazione (es. qualità, disponibilità)	1	2	3	4	5
3. Impianti sportivi (es. impianti per gli allenamenti, gestione competizioni)	1	2	3	4	5
4. Viaggi (trasporti verso gli alloggi, verso il centro accreditati)	1	2	3	4	5
5. Sicurezza durante le competizioni (es. presenza personale addetto)	1	2	3	4	5
6. Cerimonie (es. di apertura, di premiazione)	1	2	3	4	5
7. Comunicazione (es. disponibilità Wi-Fi, accesso informazioni sull'evento)	1	2	3	4	5
8. Medico-sanitario (es. fiducia nello staff, informazioni per antidoping)	1	2	3	4	5

5.3 Indica su una scala da 1 (totalmente in disaccordo) a 5 (totalmente d'accordo) quanto sei d'accordo con le seguenti affermazioni:

1. La mia curiosità nei confronti dell'evento è stata soddisfatta	1	2	3	4	5
2. Ho vissuto un'emozione forte e coinvolgente	1	2	3	4	5
3. Mi sono distaccato dalla routine e vissuto un momento di piacevole relax	1	2	3	4	5
4. Ho incontrato nuove persone con cui ho fatto amicizia	1	2	3	4	5
5. Ho trascorso dei piacevoli momenti in compagnia di parenti e amici	1	2	3	4	5
6. Ho trovato interessanti i prodotti tipici e/o dell'artigianato	1	2	3	4	5
7. Ho trovato negozi interessanti	1	2	3	4	5
8. Ho apprezzato lo sforzo degli organizzatori dell'evento	1	2	3	4	5

5.4 Indica su una scala da 1 (totalmente in disaccordo) a 5 (totalmente d'accordo) quanto sei d'accordo con le seguenti affermazioni (6 = non applicabile):

1. La visita ai musei/alle chiese/ai siti archeologici è stata gratificante	1	2	3	4	5	6
2. Ho degustato prodotti genuini e dal sapore indimenticabile	1	2	3	4	5	6
3. Sono soddisfatto degli acquisti che ho effettuato	1	2	3	4	5	6
4. Sono soddisfatto delle attività di intrattenimento a cui ho partecipato	1	2	3	4	5	6

ANNEX 4 – Questionnaire for Group B (Spectators)

UNIVERSITÀ DEGLI STUDI
DI CASSINO E DEL LAZIO MERIDIONALE



Questionario GRUPPO B - per SPETTATORI

Gentile partecipante,

La presente ricerca mira a misurare l'impatto dell'Evento sportivo CNU 2022 sui principali attori coinvolti, sulla comunità e sulla città ospitante. In particolare modo, l'attenzione verterà sulla valutazione della soddisfazione dei partecipanti, dell'impatto economico, esperienziale ed emozionale. La partecipazione è su base volontaria e il tempo di compilazione è di circa 15 minuti. Se decide di partecipare, legga attentamente ciascuna delle domande e risponda ai quesiti, consapevole del fatto che non vi siano risposte "giuste" o "sbagliate". Il questionario è anonimo e i dati raccolti saranno trattati e archiviati in maniera strettamente riservata ai sensi del D.Lgs. 196/2003 e successive modifiche e integrazioni. I dati dello studio saranno utilizzati esclusivamente per scopi di ricerca e potranno essere pubblicati, ma la vostra identità rimarrà sempre anonima.

Consenso informato

Accettando il presente modulo dichiaro:

- di aver letto e compreso questo foglio informativo e che il suo contenuto mi è stato spiegato in maniera chiara ed esauriente.
- di aver compreso che la partecipazione allo studio è completamente volontaria e che posso rifiutarmi di partecipare allo studio o sospendere la mia partecipazione in qualsiasi momento.
- di essere stato informato sulle finalità di tale indagine e di aver avuto il tempo sufficiente per decidere.
- di essere consapevole che i miei dati potranno essere utilizzati per pubblicazioni scientifiche, pur restando riservati nel rispetto della normativa vigente e successive modifiche ed integrazioni.
- di essere consapevole che sarò messo al corrente nel corso dello studio di nuove informazioni o risultati che possano influenzare la mia partecipazione allo studio.

