

## RESEARCH ARTICLE

## To Assess the Social Impact and Legacy of Hosting Major Sporting Events Perceived by Local Residents

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## ABSTRACT

This research examines how local residents assess the social effect and tradition of hosting critical athletic events. Roughly 80% of the reached residents answered the survey energetically and agreeably, as a rule and 200 polls were at last conveyed and assembled for future examination. The survey comprised the following sorts of requests: socioeconomics, mindfulness trials of critical sporting events held in Shanghai, requests on the supposed social impacts of occasion hosting, and requests about attitudes. By and large, every respondent could name 3.5 events. The most notable occasion is ATP Tennis (58.9%), followed by the F1 Thousand Prix (54.9%), NBA China Game (50.9%), Shanghai Long Distance Race (43.8%), and Snooker Experts (40.4%). Just two of the best ten most notable events—FIFA Ladies' Football and the Swimming Big Showdown—are one-time events; the others comprise a yearly cycle. Each of the six elements was totally different from the place of lack of bias, which shows that respondents had various thoughts regarding what the large events held in Shanghai meant for individuals' lives. "Picture and status" were positioned as the most elevated of the four positive effect factors, trailed by "global trade and participation," "framework improvement," and "monetary and the travel industry improvement." This study shows that locals not only have an overall idea of what sorts of events occur in a city but also have an idea of how significant those events are.

## INTRODUCTION

A city's capacity to have major sporting events has, for some time, been viewed as an indication of its worldwide height and an opportunity to exhibit its ability on a greater scale (Chalip, 2004). These events, similar to the Olympic Games, FIFA World Cup, or conspicuous rivalries, draw in members, watchers, and writers from everywhere in the world, offering financial prizes, making the travel industry more prominent, and providing an unquestionable

improvement to a city's standing all over the planet. Hosting such events has an obvious draw, yet it's similarly indispensable to perceive that their belongings go a long way past their superficial sparkle and fundamentally affect the social texture of the host networks. The certified social effect and tradition of hosting enormous athletic events have, as of late, gone under examination from scholastics, chiefs, and locals. These concerns result from the information that the expenses and bothers of hosting are not generally

equitably scattered around the populace, and the benefits couldn't keep going insofar as recently expected.

The locals' encounters, viewpoints, and voices are habitually concealed as the spotlight is centred around the competitors and the amazing settings. This study starts with an exhaustive examination of the social impacts and traditions of holding critical athletic events, as seen by the main partners: the actual locals (Chalip and Costa, 2005). We want to reveal insight into the multifaceted snare of impacts created before, during, and after these critical events by underscoring the perspectives of people who call the host local area home. This study offers an exhaustive comprehension of how hosting huge athletic events influences the lives and networks of local residents through an interdisciplinary methodology that incorporates reviews, interviews, content investigation, and relevant exploration.

### **The attraction of major sports events around the world**

*Athletic excellence:* The world's top athletes compete at the highest levels of their sports at major athletic events. Due to the athletes' commitment, talent, and tenacity, spectators are enthralled, and admirers worldwide come to witness and celebrate their accomplishments.

*International cooperation and unity:* Sports events offer a distinctive setting for nations to unite in cordial rivalry and cooperation. By putting aside their political differences to take part in the games, nations helped to promote togetherness and a sense of purpose on a global scale.

*Cultural exchange:* These competitions celebrate culture in addition to athletics. Both participants and spectators can experience and appreciate the distinctive customs, traditions, and cuisines of the host nation and the other participating nations.

*Mass media coverage:* The reach and effect of big sporting events have increased thanks to

developments in media and technology. The activities are made available worldwide via social media, live streaming, and television broadcasts, enabling viewers to follow the action in real-time.

*Economic benefits:* Holding such events will have a significant positive economic impact. The rush of tourists, sponsors, and media brings in money for the host cities and regions. This income is sometimes cited as the main driver behind bids to host big events.

