EYIB
EDUCATIONAL YIELD
INSIGHTS & BREAKTHROUGHS
TA'LIMGA OID TUSHUNCHALAR VA YUTUQLAR
ISSN:3060-4648
Vol.8 №3
https://eyib.uz



THE IMPACT OF MEGA SPORTING EVENTS ON TOURISM DEVELOPMENT IN HOST COUNTRIES: OPPORTUNITIES, CHALLENGES, AND LONG-TERM EFFECTS

Rahmonova Farangiz Dilshod Qizi

Silk road university TH626 group

Annotatsiya

Background: Sports tourism has become an important component of the international tourism industry, creating opportunities for destination promotion, infrastructure development, economic diversification, and intercultural interaction. Mega sporting events, particularly the Olympic Games and the FIFA World Cup, attract international attention and generate substantial expectations concerning tourism development in host countries. However, the extent to which these events produce sustainable economic and tourism benefits remains debated in academic literature. Objective: This study aims to examine the influence of mega sporting events on tourism development, identify the factors determining their short-term and long-term effects, and evaluate the opportunities and challenges associated with hosting international sporting competitions. Methods: The research applies a qualitative documentary approach combining a review of academic literature, comparative analysis of previously published empirical studies, and thematic interpretation of the relationship between sporting events and tourism development. Particular attention is given to the Olympic Games and international research examining changes in tourist arrivals, destination attractiveness, infrastructure, and post-event tourism performance. Results: The analysis indicates that mega sporting events can contribute to international destination recognition, improvements in tourism infrastructure, increased demand for hospitality services, and the diversification of tourism products. Nevertheless, these benefits are not automatic or necessarily permanent. Previous empirical studies demonstrate that tourism effects differ according to event type, destination characteristics, seasonality, visitor displacement, and post-event management. Evidence also suggests that increased international attention does not always translate into sustained growth in tourist arrivals. Conclusion: Mega sporting events can positively influence tourism development when they are integrated into long-term destination strategies, supported by effective infrastructure management, and accompanied by continuous international promotion. The sustainability of tourism benefits depends on the ability of host destinations to transform temporary event-related attention into lasting visitor interest, competitive tourism products, and economically productive infrastructure.

Kalit so‘zlar:	sports tourism, mega sporting events, Olympic Games, FIFA World Cup, tourism development, tourist arrivals, destination competitiveness, tourism infrastructure, economic impact, event legacy.

INTRODUCTION

Sports tourism has developed into an increasingly significant component of the global tourism industry, combining physical activity, international travel, cultural exchange, and destination development. Traditionally, tourism was associated primarily with recreation, leisure, cultural exploration, and visits to historical or natural attractions. However, the diversification of tourist motivations has contributed to the emergence of specialized forms of tourism, including cultural tourism, adventure tourism, ecological tourism, medical tourism, and sports tourism. Within this changing environment, sports tourism occupies a distinctive position because it connects the organization of sporting activities with the economic and cultural systems of host destinations. Gibson [1] identifies three principal forms of sports tourism: active sports tourism, which involves traveling to participate in sporting activities; event sports tourism, which involves traveling to observe sporting competitions; and nostalgia sports tourism, which includes visits to historically significant sports venues, museums, and other sport-related attractions. This classification demonstrates that sports tourism is not limited to attending major competitions but encompasses a wide range of activities involving different visitor motivations and destination resources. Historically, the relationship between sport and travel can be traced to ancient civilizations, particularly Ancient Greece, where sporting festivals attracted participants and spectators from different regions. The ancient Olympic Games represented an early example of organized sport-related travel and contributed to the development of services associated with visitors, including accommodation, transportation, hospitality, and commercial activities. Over subsequent centuries, the organization of sporting competitions evolved alongside changes in transportation, communication, international relations, and commercial development. The establishment of the modern Olympic movement in the late nineteenth century created new opportunities for international sporting cooperation and eventually contributed to the emergence of globally recognized sporting competitions. In the contemporary world, events such as the Summer and Winter Olympic Games, the FIFA World Cup, international championships, and other major competitions attract international audiences and receive extensive media coverage. Their influence frequently extends beyond sporting achievements because host destinations use these events to promote national culture, improve infrastructure, encourage investment, and strengthen international recognition. According to Getz [2], planned events represent an important component of destination development and tourism marketing, particularly when they are incorporated into broader strategies for attracting visitors. Mega sporting events differ from ordinary sporting competitions in terms of their international significance, organizational complexity, financial requirements, media visibility, and potential influence on the host economy. Their preparation often requires substantial investments in sporting facilities, transportation networks, accommodation capacity, public services, security systems, and urban infrastructure. These expenditures may

