Understanding major sport events leveraging as social development: Future prospect of Iran

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Abstract

The use of mega sporting events to achieve social goals is of main convincing reason for local bidders. Identified and researched evidence regarding the effects of the sport major events for Iranian community is scarce. The purpose of this investigation was to understand social impact of hosting sport major events in Iran so a combination of quantitative and qualitative research method was followed, focusing on non-infrastructural impacts (such as country image, community and sport participation, volunteering opportunities, cultural change, innovation, social and human capital development and training schemes). This study examines data from interviewed 25 sport managers and shed out questionnaire from the interviews. It showed that sport mega events will bring mentionable benefits for the community and highlighted the social sustainability of sport mega events ant its important justifications in planning to bid and the bidding stage. Finding of this study can be useful for intention of planning to bid and host sport major events in Iran.

Keywords: Major Sport Event, Social Capital, Intangible Legacy, Community Participation
Introduction

Many sporting events are holding every year in different cities in the world and because of attractive nature of them the events are focused of Medias, politicians, industrialists marketing and other stakeholders groups in national and international environment (Karadakis and Kaplanidou, 2010). Major sporting events from the beginning of Genesis have not only a sport event, but the international events with numerous tangible and intangible impacts such as economic, political and social. For example, the 1986 Mexico Olympics and the 1980 Moscow games are famous for reflecting the political and social impacts. This major sporting events have always influenced by the thoughts and ideologies of social, political and technical advances that however lead to fundamental changes in the staging the games. For example, the Olympic show the power of social, economic, political and cultural development opportunities for the host society (Leri, 2007: Minnaert, 2012, Preuss: 2007, Smith, 2009: DCMS, 2005).

Major sporting events had significant effects on the host cities. Different parts of the hosted cities, from the perspective of the entire city, built and developed through the events. This part consists of political, economic, architectural and urban planning and psycho-social impact on the city (Westerbeek et al, 2002). According to the International Olympic Committee conference in Lausanne, Switzerland November 2011 and published by IOC, legacies of hosting the Olympic Games for the hosted region and county are so grant and precious that deserve to carry bidding competitions and pay hosting fees and expenditures (Olympic Charter, 2015). Hosting sport major event can act as opportunity to improve the host city profile and strength its image and attractiveness for more economical and social investment (Hiller, 2006). Because of the intense media focus, social values, traditions, patterns and the host society image exhibited all over the world (Leri, 2007; Smith, 2009). In the area of personal and social relationships can say that sport major event are the only event (expect the religion) that have the feeling of sadness with happiness together, thinking about an idea and affirmation cultural romantic adventure in sport. No other activity like this, paradoxically combine non-serious with serious, fun and happiness with intensity, and ideological with structure affairs. So, Sporting events as a social phenomenon are the special field for exhibition of each of these behaviors.

Scholars, especially sociologists have expressed different results and theories about the effects. But, internationality and pervasive nature of these events is certain because of these extent social, political, cultural, economic impacts can have multiple social functionalities. Sometimes positive and useful impacts for different social groups and sometimes negative affect, complaints and social damage brought to the host nation. Although according to the structural - functional theory
of Parsons in societies which its components are a relative balance, useful function is controversial; societies such as blacks in America with their limitations the governments covered this weakness by facilitating their successful in sports. In recent years several developing countries have aggressively pursued bids to host international sporting events, such as the Olympic Games. Crucial differences between hosting mega-events in the developed and developing world have not yet been thoroughly evaluated (Matheson & Baade, 2002).

However, the positive and negative effects of sporting events remained in the economics; politics and culture of host nation demonstrate certain social impacts. Social and cultural studies of major sporting events from the perspective of social functions for the community and a society that seeking the benefits of bidding or hosting sport events, Can be considered as an awareness of sports and public problems. Thus, the correct understanding of social impacts of major sporting event for the next host community (along with careful consideration of the financial and economic evaluation) is key factor in the decision making for the city to bid the event and for the owner of the games to accept the proposal. Social Justification of hosting the event is main criteria for acceptance by international committees.

**Dimensions of social impacts**

Social impacts of major sporting event are “structures planned or unscheduled, non-physical (regardless of the specific type) earned through and after hosting the events” (Preuss: 2007). The concept of social benefits used against the tangible benefits (measurable in numerical and financial products) and means free and equal benefits for all and the product which cannot be bought or sold on the market. the personal and social dimensions of intangible benefits of major sporting events including interaction and experience different cultures, cultural understanding, strengthen the traditions and values of the host community, identification of the host nation, self-esteem, quality of life, the image (brand) of the city, create development opportunities. The role of sporting events in international relations and national development reflects the political and social significance, especially the Olympics, hold a special political–ideological symbolic power (Roche, 2006).