### **The covert aspects of hosting**

*Social aspects:* Holding major sporting events can result in a host community undergoing considerable social changes. This includes changes in the local population due to increased visitors, volunteers, and contract workers. As locals connect with a wide spectrum of people worldwide, social dynamics may shift, possibly resulting in positive interactions and cultural conflicts (Fig. 1).

*Economic benefits:* Although monetary gains are frequently cited as the main driver for hosting, the financial implications might be complicated. These events require significant infrastructure, security, and logistics investments to plan for and host. Costs must be strictly controlled, and an equitable distribution of economic benefits, such as increased tourist and job possibilities, must be made among the local populace.

*Environmental considerations:* A hidden aspect of organizing major athletic events is drawing more and more attention. Stadiums, highways, and other infrastructure construction may disturb habitats and create pollution. Controlling the crowds and waste generated during the event might strain local ecosystems.

*Cultural aspects:* There may be unintended repercussions associated with the cultural aspects of hosting. During the event, local customs and traditions could be eclipsed or commercialized. The host community's culture may be admired and appropriated due to the international limelight (Fig. 1).

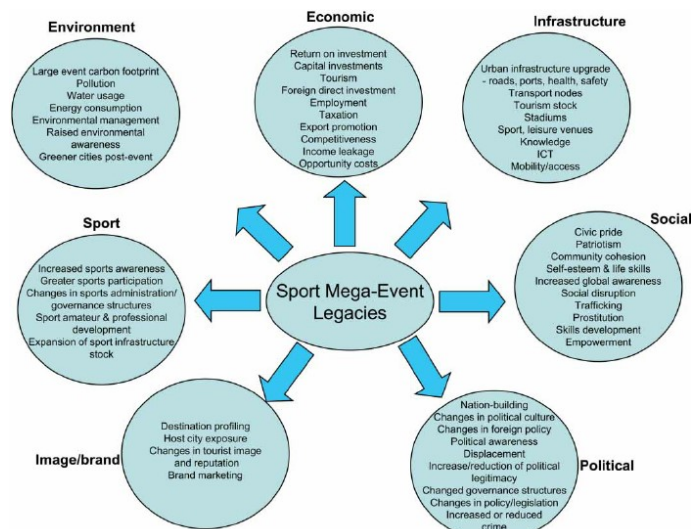


Figure 1: Sport mega-event legacies (<https://shorturl.at/nyNOV>)

### Theoretical framework

In light of consistent and sustained economic expansion over three decades, many cities inside China have actively participated in the global arena of mega-sporting events. China hosted a series of significant events, including the Beijing Olympic Games, the Guangzhou Asian Games, and the Shenzhen World Student Games, consecutively. A few years after the Summer 80, the International Journal of Sport Management and Marketing (IJSMS) published its 17th volume, issue 1. Shanghai University of Sports has acquired the content via a digital transfer. On February 17, 2016, at 19:26 (Pacific Time), Beijing initiated a bid to host the 2022 Winter Olympic Games. It was subsequently chosen as one of three candidate cities by the International Olympic Committee (IOC) in July 2014. If Beijing succeeds, it will become the first city to host both the Summer and Winter Olympics (Tribune, 2014).

As a prominent economic and financial centre in China, Shanghai has shown a strong inclination towards hosting large-scale events. This strategic approach aims to establish its identity as a contemporary metropolis, attracting foreign investments and other valuable resources. Additionally, the objective is to foster economic and social progress within the region (Liu, 2013). When the central government selected Beijing as the host city for the 2008 Olympics in the late 1990s, Shanghai, in response, decided to actively pursue the World

Expo and other significant sporting events, ensuring that it would be included. The city has established an objective to transform into an "Asian Sports Center," as outlined in the Tenth Five-Year Sports Development Plan 2001–2005, initiated at the onset of the new century. Since 2002, Shanghai has emerged as a prominent host for many prestigious athletic events, commencing with the Tennis Masters Cup. Notably, the city has continued to attract an increasing number of high-profile competitions, such as the F1 Grand Prix, FIFA Women's World Cup, and Tennis ATP 1000. Currently, the region is the venue for more than 30 international athletic events and over 40 national events yearly (Net, 2010). According to Liu and Wilson (2014), Table I presents a selection of international sporting events in Shanghai in 2014. It is worth noting that these events constituted around 25% of the overall international events organized in China during that year.