create immediate economic activity and support improvements that remain available after the conclusion of the competition. Furthermore, the arrival of athletes, spectators, journalists, technical specialists, and international delegations generates demand for various tourism-related services. Hotels, restaurants, transportation companies, retail businesses, tour operators, and entertainment establishments may benefit from increased visitor activity during the event period. International media coverage can also introduce the host destination to potential tourists who previously possessed limited knowledge of its cultural, historical, or recreational resources. Consequently, hosting a major sporting event is frequently regarded as an opportunity to strengthen destination competitiveness and expand international tourism demand. Nevertheless, academic research suggests that the relationship between mega sporting events and tourism development is more complex than commonly assumed. The organization of a major competition does not automatically guarantee an increase in total tourist arrivals or sustainable economic growth. Some destinations experience temporary increases in visitor expenditure, while others encounter the displacement of ordinary tourists who avoid the destination because of high prices, congestion, security measures, or anticipated overcrowding. Furthermore, international attention generated during a sporting event may decline rapidly if the destination does not maintain effective marketing activities and competitive tourism services. Song [3] demonstrates that the effects of the Olympic Games on tourism can differ substantially from their effects on international trade, particularly because tourism-related benefits may be concentrated within a shorter period. Similarly, Fourie and Santana-Gallego [4] emphasize that the relationship between mega sporting events and international tourist arrivals varies according to the characteristics of the competition, the participating countries, and the seasonal conditions of the host destination. These findings indicate that the development of sports tourism requires a comprehensive analytical approach that considers both immediate effects and long-term consequences. The scientific relevance of this issue is associated with the growing financial and organizational scale of international sporting competitions and the need to evaluate their contribution to sustainable destination development. Governments and tourism authorities frequently justify hosting major sporting events through expectations concerning economic benefits, international visibility, infrastructure modernization, and future tourism growth. However, these expectations require systematic examination to distinguish temporary event-related activity from lasting improvements in destination competitiveness. The central research problem addressed in this article concerns the conditions under which mega sporting events produce positive and sustainable tourism outcomes rather than short-term increases in visitor activity. The main objective of the study is to examine the influence of major international sporting competitions on tourism development and identify the economic, infrastructural, organizational, and promotional factors affecting their short-term and long-term results. The research focuses on three principal questions: how mega sporting events influence tourist arrivals and destination recognition; which factors determine the persistence of tourism-related benefits; and what management approaches can strengthen the long-term contribution of major sporting competitions to host destinations. By examining these questions through existing academic evidence, the study seeks to clarify the

relationship between sporting events and tourism development and formulate practical recommendations for destination managers, policymakers, and tourism enterprises.