AccONSENTE a partecipare allo studio? *AccONSENTO*

AUTORIZZAZIONE AL TRATTAMENTO DEI DATI SENSIBILI

Acquisite le informazioni fornite dal titolare del trattamento ai sensi dell'art.13 del D.lgs. n.196/2003 e consapevole che il trattamento riguarderà i dati "sensibili" di cui all'art.4 comma 1 lett. d, nonché art.26 del D. Lgs. n.196/2003,

- presta il suo consenso per il trattamento dei dati necessari allo svolgimento delle operazioni indicate nell'informativa.
- presta il suo consenso per la diffusione dei dati nell'ambito indicato nell'informativa.

AccONSENTE al trattamento dei dati? *AccONSENTO*

SEZIONE 1 - Informazioni socio-demografiche

1.1 Sesso (1) M; (2) F; (3) Preferisco non rispondere

1.2 Età _____

1.3 Sport che sei venuto ad assistere

(1) Taekwondo; (2) Judo; (3) Karate; (4) Pallavolo; (5) Tennis; (6) Calcio a 5; (7) Rugby a 7; (8) Scherma; (9) Calcio a 11; (10) Pallacanestro; (11) Atletica; (12) Lotta; (13) Altro _____ (14) Nessuno

1.4 Università che sei venuto a supportare (se applicabile) _____

1.5 Comune di residenza _____

1.6 Titolo di studi: (1) Licenza elementare; (2) Licenza media; (3) Diploma superiore; (4) Laurea; (5) Post-laurea

1.7 Tipo di occupazione: (1) Dirigente o quadro; (2) Impiegato, operaio o assimilato; (3) Imprenditore o libero professionista; (4) Disoccupato, inattivo; (5) In pensione; (6) Altro _____

1.8 Reddito annuo lordo familiare in Euro (categorie ISTAT)

(1) Fino a 15.000; (2) Da 15.001 a 28.000; (3) Da 28.001 a 55.000; (4) Da 55.001 a 75.000; (5) Oltre 75.000

1.9 Componenti nucleo familiare (incluso intervistato) _____

1.10 È la prima volta che assisti ai Campionati Nazionali Universitari? (1) Sì; (2) No

1.11 (Se la risposta è no) Quante volte hai assistito all'evento in precedenza? _____

1.12 Con quale mezzo di trasporto ti sposti principalmente durante l'evento? (1) Auto propria; (2) Moto/scooter proprio; (3) Mezzi pubblici; (4) Pullman privato; (5) Treno; (6) Taxi; (7) Altro _____

1.13 Come sei venuto a conoscenza dell'evento? (1) Amici, conoscenti o familiari; (2) Stampa; (3) Opuscoli e/o manifesti; (4) Televisione; (5) Radio; (6) Internet; (7) Social network; (8) Agenzia viaggi; (9) Il mio CUS di appartenenza; (10) Il CUSI; (11) Altro _____

1.14 Dove hai letto il programma di questa edizione dell'evento? (1) Sito web; (2) Giornali locali; (3) Manifesti/affissioni; (4) Passaparola; (5) Non lo conoscevo; (6) Social network; (7) L'ho ricevuto tramite il mio CUS/CUSI; (8) In loco; (9) Altro _____

1.15 Ci sono amici, familiari o altre persone che sono venute con te? (1) Sì (amici n. _____; familiari n. _____; altre persone n. _____) (2) No

SEZIONE 2 – Aspettative sull'Evento

2.1 Indica su una scala da 1 (per niente importante) a 5 (molto importante) quanto sono stati importanti i seguenti fattori nella valutazione di assistere a questo evento (oltre all'aspetto agonistico):