This empirical investigation examines how the local population perceives the perceived influence and long-lasting effects of significant athletic events in Shanghai, drawing on the literature mentioned earlier in the analysis. Shanghai was selected for its advantageous geographical location and historical experience as a host city for significant sporting events. In addition, the inclusion of a Chinese perspective in the literature serves to enhance its breadth. Currently, Western literature dominates research on related subjects. Therefore, examining the

viewpoint of an emerging market such as China aids in comprehending whether the economic and cultural context has any bearing on the perceived impact of major sporting events.

### **Significance of the research**

Locals not only have an overall idea of what events occur in a city but also think about how significant those events are. Normal individuals in numerous Western nations have an exceptionally bad perspective on significant games and sometimes even turn down the local government's offers for a significant occasion. Even so, individuals in Shanghai have an exceptionally particular perspective on what significant games mean for the city. To comprehend this distinction, we want to appear to have identical or comparable games that influence various nations and societies. Eventually, looking at how local individuals see the social and enduring impacts of having massive games shows a perplexing blend of chances and issues.

### **Research question and objective**

- How do local communities assess the effect and legacy of hosting big athletic events?
- The influence of perceived legacy on individuals' attitudes towards future bids for big athletic events is a topic of academic interest.
- To assess the social effect and tradition of hosting critical athletic events.

## **REVIEW OF LITREATURE**

### **Study background and framework**

Numerous assertions have been made about the immediate and enduring advantages of organizing significant sporting occasions. The primary academic emphasis on large athletic events is examining their economic effect. However, an increasing body of literature explores the social and other advantages associated with these events. Several empirical studies have examined the perceptual social impact linked to sporting events. These studies generally propose that the social impact of sports events is multifaceted and encompasses both positive and negative aspects (Balduck et al., 2011; Ritchie et al., 2009; Ohmann et al., 2006). Social exchange theory has been extensively employed as a suitable theoretical framework for comprehending and examining residents' views about social effects, specifically regarding awareness, attitude, and

intention. This is evident in the works of Ap (1992), and Karadakis and Kaplanidou (2012).

The extant body of research mostly focuses on analyzing the social effects of individual events via case studies, leaving a significant gap in our understanding of the broader view of important sporting events. According to schema, individuals possess a schema for each specific sports event and a more overarching schema for sports events in general. Consequently, asking individuals about their opinions and attitudes towards the whole portfolio of sporting activities hosted within their municipality is feasible. This research aims to address the existing gap using an event portfolio strategy, with Shanghai as a case study. Research using empirical survey methods was done to gather data from individuals residing in Shanghai. The study's findings included the use of Exploratory Factor Analysis (EFA) on a total of 450 valid questionnaires. The research indicated the presence of six impact factors, consisting of four components with a positive influence and two additional elements.

In addition, this research examined the effect of locals' perceived influence on their attitude towards future bids for big sporting events. The study's findings indicated that four out of six impact variables exhibited a strong predictive relationship with residents' attitudes. However, it was observed that two impact factors, namely "economic and tourism development" and "inconvenience of life," did not influence residents' attitudes.

In their study, Gratton and Preuss (2013) examine the idea of legacy planning concerning hosting the Olympic Games. They emphasize the significance of long-term planning to ensure that the advantages of hosting such events transcend the event in terms of social, economic, and environmental benefits. The authors promote a strategic legacy planning strategy and emphasize the opportunity for host towns to use the Games to solve local development needs.

Solberg and Preuss (2007) explored the long-term effects of major sporting events on tourism. Sporting events can draw tourists and support a destination's entire tourism strategy, as Solberg and Preuss analyze in their study of the connection between sports and tourism. They also discuss the difficulties of sustaining tourist growth after an event and emphasize the necessity of destination management

plans.