MATERIALS AND METHODS

The present research employs a qualitative documentary research design based on the analytical examination of existing academic literature concerning sports tourism, mega sporting events, destination development, and tourism-related economic effects. The methodological approach was selected because the primary objective of the study is to identify and interpret established relationships between major sporting competitions and tourism development rather than to estimate the economic impact of an individual event using original field data. The research combines literature analysis, comparative interpretation, thematic classification, and conceptual synthesis. The initial analytical foundation was developed from established studies concerning the definition and classification of sports tourism. Gibson [1] provides a theoretical explanation of the principal forms of sports tourism and identifies the importance of interdisciplinary research and institutional coordination. Kurtzman [5] examines different categories of sports tourism activities, including sporting events, attractions, tours, resorts, and related tourism products. These theoretical approaches were used to distinguish mega-event tourism from other forms of sport-related travel and to establish its position within the wider tourism system. The second analytical component concerns the relationship between sporting events and destination development. Getz [2] provides a conceptual framework for understanding event tourism as both a professional activity and an academic research field, while Preuss [6] examines the long-term consequences of major sporting events through the concept of event legacy. These studies were used to identify the principal mechanisms through which hosting sporting competitions may influence infrastructure, destination image, tourism networks, and future visitor demand. The third component examines previously published empirical research concerning international tourist arrivals and the economic effects of mega sporting events. The study considers the findings of Song [3], Fourie and Santana-Gallego [4, 7], and Rose and Spiegel [8]. These publications employ different quantitative methods and focus on related but distinct economic indicators. Song examines the effects of the Olympic Games on exports and tourism, while Fourie and Santana-Gallego analyze international tourist flows associated with major sporting events. Rose and Spiegel investigate the relationship between Olympic hosting and international trade rather than directly estimating tourism effects. This distinction was maintained throughout the analysis to avoid treating changes in exports as evidence of increased tourist arrivals. The fourth component considers the Beijing Olympic Games as an illustrative case of tourism-related changes associated with a major international sporting event. The research by Leung et al. [9] was used to examine the movement patterns of international visitors and the spatial distribution of tourism activity during the 2008 Olympic Games. Their investigation provides an empirical example of how major sporting events may affect the selection of tourist attractions and patterns of movement within host destinations. The analytical procedure involved organizing findings into five thematic categories: international tourism demand, destination image and recognition, tourism infrastructure, economic opportunities, and post-event sustainability. The first category considers the extent to which international sporting competitions attract additional tourists or change the composition of visitor flows. The

second examines the contribution of media exposure and international promotion to destination attractiveness. The third concerns the construction, modernization, and subsequent utilization of sporting and tourism facilities. The fourth evaluates potential benefits for hospitality enterprises and related service providers. The fifth concerns the persistence of tourism-related outcomes after the event and the conditions affecting their sustainability. The findings of different authors were compared to identify areas of agreement, disagreement, and methodological variation. Particular attention was given to the distinction between immediate visitor activity and long-term tourism performance. The study also differentiates between direct effects, such as event-related accommodation demand, and indirect or potential effects, such as improved destination recognition and future investment opportunities. The analysis does not assume that all host countries experience similar outcomes because differences in economic development, tourism infrastructure, geographical accessibility, event characteristics, and management capacity can influence results. The research is therefore based on a comparative interpretation of published findings rather than a formal statistical meta-analysis. No original tourist surveys, experimental observations, interviews, or econometric calculations were conducted for this article. Consequently, numerical results presented in the analysis are attributed to the corresponding published studies and should not be interpreted as independent estimates produced by the author. This methodological limitation is important because the causal effects of hosting major sporting competitions cannot be established through descriptive comparison alone. Nevertheless, the selected approach provides an appropriate basis for evaluating existing scientific evidence, identifying mechanisms affecting tourism development, and developing recommendations for the management of mega sporting events.

RESULTS

The analysis of academic literature identifies several significant relationships between mega sporting events and tourism development, demonstrating that international sporting competitions can generate positive tourism-related outcomes under favorable institutional, economic, and organizational conditions. The first major finding concerns the influence of mega sporting events on international tourist arrivals. Large-scale sporting competitions attract athletes, spectators, journalists, officials, and other visitors whose travel decisions are directly associated with the event. This concentration of international mobility may increase demand for accommodation, transportation, catering, entertainment, and complementary tourism services. However, the magnitude of additional tourism demand depends on whether event-related visitors supplement or replace ordinary tourist flows. Fourie and Santana-Gallego [4] investigated the effect of mega sporting events on international tourist arrivals using bilateral tourism information covering approximately 200 countries over the period from 1995 to 2006. Their results indicate that major sporting competitions can increase international tourist arrivals, although the magnitude of the effect differs across event categories and seasonal conditions. Their earlier model estimated an average increase of approximately 8% in predicted tourism during the year of a mega sporting event. This result represents an estimated average relationship within the authors' research design and should not be interpreted as a universal increase applicable to every host destination. A later investigation by the same authors [7], using an expanded dataset and revised analytical methods, reported a smaller average effect of

