

SPORTING EVENTS OPENING HORIZONS FOR INDIA **UNDER THE INTERNATIONAL UMBRELLA**

Akshat Dewan*

Mr. Vinamra Jain**

ABSTRACT

Over the past there has been a developing familiarity with the huge effect that facilitating sporting events occasions can have on a country. This paper discusses the context of hosting a sporting event and its impact on tourism, sports facilities and interest of brands in promoting sports in our country. The perception of people and experiences post the events were therefore identifying the details as an important research area. The case of events like IPL, CWG, World Cup-2011 and FIFA U17 World Cup was selected to analyse its impact on tourism, sports facilities and interest of brands in promoting sports in our country. The paper is based on a quantitative study. Data was collected by the help of self-made structured questionnaire (n=110). Data was analysed with the help of setting up of hypothesis and hypothesis was proved with help of one-sample T-Test within one major metro political city. This paper contends that there are increase in tourism and other factors after successfully hosting the sporting events in developing countries like India. A nation has the opportunity to develop its sports facilities, increase its tourism and increase the interest in brand by promoting it in the sporting events.

KEYWORD: Sports Tourism, Sports Facilities, Promotion of Sports, IPL, Common Wealth Games, Fifa U17 World Cup, World Cup 2011.

* **MBA , AMITY BUSINESS SCHOOL, AMITY UNIVERSITY UTTAR PRADESH, SECTOR 125, NOIDA - 201303, UTTAR PRADESH, INDIA**

** **Assistant Professor, AMITY BUSINESS SCHOOL, AMITY UNIVERSITY UTTAR PRADESH, SECTOR 125, NOIDA - 201303, UTTAR PRADESH, INDIA**

INTRODUCTION

The first ever Indian Premier League (IPL) was hosted by the Board of Control for Cricket in India (BCCI) in 2007, and is regarded as the brainchild of Lalit Modi, the founder and former commissioner of the league. In 2010, IPL was the first sporting event in the world to be broadcasted live on YouTube. IPL is the most-attended cricket league in the world and ranks sixth among all sports leagues across the world. The brand value of IPL in 2017 was US\$5.8 billion, according to Duff & Phelps. IPL in 2015 shared almost US\$11.5 million to the GDP of the Indian economy. The current IPL title winners are the Mumbai Indians, who won the 2017 Indian Premier League. The IPL is the most-attended and viewed cricket league in the world and ranks sixth among all sports leagues across the world. India has hosted many international events on its soil like Commonwealth Games, World Cup 2011 and FIFA U-17 World Cup represented by far the largest sports event to be hosted. World Cup 2011 has been one of the biggest and the most successful event in the past. It has also been in light as India was crowned as champions due to the brilliance of our captain M.S. Dhoni. FIFA U17 World Cup is the new feather in the cap as it has showed that our country is capable of hosting any event successfully and with a lot of grace. Commonwealth games were the biggest asset in the country's portfolio as it showed the world of country's capabilities and hospitality. Organising Committee made it clear that the vision of the events, and its main objectives, was to change the global perceptions of India and the Asian continent. India faced branding challenges in context to most developing countries given the low popularity of its brand and having out dated and stereotype associations. Furthermore, intemperate media inclusion in the country in paving the way to the uber occasions had concentrated on many negative angles, for example, swelling and wrong doing throwing uncertainty of effectively and securely facilitating the occasions. The occasions have likewise put an effect on the nation with the exception of financial. Advantages and openings made and seen were: business age crosswise over segments; tourism improvement to guarantee India secures its position on the worldwide brandishing map; support of level 2 urban communities as it helps in giving media introduction and advancement of cricket. It likewise expands sports investment crosswise over India.

LITERATURE REVIEW

Widler (2007) refers to nation branding as a 'discourse', explaining this as a body of shared knowledge about a particular thing in the world. Fan (2010) proposes a slightly different emphasis in his definition: ' Nation branding is a process by which a nation's images can be created, monitored, evaluated and proactively managed in order to improve or elaborate the country's reputation in a target international audience. The definition helps us in determining the actions of stakeholders who owns the brand and focuses the basic activity of nation image management.

Sports as a medium is helping in imaging and re-imaging of hosting events like Olympic Games. (Getz, 2003; Higham & Hinch, 2009). Florek and Inch (2011) say that case of Sydney and the Olympic Games of 2000 has increased awareness to 10years while they also refer to the case of other events as well.