Higham and Hinch (2002) address the problem of seasonality in the sports and tourism industries, emphasizing how significant sporting events might aid in overcoming this obstacle. They contend that events can lengthen a destination's tourist season, boost the local economy, and foster civic involvement. The essay discusses the connections between seasonality, destination planning, and sporting events.

Chalip and Costa (2005) examine the connection between sports event tourism and destination branding. They put forth a theoretical framework for comprehending how holding sporting events might support the growth of a destination's brand. The article covers methods for utilizing this in destination marketing while highlighting the potential for events to influence a location's reputation.

Weed et al. (2008) explored the cultural diversity aspects of hosting the Olympic Games. Weed and colleagues examine how major sporting occasions like the Olympics might promote intercultural dialogue and understanding (Weed et al., 2015). To provide insight into the cultural components of event design and execution, they address the difficulties and opportunities associated with managing cultural diversity within the context of the Games.

A case study on small-scale event sport tourism and its potential for sustainable tourism development was presented by Weed et al. (2015). They explain how organizing and managing small-scale athletic events may support the local economy and promote community well-being, emphasizing the value of sustainable practices.

## **METHODOLOGY**

In the last seven-day stretch of November 2013, information was accumulated from Shanghai residents as a feature of an exact review examination. Most of the year's events had proactively happened by November when the overview was finished; consequently, it was accepted that the respondents wouldn't be affected by a particular occasion. To accumulate data employing self-culmination organized surveys in open spaces (shopping centres, retail locations, and recreational areas) in Shanghai, 15 prepared undergrads were isolated into five gatherings (three in each gathering). In each area,

information was accumulated on different days of the week and at different times. The example was not made to be illustrative of the populace because of monetary limits. Even though care should be utilized while extrapolating the outcomes to all Shanghai residents, a comfort test is likely sufficient, considering this is an exploratory review. A channel question was utilized to distinguish locals after respondents were intercepted (Weiler et al., 1992). When members agreed to finish the survey, they were thanked and given a little keepsake. The survey was done quickly overall. Roughly 80% of the reached residents answered the survey energetically and agreeably, as a rule and 200 polls were at last conveyed and assembled for future examination.

### **Questionnaire and measurement**

The survey comprised the following sorts of requests: socioeconomics, mindfulness trials of critical sporting events held in Shanghai, requests on the supposed social impacts of occasion hosting, and requests about attitudes (Chalip et al., 2003).

Orientation and age were the two critical segment factors. A supported review was used to urge respondents to pick events they could review. This was finished because respondents in a speedy city like Shanghai might not want to invest energy in recording the occasion titles, which could be lengthy in specific conditions. From a rundown of huge global sporting events held in Shanghai over the past 10 years, the respondents were approached to choose those they knew about.

Two sources were utilized to make the poll's principal segments, especially the ones estimating apparent social effects (Tribune, 2014). The use of auxiliary sources started things out. The primary draft included components from earlier occasions that influenced concentrates that have been distributed in writing, for example, Balduck et al. (2011), Ritchie et al. (2009), and Ohmann et al. (2006). Second, the materials were given to a gathering of three teachers of game administration for assessment and conversation.

The last effect instrument had 38 things after the audit, rephrasing, and changes from the previously mentioned advances, including 28 positive effects things and 10 negative ones. A five-point Likert scale, with a scope of 1 (firmly deviate) to 5 (unequivocally concur), was utilized to assess these impact factors.

The disposition question inquired whether they would uphold Shanghai's offer for other enormous sporting events within a reasonable time frame. The reaction choices went from 1 (very far-fetched) to 5 (almost certain) on a Likert scale of 1 to 5. Before the writer made an interpretation of it into Chinese, the survey was first written in English and edited by a postgraduate understudy studying sports who is a local English speaker. An English language teacher then, at that point, deciphered the Chinese variant back into English for the sake of exactness. The interpretation was changed until the creator and the language teacher concurred that it was precise.