approximately 4%, while finding that many sporting events did not produce a statistically positive impact on inbound tourism. The comparison demonstrates the importance of data coverage and methodological choices when estimating the tourism effects of international sporting competitions. The second finding concerns the temporal distribution of tourism benefits. Song [3] examined the effects of the Summer Olympic Games on international exports and tourism and found that the patterns of these effects differ over time. The study indicates that tourism-related increases may occur relatively quickly but tend to be less persistent than certain trade-related effects. This finding suggests that an immediate rise in international visitor activity does not necessarily create a sustained increase in tourism demand. Consequently, post-event tourism performance should be assessed independently rather than inferred from the scale or international popularity of the sporting competition. The third finding concerns destination visibility and international image. Major sporting competitions generate extensive international media exposure that can increase awareness of the host country's geographical location, infrastructure, cultural attractions, and tourism services. Television broadcasting, online communication, journalism, and digital media can introduce destinations to international audiences that might otherwise remain unfamiliar with their tourism resources. This promotional mechanism is important because destination awareness represents one of the preliminary conditions affecting travel consideration and destination selection. Nevertheless, awareness does not automatically result in actual visitation. Potential tourists also evaluate transportation accessibility, personal preferences, accommodation quality, perceived safety, cost, and available attractions. Therefore, the contribution of major sporting events to destination competitiveness depends partly on the ability of tourism institutions to transform temporary international visibility into clear and accessible tourism products. The fourth finding concerns infrastructure development. Hosting mega sporting events frequently involves substantial investment in stadiums, sporting facilities, transportation systems, airports, urban spaces, accommodation infrastructure, and communication networks. Such investments may improve the practical conditions for tourism development and strengthen destination accessibility. However, their long-term economic value depends on the usefulness, maintenance costs, and utilization of the facilities after the event. Preuss [6] emphasizes that event legacies include both tangible and intangible changes, including infrastructure, knowledge, networks, destination image, and cultural effects. This approach demonstrates that the value of event-related investment cannot be assessed exclusively through the physical construction of new facilities. A newly constructed stadium may represent a positive legacy when it supports future competitions, community activities, and tourism services, but it may become a financial burden if maintenance expenditure substantially exceeds the benefits generated through subsequent use. The fifth finding concerns the spatial organization of tourist movement. The investigation by Leung et al. [9] examined 500 online travel diaries to analyze the movement patterns of overseas visitors in Beijing during the 2008 Olympic Games. The findings indicate that traditional tourist attractions remained particularly important to international visitors and that much of their movement was concentrated within central urban areas. The research also identified changes in the diversity of attractions visited and the geographical distribution of tourist movements. These results suggest that the tourism

impact of mega sporting events depends not only on the sporting venues themselves but also on the connections between event locations and existing cultural, historical, and recreational attractions. Destinations may therefore benefit from coordinated tourism planning that enables event visitors to explore additional attractions and services. The sixth finding concerns the relationship between sporting competitions and broader economic development. Rose and Spiegel [8] identify a relationship between Olympic hosting or bidding and international trade, suggesting that participation in the organization of globally significant sporting events may communicate wider economic and institutional signals. However, their findings concern exports and cannot independently demonstrate increased tourism demand. The distinction is important because the economic consequences of mega sporting events involve multiple sectors whose performance may follow different patterns. Increased international trade, improved infrastructure, and greater tourism activity should therefore be examined as related but analytically separate outcomes. The seventh finding concerns the role of visitor displacement. Large sporting events may discourage ordinary leisure or business tourists from visiting a destination during the competition period because of increased accommodation prices, congestion, security arrangements, and changes in service availability. In such circumstances, additional sporting visitors may partly replace tourists who would otherwise have visited the host country. Consequently, gross visitor numbers and event-related spending may overstate the net tourism benefits of the competition. The eighth finding concerns the importance of post-event destination management. International attention, temporary employment, and increased commercial activity may decline following the event unless tourism authorities and businesses introduce measures supporting continued destination promotion. The evidence suggests that long-term benefits depend on maintaining transport accessibility, developing additional tourism products, supporting recurring events, strengthening professional services, and integrating sporting infrastructure into normal urban and tourism activity. Overall, the results demonstrate that mega sporting events can support tourism development but that their positive influence is conditional rather than guaranteed. The relationship between sporting competitions and tourism performance is affected by event characteristics, visitor behavior, destination infrastructure, economic organization, and the effectiveness of long-term tourism planning.