Sport events also offer the potential to build strong associations between specific people (participants and spectators) and particular places (Higham& Hinch, 2009). Higham and Hinch (2009) also note the growing prominence of sport in terms of place identity and the potential for sports to offer 'authentic cultural experiences of place'. Reinand Shields (2006) explain how sports helps in creating an "emotional heat" among the participants and then audiences sense the energy, vigour, and strength of an emerging nation in ways those eco-branding, museums, and other cultural attractions cannot. Dickinson and Shipway (2007, p.2) explain that there appears to be a widely held assumption that there is a legacy from events. However, more recently, studies have questioned the positive benefits from events and the equity of their distribution.

Van Ham (2001,p.2) explains that in today's world there is a lot of flow of information and for that strong brands are important in attracting foreign direct investment, recruiting the best and wielding political influence'.Image and reputation have therefore become essential parts of the state's strategic equity (Van Ham, 2001). Sports facilities and overall government involvement can be equally measured by the harnessing of proper equipments to athletes and providing regular check on them. A legacy from the sports events also creates a better opportunity for the

athletes to experience amazing sports facilities throughout the world as the money flow in the sports segment is huge.

OBJECTIVES OF THE STUDY

1. To study the influence of sporting events on various factors i.e. tourism, sports facilities and interest of brands in promoting sports in developing countries like India.

RESEARCH METHOD

This study adopted a qualitative approach in order to ascertain the key benefits of an event hosted in a county and its influence on the tourism, sporting facilities and growth of the sports in a country. It also helps us in determining that how a country's image is perceived for hosting international mega events. It was done to ascertain the fact that how a sporting event help in growing tourist attraction and developing the sporting facilities of the country. The growing demand for sports and organising the sporting events in the country and how it helps in generating interest in the minds of the people by creating interest of brands in promoting sports in our country. Researcher has tried to analyse the influence on tourism, sports facilities and interest of brands in promoting sports in our country; our independent variable is how these variables have changed since the hosting of sporting events.

Thus in total, 110 informants were interviewed of different age groups in one major host city of the mega event, New Delhi during the period of October 2017. It was felt by the researchers that that the informants would be more objective in their reflections and also reflect on the post event legacy and the degree to which the opportunities had been leveraged post the event.

DATA ANALYSIS**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Relationship between increase in tourism and increase in hosting sporting event.	110	3.73	1.149	.110

Table 1**One Sample Test**

	Test Value= 0					
	T	df	Sig (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Relationship between increase in tourism and increase in hosting sporting event.	34.033	109	.000	3.727	3.51	3.94

Table 2

Ho: There is no significant relationship between increase in tourism and increase in hosting sporting event.

H1: There is significant relationship between increase in tourism and increase in hosting sporting event.

At 95% level of significance P value is 0.000 & Alpha is equal to 0.05. Thus $p < \alpha$; Null hypothesis rejected.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Relationship between improvement of sports facilities and increase in hosting events like IPL, CWG, World Cup-2011, and FIFA U17 World Cup.	110	3.54	1.038	.099

Table 3

One Sample Test

	Test Value= 0					
	T	df	Sig (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Relationship between improvement of sports facilities and increase in hosting events like IPL, CWG, World Cup-2011, and FIFA U17 World Cup.	35.745	109	.000	3.536	3.34	3.73

Table 4

Ho: There is no significant relationship between improvement of sports facilities and increase in hosting events like IPL, CWG, World Cup-2011, and FIFA U17 World Cup?

H1: There is significant relationship between improvement of sports facilities and increase in hosting events like IPL, CWG, World Cup-2011, and FIFA U17 World Cup?

At 95% level of significance P value is 0.000 & Alpha is equal to 0.05. Thus $p < \alpha$; Null hypothesis rejected.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Relationship between people getting more educated about sports and increase in hosting events.	110	3.71	1.008	.096

Table 5

One Sample Test

	Test Value= 0					
	T	df	Sig (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Relationship between people getting more educated about sports and increase in hosting events.	38.603	109	.000	3.709	3.52	3.90

Table 6

Ho: There is no significant relationship between people getting more educated about sports and increase in hosting events.

H1: There is significant relationship between people getting more educated about sports and increase in hosting events.

At 95% level of significance P value is 0.000 & Alpha is equal to 0.05. Thus $p < \alpha$; Null hypothesis rejected.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Relationship between increase in interest of brands in promoting sports and increase in hosting events like IPL, CWG, World Cup-2011, and FIFA U17.	110	3.55	0.973	.093

Table 7

One Sample Test

	Test Value= 0					
	T	df	Sig (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Relationship between increase in interest of brands in promoting sports and increase in hosting events like IPL, CWG, World Cup-2011, and FIFA U17.	38.202	109	.000	3.545	3.36	3.73

Table 8

Ho: There is no significant relationship between increase in interest of brands in promoting sports and increase in hosting events like IPL, CWG, World Cup-2011, and FIFA U17.

