

スポーツ科学研究, 11, 35-68, 2014 年

The economic and social psychological impact of Sporting event: An Analysis of the SAITAMA Criterium by Le Tour de France

Takayuki Fukuhara¹, Munehiko Harada², Daichi Oshimi²¹Graduate school of Sport Sciences, Waseda University²Faculty of Sport Science, Waseda University

The purpose of this study was to measure the economic and the social psychological impact of the sport event. Holding a sport event brings the local government various effects. The two major effects are the economic and social psychological impact, which could be brought at one sport event. Sport events have economic impact via the direct expenditure from tourists who attended the event. On the other hand, sport events have social psychological impact to the residents.

This survey is intended to inspect these impacts by the investigation using the questionnaire survey using quantity and quality. The questionnaire was taken at the sport event called, Saitama Criterium by Tour de France held at 26th October 2013.

The sample of the economic impact was

956 Japanese adults who watched the criterium. Of all spectators, 36.2% came from the Saitama city, 27.3% came from the Saitama prefecture (except Saitama city) and 36.5% came from any place other than the Saitama prefecture.

The social psychological impact was measured by questionnaire before and after the event by comparing the score of each time. The target of this study was the people who live in Saitama-city, and 2000 questionnaires were distributed to the residents by mail-in survey. As a result, 678 questionnaires were collected before the event and we also distributed them to the people who returned the questionnaires after the event. Now we are waiting for returning questionnaire, therefore we're going to show the results of this study in detail at the symposium.