DISCUSSION

The findings demonstrate that mega sporting events should be evaluated as complex destination-development instruments rather than as independent guarantees of tourism growth. Although large competitions attract international audiences and create temporary concentrations of visitor activity, the sustainability of their benefits depends on the interaction between economic conditions, infrastructure quality, destination management, and post-event tourism policy. The results are consistent with the conceptual approach proposed by Getz [2], who identifies events as potentially important elements of destination development and tourism marketing. However, the evidence also indicates that the organization of an internationally recognized sporting competition is insufficient to ensure a positive long-term transformation of the host destination. A central issue concerns the difference between short-term economic activity and sustainable tourism development. During a major sporting event, the

arrival of international visitors may generate increased demand for hotels, restaurants, transportation services, entertainment establishments, and retail activities. This demand can provide commercial opportunities for tourism enterprises and related service providers. Nevertheless, temporary increases in customer numbers should not automatically be interpreted as evidence of sustained economic development. Businesses may experience substantial increases in revenue during the competition period while facing lower demand after the event. Furthermore, price increases associated with limited accommodation capacity may generate additional revenue for particular enterprises while discouraging other categories of visitors. The actual economic contribution of a mega sporting event therefore depends on the difference between additional benefits and the expenditures or activities displaced by the competition. From a tourism management perspective, the distinction between gross and net effects is especially important. A destination may record a high number of event-related visitors, but the economic gain may be smaller if ordinary tourists postpone their travel or choose alternative destinations. This issue helps explain why different empirical studies sometimes produce different estimates of tourism benefits. Research findings may vary according to the selected period, measurement method, destination characteristics, and treatment of displaced tourism demand. The comparison between the earlier and later studies by Fourie and Santana-Gallego [4, 7] illustrates the importance of methodological development in this field. Their updated analysis, which reports more limited average tourism effects than the earlier study, reinforces the need for cautious interpretation of large-scale tourism projections. The findings also indicate that the effects of sporting competitions cannot be generalized across all event categories. The Summer Olympic Games, FIFA World Cup, regional championships, and smaller international competitions differ in duration, geographical concentration, visitor composition, broadcasting exposure, infrastructure requirements, and financial scale. Consequently, their tourism impacts should be evaluated according to their specific characteristics rather than through a single universal development model. Another important issue concerns the temporal dimension of tourism benefits. Song [3] identifies relatively short-lived tourism effects compared with more persistent patterns in certain other economic indicators. This finding has practical implications for the preparation of international sporting competitions because public authorities may underestimate the importance of post-event activities when planning budgets and infrastructure. If tourism promotion is concentrated exclusively on the event period, destinations may fail to maintain international visitor interest after the competition concludes. A more effective strategy requires the integration of sporting events into broader destination marketing programs before, during, and after the competition. Prior to the event, tourism authorities can promote cultural attractions, historical landmarks, recreational opportunities, and tourism routes associated with the host destination. During the competition, information centers, digital platforms, organized excursions, and partnerships with accommodation providers can introduce event visitors to additional tourism experiences. Following the event, international promotional campaigns may emphasize improved infrastructure, established sporting venues, cultural attractions, and opportunities for future recreational travel. The purpose of these measures is to transform temporary attention into lasting destination recognition and repeat visitation. Infrastructure management represents another critical element of

