

International Sporting Events as City Branding Platforms

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Introduction



Daichi Oshimi, Ph.D.

Work Experience

Tokai University: <u>Associate Professor</u>	2018-
University of Ottawa: <u>Visiting Scholar</u>	2017-2018
Waseda University: <u>Assistant Professor</u>	2015-2017
Wsaeda University: <u>Research Associate</u>	2013-2015
Japan Tourist Bureau (JTB) Corp	2005-2008

Education

Ph.D. Sport Science, Waseda University	2013
M.A. Sport Science, Waseda University	2010
B.S. Human Science, Waseda University	2005

Research Interests

- **Socio-economic Impact** of Sporting Events
 - Residents' perception of socio-economic impact
 - City branding (city image, etc.,)
 - Sport event leveraging

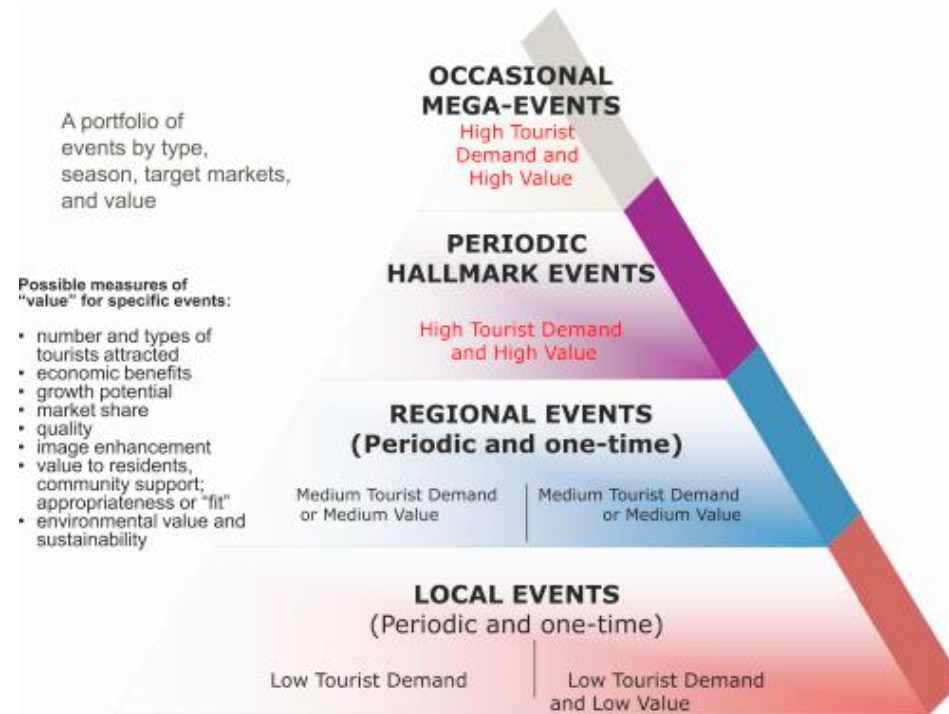


Figure. Types of sporting event (Getz, 2008)

sustainability

Article

Other- versus Self-Referenced Social Impacts of Events: Validating a New Scale

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Abstract: Publicly funded sport events are partially justified based on positive social impacts. Past research generally measured social impact for a generic and global "other" with claims such as "Events create new friendships in the community". These other-referenced (OR) social impacts are generally higher pre-event than post-event and are inflated for both methodological and theoretical reasons. In the pre-event period of the Tokyo 2020 Olympic and Paralympic Games, we empirically tested OR items compared to self-referenced (SR) items, such as "Because of the event, I create new friends in the community" and allowed projection bias to vary between scales. Results of the experiment between an OR-Social Impact Scale (OR-SIS) and a similar SR-SIS confirmed OR measures to be significantly higher than SR-measures. While artificially inflated OR scores may be useful for event organizers and politicians to gain support for hosting, estimates based on circumscribed self (SR) are a methodologically appropriate measurement of social impact.