**Statistical Analysis**

SPSS 15.0 methods examined the social impact of holding big sports events. These methods included calculating descriptive insights, ANOVA,

one-example t-tests, and relapse examination. Despite the expanded scholastic interest in social effect investigations of sporting events, a generally acknowledged worldview and estimation scale for social effect still needs to be included. EFA is supposed to examine the underlined components of the effect. Furthermore, this paper is one of the first to examine the apparent effect of an occasion portfolio approach.

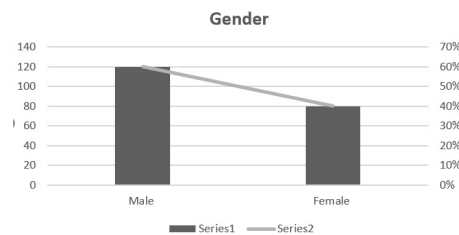
**RESULTS**

**An overview of the respondents**

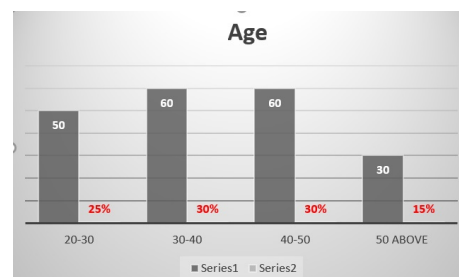
The essential profile of the example is displayed in Table 1, Figs. 2 and 3, and it may be seen that a large portion of the example (54.6%) comprises female understudies. The age range of 26 to 35 was the most vigorously addressed (44%).

**Table 1: Demographics of the local population**

Socio-Demographic Variables	Frequency	Percentage %
<b>Gender</b>		
Male	120	60%
Female	80	40%
<b>Age</b>		
20-30	50	25%
30-40	60	30%
40-50	60	30%
50 Above	30	15%



**Figure 2: Gender of respondent**



**Figure 3: Age of respondent**

**Understanding of events hosting**

The most well-known sporting events among locals are recorded in Table 2 and Fig 4. The most notable occasion is ATP Tennis (58.9%), followed by the F1 Thousand Prix (54.9%), NBA China Game

(50.9%), Shanghai Long Distance Race (43.8%), and Snooker Experts (40.4%). Just two of the best ten most notable events—FIFA Ladies' Football and the Swimming Big Showdown—are one-time events; the others comprise a yearly cycle.

**Table 2: Think back on sports events**

Event	Frequency	Percent
ATP Tennis	20	10%
F1	30	15%
NBA China	25	12.5%
Shanghai Marathon	25	12.5%
Snooker Masters	10	5%
2011 FINA Swimming World Championship	20	10%
IAAF Diamond League	20	10%
Chongmin Island Cycling tour	10	5%
2007 FIFA Women World Cup	20	10%
HSBC Golf Championship	20	10%



**Figure 4: Think back on sports events**

**Factor analysis**

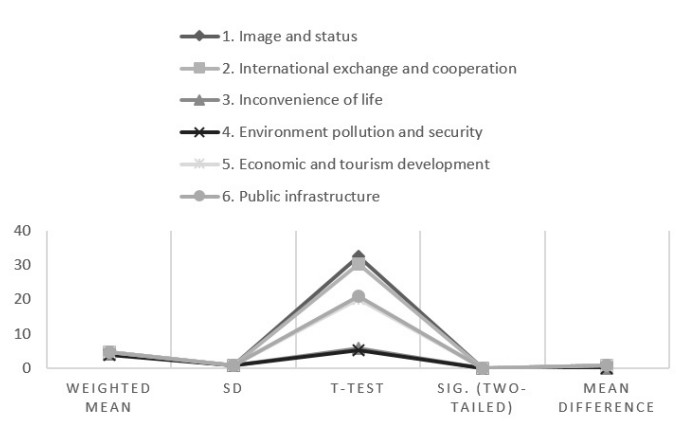
A foremost-part factor examination with a varimax revolution assessed the variables hidden from the resident's view of the effect. Eleven things were tossed out throughout a few stages because they didn't meet the base 0.50 component stacking prerequisite or stacked on more than one variable twice. With the other things, the elemental examination was done once more. The KMO proportion of how well the examples were picked was 0.910, and the commonalities were over 0.5.