Research on the Olympics host cities show that local resident’s would-be identity of the citizen of a global city (Horn, 2007). Civic pride, local identity and empowerment are important as much as the economic impact. Sporting events create a sense of passion to the event in the host city. This sense of holiness and prejudice creates two opportunity to acquire social benefits: first delivering social solidarity and the second is attracting media attention. knowledge and skills are the other valuable benefits that people acquire through host city event in three ways: skills
and knowledge of voluntary training, upgrading skills and knowledge needed to
propagandize the host city brands (congresses, cultural and sporting pre-events)
and improving the skills required to create a high-security environment (Karadakis
and Kaplanidou, 2010).

Events also may have negative social effects, such as overcrowding, congestion,
disruption of social life management problems, insecurity, displacement and
change of life in the community, the community is too commercialized (Clark et
al, 2016: Minaert, 2012). For example Environmental improvement projects prior
to the Beijing 2008 Olympics were described as a euphemism for demolition and
placement*, with an estimated 1.5 million people displaced (Shin and Li, 2013).
By leveraging potential of sport international events social capital benefits can be
obtained and optimized (Peachey et al, 2014). However the social impacts are
divided into different categories:

- **Personal impacts**: These can be divided into different subcategories include:
  - Physical health benefits (DCMS, 2005: Smith, 2009, Minaert, 2012) mental
    health (DCMS, 2005; Leri, 2007), skills, employment opportunities, experience
    of work, employment prospects and encouraging volunteering (DCMS, 2005;
    Smith, 2009) Social Capital and strengthen communication links (Peachey et
  - **Effects on the reputation and image of the city**: Major sporting events are
    the international lenses to watch the culture of host nation. The impact are
    explained in studies as: pride of place, and civic pride, local identity and empow-
    erment (OECD, 2010), sense of spectacle, atmosphere, nationalism, patriotism,
    feel-good factor, reputation, showcase, image and status (Minnaert, 2012: Bull
  - **Sport and community participation**: Sporting events are the most important
    motivator to increasing sport participation (DCMS, 2005; Haynes, 2001; Smith,
    2009: Peachey, 2014: Karadakis and Kaplanidou, 2016). Olympics game in-
    crease the most social participation and interest in sport activities. In the Ol-
    ympic Charter, sport participation is mentioned as one of the “fundamental
    principles” “sports activities are the human rights and everyone should have
    the opportunity to participate in sport” (Olympic Charter, 2015). This principle
    is stated as mission of the International Olympic Committee “to encourage and
    support the development of sport for all” know (Olympic Charter, 2015).
Community participation in developing countries

Within the process of tourism development, community participation has been widely recognized as a necessary element for the long-term success and sustainability of tourism (Getz, 1983, 2013, Getz and Page, 2016). However, literature has emphasized that the principles of cross-scrutiny, participation, networking and multi-stakeholder approach which characterize community participation are deeply grounded in the economic and political structure of the developed world; as such, its application within developing economies may be problematic. In recent years, literature has seen mega-events and hallmark events (Olympic games, World Expos, major sport events, etc.) as engines for tourism development in general, and collaborative tourism development in particular, within the hosting area (Minaret, 2012). Mega-events in developing countries can represent a stimulus for community participation. The issue is made even more intriguing by the progressive increase of the number of mega-events taking place in developing countries. Following over a century of mega-events being hosted mainly by developed countries, from 1978 Argentina Football World Cup and Seoul Olympic Games in 1988, in recent years several mega-events have been awarded to developing countries, in part to support or celebrate their development: this is the case of 2006 Olympic Games (Beijing), 2010 World Expo (Shanghai), 2010 Football World Cup (South Africa), 2012 European Football Cup (Poland and Ukraine), 2012 Expo, 2014 Football World Cup (Brazil) and 2022 Football World Cup (Gatar). Mega-events are a positive factor in encouraging community participation in tourism development for the entire hosting region in developing countries (Lamberti et al, 2011).