Keywords: media framing; olympic and paralympic games; projection bias; public discourse; recency bias; Tokyo 2020

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Host residents' role in sporting events: The city image perspective

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ABSTRACT

The purpose of this study was to identify the antecedent and outcome variables of host city image perceptions, and to analyze how these perceptions impact behavioral intentions from the residents' viewpoint. To this end, the authors constructed a structural model, administered questionnaires to residents in Saitama City for the 2014 Winter Saitama Centennial held in Japan from 2014 to 2016, and collected 630 usable responses. The results revealed that the fit between host city and sporting event is a valid antecedent variable of city image. Furthermore, place attachment to host city was identified as an outcome variable. Development of these two variables could benefit behavioral intentions, suggesting that residents play an important role in sporting event development. In addition, the authors found that hosting a sporting event leads to place attachment among residents through its benefits to host city and sporting event and city image perceptions. Thus, having a sporting event can be a social impact on the host city through an enhancement in their place attachment.

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COMMENTARY

The COVID-19 outbreak and public perceptions of sport events in Japan

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ABSTRACT

The pandemic of the COVID-19 has forced various sport organizations to postpone or cancel sport events. The current investigation provides a rapid analysis of public perceptions of (1) postponement and cancellation decisions made by sport organizations, and (2) whether the Tokyo Olympics 2020 should be held in July 2020. Data from Japanese citizens (n = 5228) show that approximately 75% supported postponement decisions made by professional sport leagues. Surprisingly, only fewer than 50% supported the cancellation decision of the high school baseball tournament (i.e. Spring Koshien). Regarding the Tokyo Olympics, 35.2% disagreed with holding the games, which was almost identical to those who were in favour of holding it (35.3%). The government and decision-makers should recognize the potential biases in public opinions and prioritize the scientific evidence to protect the health of the community. *Notes:* The Tokyo Olympics and Paralympics 2020 was postponed after the completion of this study.

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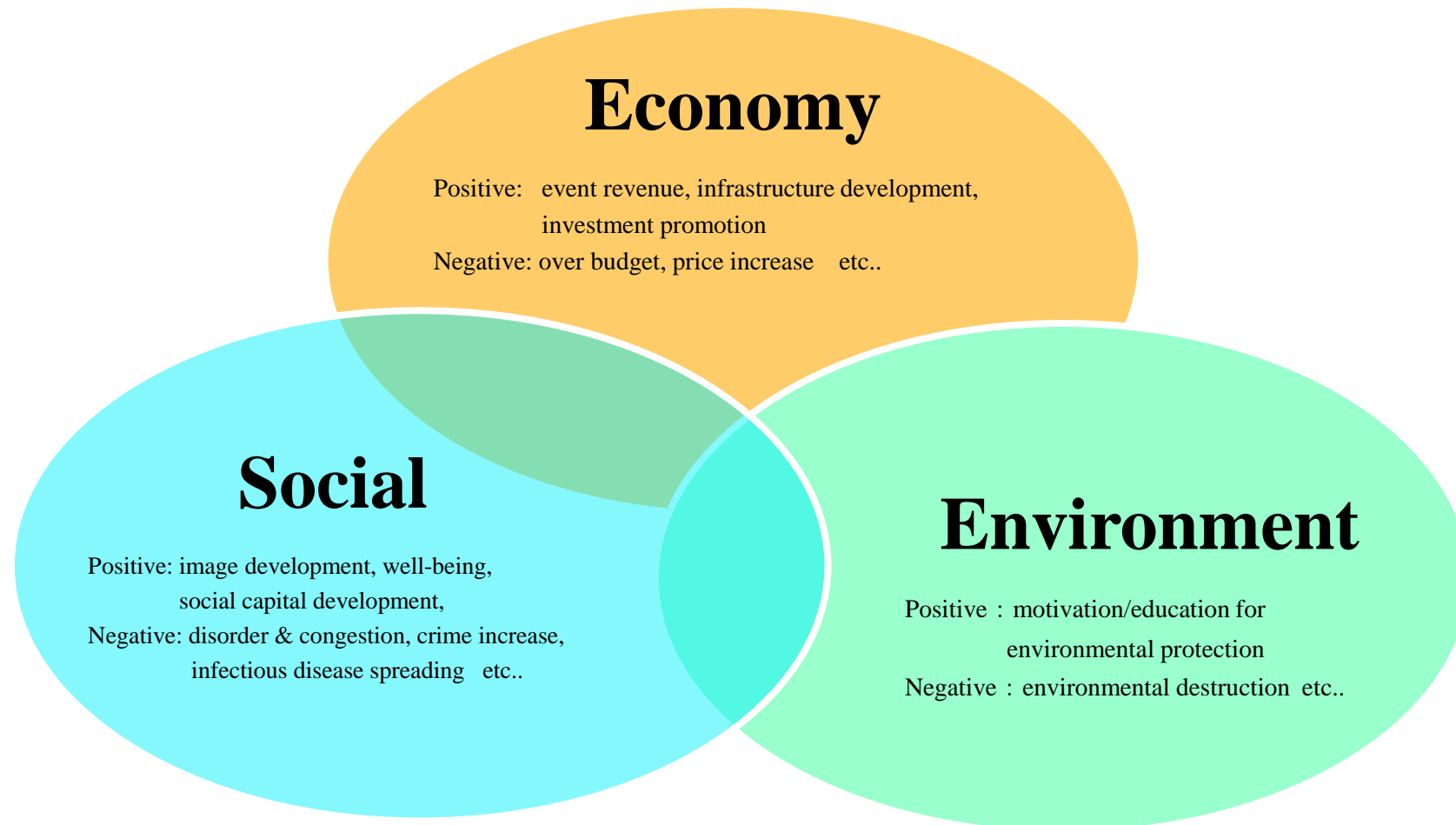
KEYWORDS