*Social impact perceived by residents:* Table 3 and Fig. 5 show the midpoints, standard deviations, and one-example t-tests for the six factors that impacted how individuals saw the host city. Each of the six elements was totally different from the place of lack of bias, which shows that respondents had various thoughts regarding what the large events held in Shanghai meant for individuals' lives. "Picture and status" were positioned as the most elevated of the four positive effect factors, trailed by "global trade and participation," "framework improvement,"

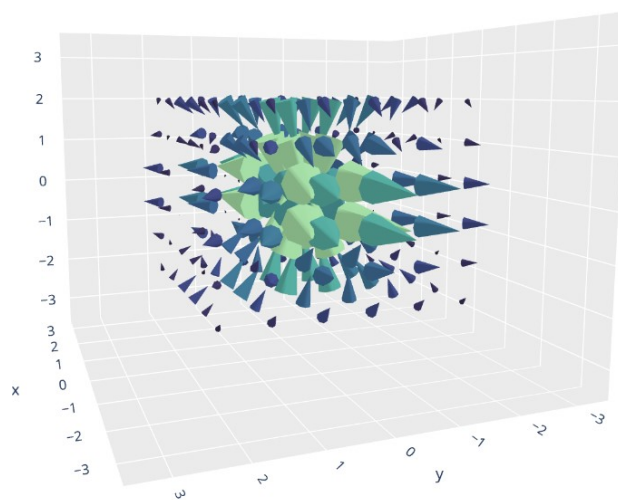
and "monetary and the travel industry improvement" (Fredline, 2013) It's likewise critical to take note of that, even though the residents brought up two terrible impacts, the "contamination of the climate and security concerns" factor was underneath the midpoint, and the "burden of life" factor was just a tad over the place of detachment.

**Table 3: Statistics for the impact factors and the point of indifference based on a single sample**

Factors	Weighted Mean	SD	t-test	Sig. (Two-tailed)	Mean Difference
1. Image and status	4.714	0.814	32.41	0.001	0.9621
2. International exchange and cooperation	4.758	0.855	30.15	0.001	0.9012
3. Inconvenience of life	4.185	0.836	5.74	0.001	0.1921
4. Environment pollution and security	3.914	0.814	5.18	0.001	0.1641
5. Economic and tourism development	4.814	0.836	20.18	0.001	0.8123
6. Public infrastructure	4.695	0.962	20.96	0.001	0.7925



**Figure 5: Based on a single group, statistics for the impact factors and the point of indifference**



**Figure 6: Based on a single group, statistics for the impact factors and the point of indifference**

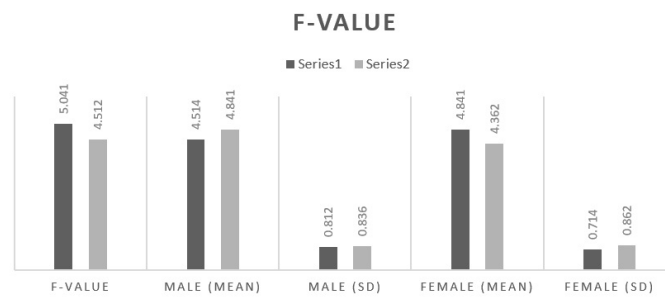


*Perceived impact and demographics:* A few ANOVA examinations were finished to figure out what different foundation factors mean for how an image is seen. Table 4 and Fig. 7 show huge contrasts among people in the "picture and status" and "worldwide