1. Vivere un'emozione forte e coinvolgente	1	2	3	4	5
2. Evadere dalla routine, relax	1	2	3	4	5
3. Incontrare nuove persone	1	2	3	4	5
4. Condividere l'esperienza con parenti e amici	1	2	3	4	5
5. Contribuire alle iniziative della comunità locale	1	2	3	4	5

Domande 6-10 - SOLO PER GLI SPETTATORI NON LOCALI (TURISTI):

6. Curiosità verso luoghi/eventi sconosciuti/mai visti	1	2	3	4	5
7. Degustare prodotti locali (cibi e bevande)	1	2	3	4	5
8. Acquistare prodotti tipici e/o dell'artigianato	1	2	3	4	5
9. Fare shopping	1	2	3	4	5
10. Visitare musei/chiese/siti archeologici	1	2	3	4	5

2.2 Indica su una scala da 1 (per niente importante) a 5 (molto importante) quanto è importante per te avere accesso, prima di partecipare ad un evento sportivo, alle informazioni riguardanti i seguenti aspetti:

1. Programma (orari, competizioni, luoghi...)	1	2	3	4	5
2. Sicurezza dell'evento e/o della destinazione	1	2	3	4	5
3. Collegamenti pubblici	1	2	3	4	5
4. Accessibilità con mezzi privati	1	2	3	4	5
5. Eventi a margine per bambini	1	2	3	4	5
6. Altre attività a margine	1	2	3	4	5

SEZIONE 3 - Valutazione qualità dell'Evento, esperienza personale e soddisfazione

3.1 Indica su una scala da 1 (totalmente in disaccordo) a 5 (totalmente d'accordo) quanto sei d'accordo con le seguenti affermazioni:

1. Il comitato organizzatore rispetta gli orari del programma	1	2	3	4	5
2. Lo staff (chi lavora all'evento) è sempre presente	1	2	3	4	5
3. Lo staff è sempre pronto ad aiutare in caso di necessità	1	2	3	4	5
4. L'evento ha ricevuto un'adeguata promozione	1	2	3	4	5
5. È facile accedere ad informazioni riguardanti la manifestazione	1	2	3	4	5
6. Bar, ristoranti, caffetterie sono facilmente raggiungibili ed in prossimità delle strutture dove si disputano le gare	1	2	3	4	5
7. Le strutture dove si disputano le gare sono facilmente raggiungibili grazie a segnali e cartelli disposti appositamente dagli organizzatori	1	2	3	4	5
8. Elementi grafici utilizzati all'evento (insegne, cartelli, locandine ecc.) sono visivamente accattivanti	1	2	3	4	5
9. Nel complesso, i servizi offerti dal comitato organizzatore risultano adeguati	1	2	3	4	5
10. Sono felice delle esperienze vissute all'evento	1	2	3	4	5
11. Sono soddisfatto di aver partecipato all'evento	1	2	3	4	5
12. Le Cerimonie (apertura, premiazioni...) sono emozionanti	1	2	3	4	5

3.2 Indica su una scala da 1 (totalmente in disaccordo) a 5 (totalmente d'accordo) quanto sei d'accordo con le seguenti affermazioni:

1. La mia curiosità nei confronti dell'evento è stata soddisfatta	1	2	3	4	5
2. Ho vissuto un'emozione forte e coinvolgente	1	2	3	4	5
3. Mi sono distaccato dalla routine e vissuto un momento di piacevole relax	1	2	3	4	5
4. Ho incontrato nuove persone con cui ho fatto amicizia	1	2	3	4	5
5. Ho trascorso dei piacevoli momenti in compagnia di parenti e amici	1	2	3	4	5
6. Ho apprezzato lo sforzo degli organizzatori dell'evento	1	2	3	4	5