Coronavirus; COVID-19; risk perception; Eastern Tokyo Olympics and Paralympics

Two key words

Sporting Events & City Branding

Sustainable sporting events (Triple Bottom Line)



City Branding

A brand is a product/service (and **city**) made **distinctive** by its **positioning** relative **to the competition** and by its personality, which comprises a unique combination of **functional attributes** and **symbolic values**

(Hankinson and Cowking 1993:10)

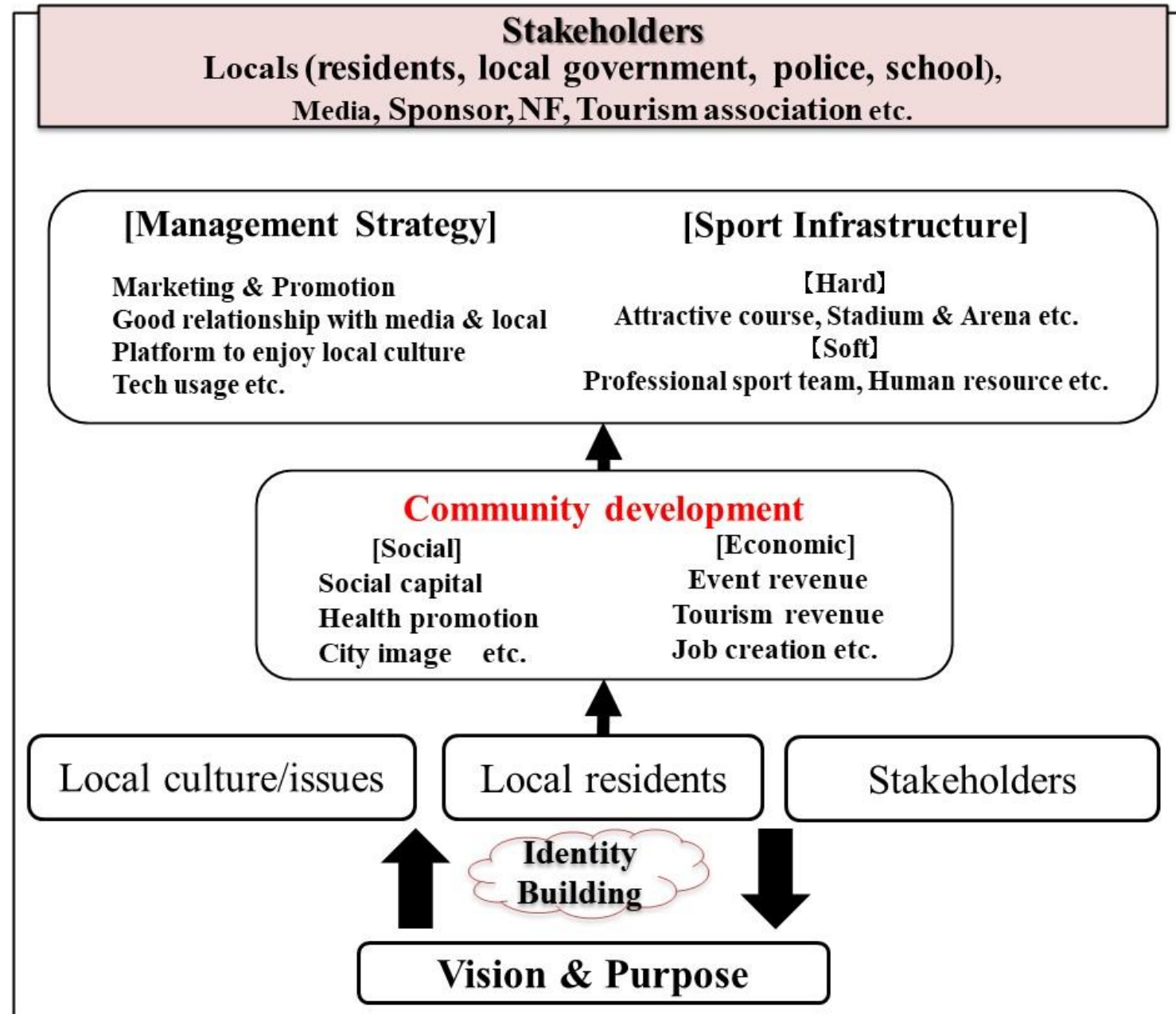