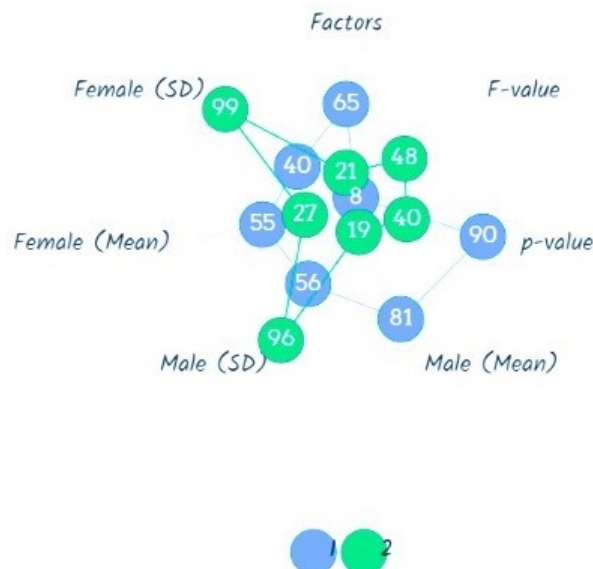
trade and collaboration" aspects, and female residents will generally see more impact in both of these areas. On different elements, there was no large distinction among people, and there was additionally no contrast among young and old.

**Table 4: Differences in impact factors based on gender**

Factors	F-value (male)	p-value (male)	Male (Mean)	Male (SD)	F-value (Female)	p-value (Female)	Female (Mean)	Female (SD)
1	5.041	0.020*	4.514	0.812	4.677	0.026	4.841	0.714
2	4.512	0.053*	4.841	0.836	4.145	0.070	4.362	0.862



**Figure 7: Differences in impact factors based on gender**



**Figure 8: Differences in impact factors based on gender**

**DISCUSSION**

This study aims to figure out how local individuals see the impacts and enduring impacts of having enormous games. The outcomes offer complex responses to

the exploration questions that were asked toward the beginning.

Before the events can make any difference, individuals who live there must be aware of them. From one perspective, the outcomes show that most locals know

about a portion of the massive games held in Shanghai lately since most individuals who addressed the overview could name no less than one of these events. Then again, this elevated degree of mindfulness is just valid for a few high-profile, significant events like the Shanghai F1 Thousand Prix and the Tennis ATP 1000, the two of which have an acknowledgement pace of more than half. The vast majority of these worldwide games were known by a long shot to under 10% of the respondents. As a rule, individuals learn more about events that happened at least a couple of times than about events that happened once. This is in accordance with research that says one-time events could have a transitory impact. This demonstrates how significant the occasion portfolio technique is and shows how events that happen at least a couple of times are unique concerning events that just happen once.

Residents said that having enormous games had great and terrible impacts, which is in accordance with what other examinations have found. Even though theirs was a contextual investigation of a particular occasion, the Visit de France likewise utilized factor investigation (EFA) to take a gander at the various ways that local individuals thought the occasion impacted them. They found four factors that made a positive difference and three that made a negative difference. These elements were unique, yet some of them were likewise tracked down in the ongoing review.

Every one of the four positive effect factors the residents recorded is much higher than the midpoint of lack of interest. "Picture and status" was named the most elevated, trailed by "worldwide trade and collaboration," "framework improvement," and "monetary and travel industry advancement." Residents likewise brought up two adverse consequences; however, a large portion of them either didn't think there were any issues with contamination or security or felt that the "bother of life" was a tiny issue. Generally, most people in Shanghai have a decent perspective on what huge games mean for their city. This is different from what was found. They found that after the Visit de France, just two of the four saw positive effect factors were higher than the place of lack of interest, and two of the three saw adverse consequence factors were

essentially higher than the mark of aloofness.

Residents of the area are extremely keen on and energetic about the social impacts and enduring impacts of having large games (Liu and Wilson, 2014). These events, which frequently stand out enough to be noticed and cash in from everywhere in the world, can leave an enduring imprint on the city or region with them. In the following segment, we'll discuss the intricacies of this impact and how individuals who live in the host region see it:

#### **Positive Effects on Society**

*Civic pride and national identity:* When a city hosts a big sports event, people there can feel a strong sense of pride and patriotism. As people gather behind their city or country's role as host, it becomes a point of shared identity and a way to unite people.

*Economic opportunities:* The large number of tourists and their business activities can boost local businesses greatly. Restaurants, hotels, and shops often make more money, which creates jobs and helps the economy grow.