H1: There is significant relationship between increase in interest of brands in promoting sports and increase in hosting events like IPL, CWG, World Cup-2011, and FIFA U17.

At 95% level of significance P value is 0.000 & Alpha is equal to 0.05. Thus $p < \alpha$; Null hypothesis rejected.

FINDINGS

- Hosting of sporting events helps increase tourism as tourist from other countries travel to watch their favorite team play.

- Sporting events in India have helped improve the sports facilities of the country as sportsperson need better equipments and facilities for training and workouts.
- India is growing in a nation brand and the support of the nation citizens influenced the event visitor experience as well as conveying many of the new images of the nation brand through global media.
- By hosting many events in the past has helped us host a major event for the world in the junior category i.e. FIFA World Cup 2017.
- Events like IPL have helped India in catering the interest of foreigners in the Indian culture and other traditions.
- People are getting more educated and aware about sports by the increase of hosting of events in our country.

CONCLUSION

This paper discusses the context of hosting a sporting event and its impact on tourism, sports facilities and interest of brands in promoting sports in our country. Through the inductive analysis of quantitative questionnaire filling and T test the paper revealed the peoples perspective on the factors stated. Two key influencing factors were identified, namely the perception of local citizens and hosting of sporting events and its effect on the sports facilities, tourism and the interest of brands in promoting sports in our country. It also stated that there has been an increase in tourism since the hosting of IPL, CWG, World Cup-2011, and FIFA U17. There has also an improvement since country has hosted these events. Organisations are also coming forward and putting money in promoting sports in our country. Researcher can take example of IPL which has money involved of all the big companies present currently in India some of them are: Reliance, GMR and Goenka Industries.

It has been hosting of these events that has been a success in showing the world our calibre and our abilities. The current hosting of the event FIFA U17 World Cup has been the achievement that has been added to our list with the help of previous successful events. FIFA president Gianni Infantino declared India as a football country and further added that India is capable of hosting any event on their soil. IPL and World Cup 2011 have also added a feather in the country's cap as it has also helped promoting Cricket in the country. Common Wealth games show that the

country is also capable of hosting Olympics in the coming years because of the improvement in the sports facilities.

India is growing in a nation brand and the support of the nation citizens influenced the event visitor experience as well as conveying many of the new images of the nation brand through global media. Overall the paper has concluded that by hosting sporting events in the country we can actually promote tourism, improve the sports facilities and show that there is a promotion in sports as a brand.

REFERENCES

- Widler, J. (2007). Nation branding: with pride against prejudice. *Place Branding and Public Diplomacy*, 3(2), 144–150. <https://link.springer.com/article/10.1057%2Fpalgrave.pb.6000055>
- Fan, Y. (2010). Branding the nation: towards a better understanding. *Place Branding and Public Diplomacy*, 6(2), 97–103. <https://link.springer.com/article/10.1057%2Fpb.2010.16>
- Getz, D. (2003). Sport event tourism: Planning, development and marketing. In: S. Hudson (Ed.), *Sport and adventure tourism* (pp. 49–88). Haworth: Binghampton, NY. <https://www.scopus.com/record/display.uri?eid=2-s2.0-29344432532&origin=inward&txGid=5b7f366c9b83a21684d035686def9b80>
- Higham, J., & Hinch, T. (2009). *Sport and tourism: globalisation, mobility and identity*. Oxford: Butterworth Heinemann.
- Florek, M., & Inch, A. (2011). When fit matters: leveraging destination and event image congruence. *Journal of Hospitality Marketing and Management*, 20, 265–286. <http://www.tandfonline.com/doi/abs/10.1080/19368623.2011.562413>
- Rein, I., & Shields, B. (2006). Place branding sports: strategies for differentiating emerging, transitional, negatively viewed and newly industrialised nations. *Place Branding and Public Diplomacy*, 3(1), 73–85.
- Dickinson, J., & Shipway, R. (2007). *Resource Guide to the Impact of Events*. Hospitality, Leisure, Sport and Tourism Network. Heslington: The Higher Education Academy.

- Cornelissen, S., Bob, U., & Swart, K. (2011). Towards redefining the concept of legacy in relation to sport mega-events: insights from the 2010 FIFA World Cup. *Development Southern Africa*, 28(3), 307–318.
- Bryman, A. (2012). *Social Research Methods*, 4th edition. Oxford University Press Publication.
- Van Ham, P. (2001). The rise of the brand state: the post modern politics of image and reputation. *Foreign Affairs*, 80(5), 2–6.