Community development model through sports

Means
(Community assets)

Strategic objectives
(Community needs)

Vision & Purpose
(Identity building)



Strategic planning for the development of the sport city

The case of SAITAMA city

Saitama city

- Located about 29 km north of Tokyo
- A population of approximately 1.25 million people
- Few tourism resources, while several **sport infrastructures**



Saitama Super Arena (over 19,000 capacity)

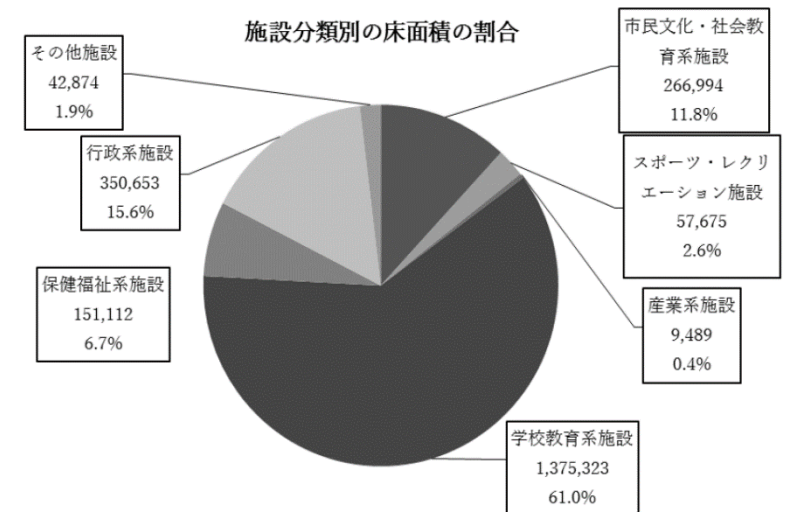
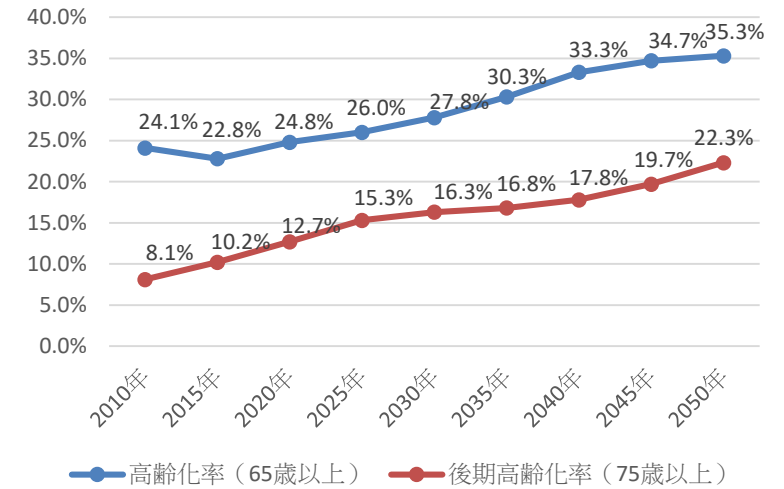