*Infrastructure improvements:* Big sports events usually require a lot of money on transportation, stadiums, and places to stay. Residents can gain from these changes even after the event ends, improving their lives.

#### **CONCLUSION**

A couple of things can be gained from these outcomes. First, this study shows that locals not only have an overall idea of what events occur in a city but also have a thought about how significant those events are. This can be utilized to foresee how they will feel about a city requesting significant games from now on. Second, it's normal for individuals in numerous Western nations to have an exceptionally bad perspective on significant games and sometimes even turn down the local government's offer for a significant occasion. Notwithstanding, individuals in Shanghai have an extremely certain perspective on what significant games mean for the city. To comprehend this distinction, we want to appear to have identical or comparable games that influence various nations and societies. Eventually, looking at how local individuals see the social and enduring impacts of having huge games shows a perplexing blend of chances and issues. These events can change

a city or region in both great and terrible ways, and their drawn-out impacts are of extraordinary interest to policymakers, scientists, and individuals who live there.

A portion of the benefits of having huge games is that it causes individuals to feel more city pride, reinforces public and local personalities, and sets out financial open doors. Residents are, in many cases, exceptionally pleased that their city can host such high-profile events, which provides them with a feeling of progress and solidarity. Financial advantages like more vacationers, positions, and a better framework can hugely affect the town hosting the occasion.

### **Theoretical, practical, and contextual implications of positive effects on society**

The conclusions mentioned above possess many ramifications. This research provides confirmation that both local inhabitants possess a comprehensive framework for the collection of events hosted by a city and that their perception of the effect of these events is a significant predictor of their attitude towards future bids for large sporting events. Furthermore, it is worth noting that in numerous Western countries, it is common for local residents to hold highly unfavorable views towards major sports events, often leading them to reject the proposals put forth by local authorities. However, it is important to highlight that the residents of Shanghai exhibit a markedly positive perception regarding the influence and consequences of such significant sporting events. To elucidate this gap, it is necessary to do comparative analyses encompassing many nations and cultures, focusing on the effects of the same or comparable sporting events. From a practical standpoint, this research demonstrates that despite Shanghai's hosting of over 30 international sports events and over 40 national sports events each year, the citizens' knowledge is mostly focused on a restricted number of regularly occurring high-profile international sports events. On one side, this underscores the need to include frequent high-profile international sporting events within a city's event portfolio. Conversely, it underscores the need to engage local communities in the use of significant sporting events. If the event is known to the local inhabitants, it will likely have a significant social influence on the local community.

### **Limitations and future suggestions**

Using a representative sample in an empirical investigation regarding the quality of life after hosting mega-sport events, as opposed to before them, is likewise advisable and has the potential to yield wider managerial consequences for stakeholders. In China, the people of favelas exhibit significant needs in terms of enhancing their quality of life. If the host community and relevant stakeholders, such as legislators and sports authorities, experience significant advantages from hosting a mega-sport event, it would enhance the perceived legitimacy of holding such events. Future research might include studying the people of favelas to find distinct groups of individuals who experience significant variations in subjective health outcomes, either positively or negatively.

Another limitation pertains to the possibility that variables other than the event environment could have impacted the individual variations in quality of life throughout mega-sport event hosting. For example, the impact of the home team's success may have a transient effect on the overall well-being of individuals. Subsequent investigations may assess the quality of life immediately after victories and defeats of the local team and establish correlations between these factors and the variables included in our model. The use of mobile devices to assess quality of life, both immediately after victories and defeats, has the potential to be advantageous in collecting such data. Nevertheless, doing such research would require modification or rephrasing of the survey questions. This is because the WHOQOL items, as used in the study, evaluate the quality of life broadly and pertain to a two-week timeframe for assessment.

Therefore, it is recommended that future research endeavors replicate the findings across all host cities while also comparing them to non-host cities. This will contribute to accumulating information about the generalizability of the results and identifying any potential limitations or contextual factors that may influence the outcomes

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