Jamal and Getz (1995) underline the strong, mutual relationship between the environment and the community, so that every action aimed at modifying the latter must involve the former to be successful; community involvement is not only socially responsible or ethically appropriate, but is also a necessary step for the success of tourism development initiatives in the long-term (Getz, 1983). Timothy (1999) suggests that community participation may occur at two levels: benefit sharing and participatory decision-making. The latter deals with the involvement of representatives of the community in the decision-making process. While the former aims at overcoming the benefit asymmetry often experienced in the context of top-down decision-making. These two levels are strongly entwined.

Interestingly, Preuss and Solberg (2007) highlight that community support tends to be higher in low-income nations, suggesting that mega-events hosted in developing countries may experience a lower cultural reluctance of stakeholders towards participating. In developing countries, the socio-political structures generally enforce limitations on how it can be applied in practice. Specifically, it has been argued that there are also some possible structural and cultural limits
that hinder community participation in developing countries such as poor attitude of technocrats towards participation, lack of expertise and skills, lack of financial resources, low awareness within the local community about socio-political issues, etc.

Sport event research in Iran showed that the incentives support, socialization, happiness and entertainment are the main motivation in spectators and tourists participating in sports events in Iran (Mirzaii, 2013), SWOT analysis of bidding and hosting sport mega event in Iran indicated that Iran has strong social support of bidding and hosting the event, acceptable weather condition and country size to host almost all sport major event, special X factor such as unique natural and historical attractions, special 4 season at once, strong security in the middle east countries, special culture in hosting other nations and famous hospitality of Iranian peoples (Koosha et al., 2012; Keshavarz et al., 2014)

Randeree (2011) in a study of hosting sport mega events in Muslim nations indicated that many developing cities have planned to host major sport events as a way to develop their social infrastructures and among the Middle East countries Iran is one of the 3 potential countries to host Olympic Games. These attentions to Hosting major sporting events (specially the Olympic Games) intending economic, social and urban development such as attracting domestic and foreign investment by encouraging different activities such as tourism, employment, business opportunities, increase sport participation, guiding social change and urban regeneration. Social benefits are as significant as the economic benefits. Sharehpor (2013) ranked the cultural and social impact of Azerbaijan tournaments: “Increasing awareness of the positive physical- mental effects of exercise” as the most important cultural impact and “entertainment and leisure” as the most important socio-psychological effect.

Tomlinson (2010) indicated the aim of the Olympic Games 2008 China to strengthening china international image as “modern country” and confirms Chinese culture and nationality. Maiello and Pasquinelli (2015) evaluated Cultural heritage and citizen involvement in brazil hosted 2014 world cup and 2016 Olympic games and showed the dialectic relationship between hegemonic and counter-hegemonic narratives. The analysis suggests not just the destruction of the ‘Olympic City’ master narrative by means of counter hegemonic representation, but a (re)construction of a global narrative of ‘the city hosting mega-events’, enriched by local meanings and symbols.

The literature review on mega-events shows that these events are key moments in the development of an area, and their impact is widespread for different social dimensions. As in the Olympic Movement indicated for the 21st century, it has become an aim of the IOC to make hosting the Olympics more affordable so developing countries have opportunities to put together successful bids (IOC, 2015). In almost all bidding proposals The Bidder has submitted concepts for initiatives per-
taining to sustainable social and human development and environmental protection. Past experiences in the West suggest that stakeholder participation impacts positively on the support for social development in the hosting area in the long run; the result is a call for community participation. In the following sections, we will analysis the case of hosting major sport events in Iran to understand whether and which social impact will perceived.

**Research method**

This study is based on a combination of primary and secondary data. The research was guided by the following research questions: Have host cities leveraged the benefits of the sport mega events for individuals and community groups via non-infrastructural initiatives? Which kind of social benefits will be perceived if Iran bid or host an international, continental or world major sport event? And which is more important? The study sample included 150 sports managers from physical education faculties, Iran Football Federation (IFF), and Iran Olympic Committee (IOC), who were professional and experienced in managing sport international events. According to the literatures, 25 interview done to find the different potential non-infrastructural schemes (social impact) of bidding and hosting sport mega events in Iran. Only employees who were best suited to provide a meaningful and in-depth insight into the topic area were interviewed, and so positions such as chief executive officer (CEO), general manager (GM), marketing manager or events manager. The interviews took place during October 2015, and January 2016. The semi-structured interviews ranged in duration from 10 to 20 min. We followed Miles and Huberman’s (1994) framework analysis steps. First, reading of the interviews allowed for data familiarization. Then we identified a thematic framework that related to the research issue and discussed in the literature review but also allowed for emerging code to be included in the results. The thematic framework also guided the nature of the questions that related to social impacts of sport major events (e.g. Asian games, football world cup ...). Open coding took place and then groups the indexed data in themes. This process resulted in 14 themes in quantitative questionnaire. these categories were listed as “country image and reputation, Sport and Community participation, social-cultural change, social capital legacies, innovation, social and human capital development, international diplomacy and politics, know Olympic solidarity and it’s principles, environmental benefits, Encourage volunteering, Entertainment and leisure, Raising general and cultural awareness, Skill development, physical and Mental health and quality of life”