3.3 Indica su una scala da 1 (per niente) a 5 (molto) quanto i seguenti stati d'animo rappresentino cosa hai vissuto o stai vivendo in generale nel corso dell'evento:

1. Allegro	1	2	3	4	5
2. Entusiasta	1	2	3	4	5
3. Felice	1	2	3	4	5
4. Divertito	1	2	3	4	5
5. Teso	1	2	3	4	5
6. Nervoso	1	2	3	4	5
7. Infastidito	1	2	3	4	5
8. Preoccupato	1	2	3	4	5
9. Annoiato	1	2	3	4	5

SEZIONE 4 - Prestazione dell'atleta o della squadra durante l'Evento (dove applicabile)

4.1 Indica su una scala da 1 (totalmente in disaccordo) a 5 (totalmente d'accordo) quanto sei d'accordo con le seguenti affermazioni (6=non applicabile):

1. La squadra/atleta che sto supportando sta avendo delle buone prestazioni	1	2	3	4	5	6
2. La squadra/atleta che sto supportando sta mostrando grande impegno nelle gare	1	2	3	4	5	6
3. Le squadre/gli atleti che partecipano all'evento sono di alto livello	1	2	3	4	5	
4. Le competizioni di questo evento sono entusiasmanti	1	2	3	4	5	
5. Le mie aspettative relative alle competizioni sono state soddisfatte	1	2	3	4	5	
6. Gli spettatori hanno prodotto un'atmosfera entusiasmante	1	2	3	4	5	

SEZIONE 5 - Intenzioni future ed intenzioni comportamentali

5.1 Indica su una scala da 1 (totalmente in disaccordo) a 5 (totalmente d'accordo) quanto sei d'accordo con le seguenti affermazioni:

1. Se ne avessi l'opportunità, mi piacerebbe assistere a edizioni future dei CNU	1	2	3	4	5
2. Consiglierei ad altre persone di assistere alle prossime edizioni dei CNU	1	2	3	4	5
3. Condividerò fotografie, video ed altri contenuti relativi all'evento sui vari social network a cui sono iscritto (Facebook, Instagram, Twitter...)	1	2	3	4	5

Domande 4 e 5 - SOLO PER GLI SPETTATORI NON LOCALI (TURISTI):

4. Mi piacerebbe tornare a visitare la città di Cassino ed i suoi dintorni in futuro	1	2	3	4	5
5. Consiglierei ad amici e parenti di visitare tale destinazione	1	2	3	4	5

SEZIONE 6 – Valutazione dei livelli di Attività fisica

Le prossime domande misurano il tipo e la quantità di attività fisica che pratichi normalmente. Le domande si riferiscono all'attività svolta negli ultimi 7 giorni al lavoro, per spostarti da un posto all'altro e nel tempo libero. Nel rispondere alle domande, tieni conto solo di quelle attività che ti hanno impegnato per almeno 10 minuti consecutivi.

Per attività fisica INTENSA si intende un'attività che richiede uno sforzo fisico elevato e che ti costringe a respirare con un ritmo molto più elevato del normale (durante tale attività si suda e non si riesce a parlare). Es. di tale attività sono: sollevamento pesi, lavori pesanti in giardino, corse o giri in bicicletta a velocità sostenuta.

Per attività fisica MODERATA si intende un'attività che richiede uno sforzo fisico moderato e che ti costringe a respirare con un ritmo solo moderatamente più elevato del normale (durante tale attività non riusciresti a cantare ma ti sarebbe ancora possibile parlare). Es. di tale attività sono: trasporto di pesi leggeri, giri in bicicletta ad una velocità regolare, attività in palestra, lavoro in giardino, lavoro fisico prolungato in casa.