Saitama Stadium 2002 (63,700 capacity)

Issues in Saitama city (Shimizu, 2015)



- Declining birthrate and aging population
- Weak ties in the local community
- Lack of city brand name



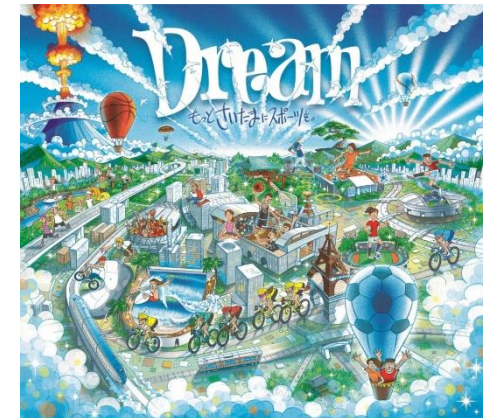
Saitama Sport Commission (SSC)



- First sport commission in Japan in 2011
- Private-oriented organization in 2018
 - Business scale from 125,000 USD to 9 million USD
- Bidding international sporting event
 - Tour de France Saitama Criterium



<https://biz.halftime-media.com/companies/36>



<https://saitamasc.jp/topics/recruit.html>

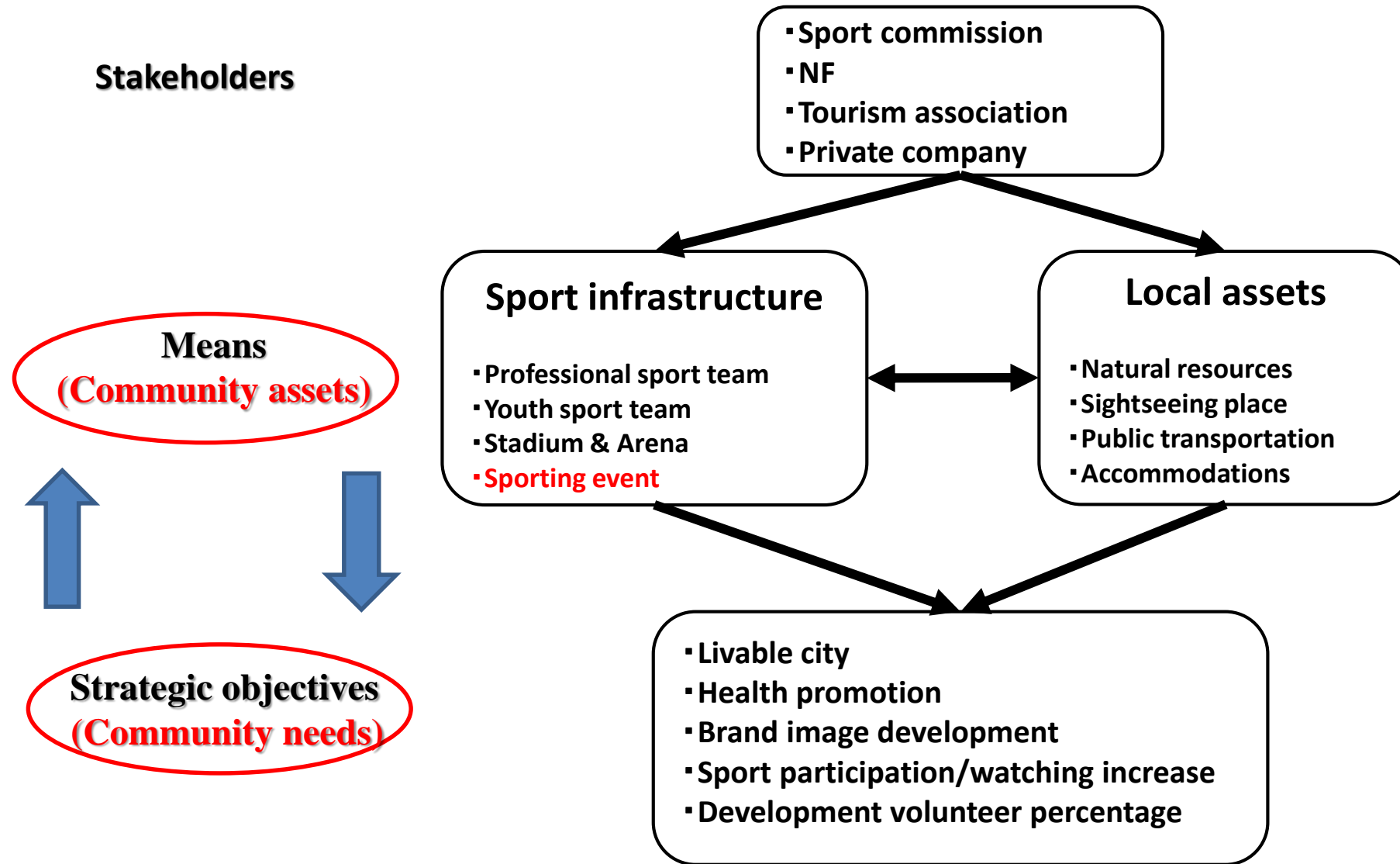
Strategic planning for the development of the sport city

- Tour de France Saitama Criterium





Strategy for city development through sport



Sporting event and City image



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Host residents' role in sporting events: The city image perspective

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ABSTRACT

The purpose of this study was to identify the antecedent and outcome variables of host city image perceptions, and to analyze how these perceptions impact behavioral intentions from the residents' viewpoint. To this end, the authors constructed a structural model, distributed questionnaires to residents in Saitama City for the Tour de France Saitama Criterium held in Japan from 2014 to 2016, and collected 636 usable responses. The results verified that the fit between host city and sporting event is a useful antecedent variable of city image. Furthermore, place attachment to host city was identified as an outcome variable. Development of these two variables could benefit behavioral intentions, suggesting that residents play an important role in sporting event development. In addition, the authors found that hosting a sporting event leads to place attachment among residents through fit between host city and sporting event and city image perceptions. Thus, hosting a sporting event has two potential impacts—one each on the event organizer and the host city—from the residents' viewpoint. It benefits the organizers by developing the residents' behavioral intentions and has a social impact on the host city through an enhancement in their place attachment.