120 questionnaires answered by sport managers were basis of quantitative research data. 108 questionnaires were collected eventually. In the research ques-
tionnaire asked to evaluate (rank 1 to 10) the social impact which will be perceived from hosting major sporting events (such as world cup, Asian games, OG...). The number 1 indicates the least important (strongly disagree) and ten indicating the highest importance (completely agree). Quantitative data analyzed with descriptive statistics and Friedman test using SPSS software.

Findings

Qualitative findings
Sport events allow participants to develop contacts, friendships, and networks and serve as boosters for social inclusion and social identity (As O’Brien and Chalip (2007) argued). One of the manager said:

“If we start staging of a large-scale event I think it would be lucrative and capable of raising the economic profile of a Iran... sport events could not only benefit communities economically but also make an impact on individual and collective social agendas, improve efficacy, create social capital and promote social and economic justice and well-being”.

We seek to answer how events hosting in Iran would conceived, strategically planned to maximize social impacts for participants and host communities. This topic was about the relationships with international sport organizations like OCA and FIFA. Specifically, one of the managers noted there are relationships with international governing bodies seek to establish:

“I think the legal framework in which the exchange of goods and Services for hosting international sport events is based on an Iranian Legal System.”

One interviewee discussed the power of the clergy very simply:

“...so the clergy can create religious social groups intention and support of international events in Iran or disagree with it and decrease social participation”.

Almost all the managers described unanimously lack of planning for bidding or hosting in next 10 year major sport event:

“No strategy in hosting big sport events and creating a wide support of sport federations and other institutions which focuses on hosting international championship and on the impact of sport activities on our long-term planning and not considered as regular targets.”
Most of the managers discussed how the sport major events will familiarize the world with the Iran and its culture. One the Women Sports Council manager specifically said:

“I think it is great if we bid or host a sport major event because it is an opportunity to show the rest of the world that not every Muslim is a terrorist. I mean, I am saying this in a very drastic way because I feel that many of the Western worlds don’t know what it is a Muslim, doesn’t know the religion, and doesn’t know what is going on here.”

Another manager reinforced the notion of world credit capacity building in the region from the sport major events by saying that Iran will “prove to everybody that the next Middle Eastern country (as Qatar wined 2022 world cup) that will bid for all sport major events, it will be easy for international owner of the events to say yes you can do it.

A manager complained:

“In only the last 5 year, for me personally, I have signed, helped to sign, more than eight cooperation agreements with other Federations in Iran and in the world to put in hand the importance of hosting sport major events and develop a financial fund to facilitate the next steps of bidding and hosting at least one of the Asian sport major events like Asian football champion league… Many countries are simply adapting their infrastructure, whereas Iran is building it.”

Another Revealed how the sport events positively influenced the community participation and he also noted the number of spectators for these events to be quite high.

The Iran 2025 strategic vision of the country was mentioned as a driver for change within the country given the large number of expatriates in the country. Another manager mentioned the size and demographic landscape of Iran is large and enough potential to hosting the events he said:

“Now we have different weather condition and many different cultural heritages. It is a strong driver point for economic and social developments and to develop a successful bid. I think Iranian people are very friendly. They are respectful of other people. I think it will have a major positive cultural exchange.”

And:

“We need to enhance our intellectual and cultural level in parallel with Sport major event if we want to host the events, we will host many different cultures
from different parts of the world, so we had to encourage high cultural level in order to deal with these cultures and leverage the event’s social impacts”.

Social and human capital development theme was identified based on the educational system, which in the future will not have to rely on special programs to deliver on sport events. As one manager said:

“If you always have to rely on expat communities, you will never fill in the gap of unplanned to host the events...The country will benefit from this event and the next generation will benefit from this one in terms of knowledge transfer, in terms of people getting experience, in terms of everybody being part of such big event. It’s not just the organizations, it’s not just the governmental authority, it’s a local business, and it’s a local manufacturer, bringing knowledge from all over the place to Iran’.