	N giorni (ultima settimana)	Media minuti al giorno
Attività intense		
Attività moderate		
Cammino (specificare intensità) a passo* _____		
Tempo trascorso seduto		

*Passo INTENSO = respirazione ad un ritmo molto più elevato del normale; Passo MODERATO = respirazione ad un ritmo solo moderatamente più elevato del normale; Passo LENTO = senza alcun cambiamento nel ritmo di respiro

SEZIONE 7 - Valutazione delle intenzioni future relative al voler essere più attivi

7.1 Indica su una scala da 1 (totalmente in disaccordo) a 5 (totalmente d'accordo) quanto sei d'accordo con le seguenti affermazioni:

1. L'evento mi invoglia ad essere più attivo nella vita quotidiana	1	2	3	4	5
2. L'evento mi invoglia a praticare attività sportiva e/o attività fisica più intensa rispetto a quella che sono solito fare	1	2	3	4	5

*Se NON sei uno spettatore locale, passa alla sezione 9 senza rispondere alle domande della sezione 8.
Se sei uno spettatore locale invece, ti chiediamo di compilare anche la sezione seguente.*

SEZIONE 8 DEDICATA SOLAMENTE AGLI SPETTATORI LOCALI (residenti a Cassino o entro 10 km)

SEZIONE 8 - Impatto sociale ed impatto percepito sulla comunità locale

8.1 Indica su una scala da 1 (totalmente in disaccordo) a 5 (totalmente d'accordo) quanto sei d'accordo con le seguenti affermazioni:

1. L'evento rinforza il mio senso di appartenenza nei confronti della comunità	1	2	3	4	5
2. Sono orgoglioso che sia Cassino ad ospitare tale evento	1	2	3	4	5
3. L'evento invoglia a partecipare più frequentemente alle manifestazioni che si svolgono all'interno di questa comunità	1	2	3	4	5
4. Evito di recarmi in città a causa dell'eccessivo affollamento dovuto all'evento	1	2	3	4	5
5. L'evento fa aumentare il traffico cittadino e la congestione urbana	1	2	3	4	5
6. Sono preoccupato per i livelli di sicurezza in città durante l'evento	1	2	3	4	5

8.2 Indica su una scala da 1 (totalmente in disaccordo) a 5 (totalmente d'accordo) quanto sei d'accordo con le seguenti affermazioni:

1. Questo evento può offrire intrattenimento alla comunità locale	1	2	3	4	5
2. Questo evento può offrire nuove opportunità lavorative	1	2	3	4	5
3. Questo evento può avere un impatto positivo sull'economia locale	1	2	3	4	5
4. Questo evento può avere un impatto positivo su famiglie e giovani	1	2	3	4	5
5. Vorrei vedere un maggiore coinvolgimento e supporto delle autorità locali	1	2	3	4	5
6. Ho dovuto affrontare delle difficoltà dovute a questo evento	1	2	3	4	5
7. L'evento non è stato di mio gradimento	1	2	3	4	5
8. Spero che l'evento non si ripeta più	1	2	3	4	5

SEZIONI 9-10-11 DEDICATE SOLAMENTE AGLI SPETTATORI NON LOCALI (TURISTI)

SEZIONE 9 - Informazioni riguardanti il soggiorno

9.1 È la tua prima volta a Cassino e dintorni? (1) Sì; (2) No

9.2 (Se la risposta è no) Quante volte sei già stato in questa zona? _____

9.3 Pernotti/pernotterai in zona durante l'evento? (1) Sì; (2) No

9.3.1 (Se sì) Quante notti? _____

9.4 Nel caso ti trattenga in città per più giorni, dove stai pernottando/ pernotterai?

(1) Hotel (___ stelle); (2) Bed & Breakfast; (3) Agriturismo; (4) Ostello; (5) Appartamento in affitto; (6) Sistemazione gratuita presso parenti/amici; (7) Casa di proprietà; (8) Altro _____

9.5 Intendi visitare altre città durante l'evento? (1) Sì; (2) No.

9.5.1 (Se sì) Quali? _____

9.5.2 Se la risposta è sì, con quale motivazione? (più risposte possibili) (1) Shopping; (2) Enogastronomia; (3) Turismo culturale; (4) Turismo religioso; (5) Escursionismo; (6) Altro _____