the discussion. Major sporting competitions often require substantial public and private investment, creating opportunities to modernize urban transportation, improve accessibility, and increase accommodation capacity. However, the financial and social value of these investments depends on their long-term utilization. Preuss [6] argues that mega-event legacies should be understood through the changes they produce in the host destination rather than merely through their immediate economic performance. This approach is particularly relevant to the construction of large sporting facilities. Stadiums, training centers, and other venues may contribute to tourism diversification when they are used for subsequent sporting competitions, exhibitions, educational activities, and other public events. Their economic usefulness may be further strengthened when they are integrated into broader recreational and urban development programs. Conversely, poorly planned infrastructure can create substantial maintenance costs and reduce the resources available for other tourism or community priorities. Accordingly, public investment decisions should consider the expected intensity of post-event utilization, operating expenditure, accessibility, and opportunities for integration with existing infrastructure. The environmental and social dimensions of sporting events also require attention. The construction of facilities, temporary concentrations of visitors, increased transportation activity, and additional demand for urban services may create environmental pressures. These pressures should be considered during project planning through appropriate environmental assessment, resource management, and transport organization. In addition, the interests of local residents should be incorporated into decision-making processes, particularly where infrastructure construction or changes in urban access affect communities. An event may generate positive tourism revenue while producing unequal social consequences for different groups. Sustainable development therefore requires an evaluation framework that considers economic, environmental, and social outcomes together. The Beijing Olympic Games provide a relevant example of the relationship between event organization and the geographical characteristics of tourism. The findings of Leung et al. [9] demonstrate that sporting events interact with established tourist attractions and existing urban movement patterns. International visitors may travel primarily to attend a sporting competition while also exploring historical monuments, museums, cultural districts, restaurants, and other attractions. Consequently, coordinated planning between sporting organizers and tourism authorities can improve the distribution of visitor activity and encourage the consumption of complementary tourism services. This relationship also highlights the importance of destination-specific characteristics. Countries possessing extensive cultural and historical resources may be able to use sporting events to introduce visitors to existing tourism attractions, while destinations with limited tourism infrastructure may require additional investment in hospitality services and transportation accessibility. The discussion further suggests that successful sporting event tourism depends on cooperation between public institutions and private enterprises. Governments are frequently responsible for major infrastructure projects, public transport, security, regulatory arrangements, and destination-level promotional initiatives. Private tourism enterprises contribute accommodation, food services, transportation, entertainment, visitor experiences, and commercial marketing. Sporting organizations coordinate the competition itself, while local communities provide an important social and cultural environment for visitors.

The effectiveness of the entire tourism system therefore depends on cooperation among these stakeholders. Insufficient coordination may result in overlapping expenditures, limited accessibility, inconsistent service quality, and inefficient use of sporting facilities. A coordinated destination-management strategy can help align the objectives of sporting organizations with the requirements of the tourism sector. Another important consideration concerns the evaluation of event-related performance. Visitor arrivals, accommodation occupancy, tourism expenditure, infrastructure utilization, international destination awareness, repeat visitation, and resident satisfaction represent different dimensions of tourism development and should not be treated as interchangeable indicators. A comprehensive evaluation should examine changes before, during, and after the event and compare them with plausible alternative development scenarios. For example, an increase in tourist arrivals during a competition period may be related partly to broader economic growth, transportation improvements, or international tourism trends rather than exclusively to the sporting event. Establishing a causal relationship therefore requires suitable research methods, including comparative statistical analysis, longitudinal observations, and carefully selected control destinations. The present study does not undertake such calculations, but its findings indicate that future empirical investigations should distinguish temporary event effects from wider structural changes in tourism demand. From a strategic perspective, the long-term value of mega sporting events is likely to be strongest when host countries use them to accelerate improvements that also serve ordinary residents and tourists. Transportation infrastructure that improves everyday mobility, sporting venues that support recurring activities, and promotional campaigns that communicate the destination's wider attractions may create benefits extending beyond the sporting competition itself. In contrast, development strategies based primarily on temporary international visibility risk producing limited and uneven outcomes. Therefore, the central implication of the research is that successful mega sporting event tourism requires comprehensive planning, realistic economic evaluation, sustainable infrastructure management, and continuous destination promotion.