Innovation was identified as a theme based on the new relationships and ideas established from the opportunity to host the sport major events. an interviewee said:

“Different approaches in doing business in Iran, stadium design innovations, and creation of new programs. A manager indicated that we used new technology to construct an indoor sport venue while another said: “We’re helping the locals, the small, medium enterprises in major project like hosting sport major events. We’re helping people by bringing more innovative technologies and innovative ideas to the country and Iranian are famous in the world as innovative peoples”.

Looking collectively at the categories generated from the analysis and the sub-themes presented above we can identify a number of factors that can describe a social legacy development resulting from the hosting of sport major events in Iran.

Quantitative findings

The following table describes the demographic characteristics of the sample of quantity data.
Table 1
Demographic characteristic of research

<table>
<thead>
<tr>
<th>Samples characteristics</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>85</td>
<td>78.7</td>
</tr>
<tr>
<td>Female</td>
<td>23</td>
<td>21.3</td>
</tr>
<tr>
<td>Years of scientific expertise or administrative</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than 5 years</td>
<td>23</td>
<td>21.3</td>
</tr>
<tr>
<td>5 to 10 years</td>
<td>38</td>
<td>35.2</td>
</tr>
<tr>
<td>10 to 15 years</td>
<td>28</td>
<td>25.9</td>
</tr>
<tr>
<td>More than 15 years</td>
<td>19</td>
<td>17.6</td>
</tr>
<tr>
<td>Total</td>
<td>108</td>
<td>100</td>
</tr>
</tbody>
</table>

Based on the results obtained from questionnaire promote and improve the international image of Iran identified as the greatest social impact with an average of 8.67 to host major sporting event in Iran. Benefits of “Sport and Community participation” with average of 7.43 and “social and human capital development” with average of 6.30 were the most important social impact that will be perceived. Among the social impact of hosting major sporting event, “quality of life” with average of 3.86 was the lowest importance. The second and third minor social impact identified “physical and mental health” with average of 3.97 and “skill development” with average of 4.12.

Table 2
The most important social impact

<table>
<thead>
<tr>
<th>Impacts</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promote and improve Iran reputation and image</td>
<td>8.67</td>
</tr>
<tr>
<td>Sport and Community participation</td>
<td>7.43</td>
</tr>
<tr>
<td>Social and human capital development</td>
<td>6.30</td>
</tr>
</tbody>
</table>
Table 3
*The less important social impact*

<table>
<thead>
<tr>
<th>Impacts</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skill development</td>
<td>4.12</td>
</tr>
<tr>
<td>Increase physical and Mental health</td>
<td>3.97</td>
</tr>
<tr>
<td>Increase quality of life</td>
<td>3.86</td>
</tr>
</tbody>
</table>

Then to rank important impacts the Friedman test was used to determine. Friedman test is shown in the following table. Because the sig is less than 0.5, so the $H_0$ hypothesis rejected and claim of equal rank will be rejected.

Table 4
*Friedman test*

<table>
<thead>
<tr>
<th>Friedman test</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
<td>108</td>
</tr>
<tr>
<td>Chi-square statistic</td>
<td>38.690</td>
</tr>
<tr>
<td>DF</td>
<td>2</td>
</tr>
<tr>
<td>sig</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Table 5 refers to identified social themes in terms of number of interviewees who referred to them, how many times they were referenced and the Friedman test results from questionnaire data.
### Table 5

*Social impacts ranking*

<table>
<thead>
<tr>
<th>Impacts</th>
<th>Sources</th>
<th>References</th>
<th>Friedman results average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promote and improve Iran reputation and image</td>
<td>25</td>
<td>374</td>
<td>8.67</td>
</tr>
<tr>
<td>Sport and Community participation</td>
<td>24</td>
<td>310</td>
<td>7.43</td>
</tr>
<tr>
<td>Social and human capital development</td>
<td>23</td>
<td>208</td>
<td>6.30</td>
</tr>
<tr>
<td>Social-cultural change</td>
<td>23</td>
<td>140</td>
<td>6.27</td>
</tr>
<tr>
<td>Improve international diplomacy and politics</td>
<td>19</td>
<td>122</td>
<td>6.01</td>
</tr>
<tr>
<td>Olympic solidarity and principles</td>
<td>16</td>
<td>97</td>
<td>5.87</td>
</tr>
<tr>
<td>Innovation and entrepreneurship</td>
<td>15</td>
<td>86</td>
<td>5.82</td>
</tr>
<tr>
<td>Environmental benefits</td>
<td>14</td>
<td>71</td>
<td>5.72</td>
</tr>
<tr>
<td>Encourage and increase volunteering</td>
<td>11</td>
<td>52</td>
<td>5.67</td>
</tr>
<tr>
<td>Entertainment and leisure social</td>
<td>11</td>
<td>43</td>
<td>5.60</td>
</tr>
<tr>
<td>Raising general and cultural awareness</td>
<td>9</td>
<td>27</td>
<td>5.44</td>
</tr>
<tr>
<td>Skill development</td>
<td>7</td>
<td>14</td>
<td>4.12</td>
</tr>
<tr>
<td>Increase physical and Mental health</td>
<td>4</td>
<td>10</td>
<td>3.97</td>
</tr>
<tr>
<td>Increase quality of life</td>
<td>3</td>
<td>7</td>
<td>3.86</td>
</tr>
</tbody>
</table>

