

Beneficiary Dimensions of Sport Event: Host Community Perceptions

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Abstract : Hosting sport event result in both economic and socio-psychological impacts on host communities. Economic impacts, which are considered by many scholars and the social impacts of tourism based on hosting sports events have also been somehow investigated. But, investigating perceived social impacts based on host community perceptions has been paid not with little attention enough. Therefore, this study aims to study the beneficiary social impact of hosting sport event from residents' perceptions. The participations for this research were 50 residents of Tabriz city who were recruited by judgment sampling method. focused group interviews were used for gathering the data. Then thematic analysis was utilized for interview analysis. Extracted perceived beneficiary social impacts include (1) economic benefits; (2) community pride; (3) community development. This study highlighted the perceived social beneficiary impacts and could contribute to a better understanding of how local residents of the studied community view the impacts associated with a sport event.

Keywords : socio-psychological impacts, sport event, community development, hosting

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