9.6 Quale mezzo di trasporto hai utilizzato per venire a Cassino? (più risposte possibili) (1) Auto propria; (2) Moto/scooter proprio; (3) Mezzi pubblici; (4) Nave; (5) Aereo; (6) Pullman privato; (7) Treno; (8) Taxi (9) Altro (es. macchina a noleggio) _____

9.7 Hai svolto altre attività a margine dell'evento sportivo? (1) Sì; (2) No

9.7.1 (Se la risposta è sì) Quali? (più risposte possibili) (1) Shopping; (2) Enogastronomia; (3) Turismo culturale; (4) Turismo religioso; (5) Escursionismo; (6) Altro _____

SEZIONE 10 – Impatto economico sulla città

10.1 Indica la tua spesa media al giorno durante l'Evento per le seguenti voci:

	Voce spesa	Spesa media al giorno (dove applicabile)
10.1.1	Alloggio	€
10.1.2	Cibo e bevande	€
10.1.3	Mezzi di trasporto	€
10.1.4	Intrattenimento e relax	€
10.1.5	Souvenirs	€
10.1.6	Shopping	€
10.1.7	Altro (specificare).....	€

SEZIONE 11 – Esperienza turistica (Memorable Tourism Experience)

11.1 Indica su una scala da 1 (totalmente in disaccordo) a 5 (totalmente d'accordo) quanto sei d'accordo con le seguenti affermazioni:

1. Ho vissuto un'esperienza piacevolmente diversa dalle precedenti	1	2	3	4	5
2. Sono rimasto piacevolmente impressionato dall'ospitalità del posto	1	2	3	4	5
3. Questa esperienza mi ha aiutato ad imparare cose nuove su me stesso	1	2	3	4	5
4. Questa esperienza mi ha aiutato a migliorare la mia autostima	1	2	3	4	5
5. Ho visitato un luogo che avrei voluto vedere	1	2	3	4	5
6. Ho trovato questo luogo interessante	1	2	3	4	5
7. Ho avuto modo di conoscere più da vicino i miei compagni di viaggio	1	2	3	4	5
8. Ho avuto modo di condividere questa esperienza con le persone giuste	1	2	3	4	5

11.2 Indica su una scala da 1 (totalmente in disaccordo) a 5 (totalmente d'accordo) quanto sei d'accordo con le seguenti affermazioni (6 = non applicabile):

1. La visita ai musei/alle chiese/ai siti archeologici è stata gratificante	1	2	3	4	5	6
2. Ho degustato prodotti genuini e dal sapore indimenticabile	1	2	3	4	5	6
3. Sono soddisfatto degli acquisti che ho effettuato	1	2	3	4	5	6
4. Sono soddisfatto delle attività di intrattenimento a cui ho partecipato	1	2	3	4	5	6
5. Ho trovato interessanti i prodotti tipici e/o dell'artigianato	1	2	3	4	5	6
6. Ho trovato negozi interessanti	1	2	3	4	5	6
7. Sono soddisfatto del mio soggiorno a Cassino (o dintorni)	1	2	3	4	5	
8. L'esperienza che sto vivendo a Cassino rispecchia le mie aspettative	1	2	3	4	5	

SEZIONE CONCLUSIVA - PER TUTTI

SEZIONE 12 - Suggerimenti e consigli per eventi futuri

12.1 Quali suggerimenti daresti agli Organizzatori per migliorare la qualità dell'evento in futuro (ad es. maggiori possibilità di visitare le attrazioni del luogo, più eventi sociali, migliore connessione internet nelle aree comuni, trasporti più agevoli per gli atleti, programmazione cerimonie di apertura e di premiazione più adeguata alle esigenze degli atleti...)?

Il questionario termina qui. Grazie della tua collaborazione!