CONCLUSION

The study examined the influence of mega sporting events on tourism development through a qualitative analysis of academic literature and previously published empirical findings. The research demonstrates that major international sporting competitions, including the Olympic Games and the FIFA World Cup, can create opportunities for destination promotion, tourism product diversification, infrastructure modernization, and increased demand for hospitality services. International sporting events attract participants and spectators from different countries and provide host destinations with opportunities to communicate their cultural, historical, and recreational resources to wider international audiences. Nevertheless, the analysis also demonstrates that the positive relationship between mega sporting events and tourism development is conditional rather than automatic. Previous empirical studies indicate that tourism effects differ according to event characteristics, seasonal conditions, visitor displacement, economic circumstances, and the effectiveness of destination management. The results further suggest that short-term increases in tourist arrivals do not necessarily generate sustainable long-term growth.

The organization of a major sporting event may temporarily stimulate tourism-related expenditure while creating infrastructure costs and management responsibilities that continue after the competition concludes. Therefore, the evaluation of tourism benefits should consider both immediate economic activity and the long-term usefulness of event-related investments. The scientific significance of the study lies in identifying the relationship between event-related visitor demand, international destination recognition, infrastructure development, and post-event tourism management. The research supports the conclusion that the lasting tourism contribution of mega sporting events depends on their integration into comprehensive destination-development strategies. Governments, sporting organizations, tourism authorities, private enterprises, and local communities should cooperate to ensure that international competitions contribute to broader economic and social objectives. Particular attention should be directed toward the development of competitive tourism services, the promotion of cultural and historical attractions, the productive utilization of sporting facilities, and the evaluation of measurable tourism outcomes. Future empirical research should investigate changes in tourist expenditure, visitor behavior, destination image, infrastructure utilization, and regional economic performance before and after major competitions. Such investigations would provide stronger evidence concerning the conditions under which international sporting events generate sustainable tourism benefits. **In conclusion, mega sporting events can positively influence tourism development, but their long-term success depends not simply on hosting an internationally recognized competition, but on the ability of the destination to transform temporary international attention into lasting tourism demand, efficient infrastructure, and sustainable economic opportunities.**

REFERENCES

1. Gibson, H. J. (1998). Sport tourism: A critical analysis of research. *Sport Management Review, 1*(1), 45–76. https://doi.org/10.1016/S1441-3523(98)70099-3

2. Getz, D. (2008). Event tourism: Definition, evolution, and research. *Tourism Management, 29*(3), 403–428. https://doi.org/10.1016/j.tourman.2007.07.017

3. Song, W. (2010). Impacts of Olympics on exports and tourism. *Journal of Economic Development, 35*(4), 93–110. https://doi.org/10.35866/caujed.2010.35.4.005

4. Fourie, J., & Santana-Gallego, M. (2011). The impact of mega-sport events on tourist arrivals. *Tourism Management, 32*(6), 1364–1370. https://doi.org/10.1016/j.tourman.2011.01.011

5. Kurtzman, J. (2005). Sports tourism categories. *Journal of Sport & Tourism, 10*(1), 15–20. https://doi.org/10.1080/14775080500101502

6. Preuss, H. (2007). The conceptualisation and measurement of mega sport event legacies. *Journal of Sport & Tourism, 12*(3–4), 207–228. https://doi.org/10.1080/14775080701736957

7. Fourie, J., & Santana-Gallego, M. (2022). Mega-sport events and inbound tourism: New data, methods and evidence. *Tourism Management Perspectives, 43*, Article 101002. https://doi.org/10.1016/j.tmp.2022.101002

8. Rose, A. K., & Spiegel, M. M. (2011). The Olympic effect. *The Economic Journal, 121*(553), 652–677. https://doi.org/10.1111/j.1468-0297.2010.02407.x