### Conclusion

The findings of this exploratory study have shown that, the bidding stages and hosting major sport events in Iran can potentially bring non-infrastructural benefits for all. Socially groups are specifically targeted to be beneficiaries of the events. The planning principles identified in this article are applied in the organization of the almost every major sport events: a number of targeted impacts are highlighted, and there is evidence of fruitful co-operations with existing networks, participation by socially persons in planning and hosting the events. In this respect, there is little differentiation between Games under research on a geographical basis, nor between world cups, Asian games and so on. These benefits tend to be indirect, and on the basis of the much-disputed ‘trickle-down’ effect.
This article indicated that Sport mega-events is a powerful city branding strategy as they foster multi-scalar effects of image-building as mentioned by Maiello and Pasquinelli (2015). Branding and image benefits are as one of three key goals for an event-hosting destination. As Kaplanidou et al. (2016) concluded there is a widespread view that hosting international sporting events will provide destinations with valuable media attention which has the power to influence a destination’s image or brand and advance the city market position by.

Even if one disagrees with the social responsibility of the events, it is undeniable that providing social and sports participation for all is a key element of the event principals. As the research managers mentioned the society will growing it, accepting that global changes and especially in Iran can increase women (sport and social) participation. As Minnaert (2012) and Kaplanidou et al., 2016 concluded). Major sport events can create a sense of community between different social groups and develop more inclusive social capital, social cohesion and exposure to social life outside one’s immediate community: focusing on power relationships within social networks and connectedness. So, increased social capital allows society to operate more efficiently in terms of production, support, and social trust as concluded Peachey (2014).

This paper is an example of future researches that predicts the social impacts of mega-events, and particularly the impacts on developing country social groups. Further research evidence is needed to evaluate the potential of major sporting events to increase the social sustainability of cities. An in-depth evaluation of the sustainability goals and outcomes of the sport major events is generally still lacking.

There is a growing sense that investments in bidding and hosting sport major events are only justified, if the positive power of the games is harnessed effectively for all. Particularly in the current Iran international boycotts and economic climate and where many aspects of public spending are under increased scrutiny, the investment of great sums into sports events like the events can perhaps only be justified if wider economic, social and environmental goals are reached.

Major sporting events have a noticeable impact on soft and hard social infrastructures, due to political, economic and social context and dimensions and were used as a strategic plan for social development. The results of this study from the sport managers perspective showed that hosting sport major events can bring 3 important potential social benefits: promotion and improvement of international image and reputation of Iran and Iranian culture, community participation (involvement), social capital [as indicated: Minaret (2012) and Peachey et al, 2014].

There is low-quality and quantity of infrastructures for hosting major sport events in Tehran (as the most potential host city) in transportation system, accommodation and sport facilities inside the lack of strategic planning, but it’s a potential and capable country to host sport major events (Randeree, 2011) as hosted
the Asian game 1974, several wrestling world championships and Asian football clubs champion league. But, it’s not simple because of bids hard competitions.

Known and unknown social benefits, economic, sports and cultural heritage of the events encouraged more countries and recently developing countries to participate in bidding competition. In contrast, the complicated and hard competition can indicate the valuable and mentionable social benefits.

Tehran had hosted major political event “meeting of non-aligned countries” in 2012. The political event helped introduce and promote the prestige and image of Iran in the world. Full government support in the event is evident of Iran’s ability to hosting major events. However, the Different social dimensions of hosting sport major event in Iran that were identified should be discussed in another researches and in the next bidding plan and decision making groups.

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