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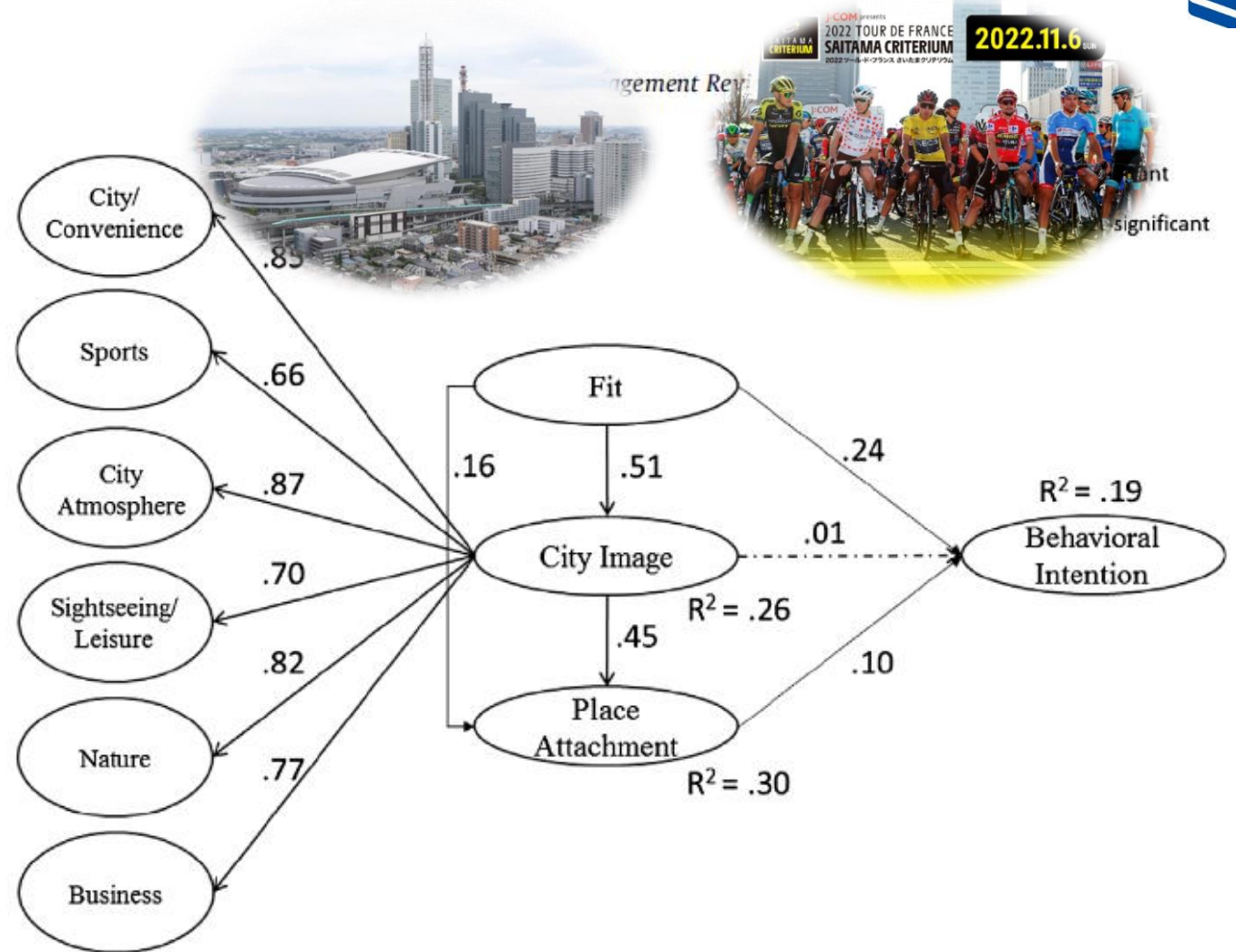


Fig. 2. Structural equation modeling results.

Notes: (χ^2 (df) 1734.21 (515), $p < .001$, AGFI = 0.816, CFI = 0.913, TLI = .905, RMSEA = 0.061, SRMR = 0.052).

Conclusion

- Develop a strategy based on your **community needs**
 - Do you grasp community needs? How?
 - Do you consider the need to develop a strategy??
- Find your **community assets** and monetize (packaging) it
 - Do you recognize your assets precisely? How?
 - Do you monetize it by using it??



More than 5,000 events (year)

- Local sport organization (60 groups)
- 546 Local residents
- Minority group (77 groups)
- 286 Parks/Recreation staffs
- 123 Other stakeholders

Thank you for your listening!!

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