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**Sports events and development of local economy: A
case study of IPL match in Mohali**

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Abstract

Sports events are a great platform to showcase the impact they have on society - well-being of the persons, quality of life, the creation of jobs, health, social inclusion and to get young people back on the right track in life. Not only on the social front, but these events provide opportunity for long-term economic development of the nation and to build upon the structural improvements in the country as well as the respective host region. Due to the emergence of sports events a new aspect to tourism has emerged which is known as sports tourism. Sports tourism generates economic impact through direct spending into the economy and it is rapidly growing industry under the broader travel/tourism industry. Sports tourism brings in tens of thousands, even hundreds of thousands of viewers. Obviously, people need to eat and need places to stay and therefore it leads to the demand for and more money to hotels, restaurants, local vendors and alike. Sports tourism can play a vital role in developing local communities. On the other hand, there may be certain negative impact of hosting sports events - crowding, disruptions to lifestyle, and so forth. IPL started in the year 2008 and it has had huge impact on the Indian economy and the economies of the host cities. Not many studies have been conducted to analyze the impact of IPL matches in North India, and in particular Mohali, though the matches are being held at PCA stadium Mohali since the year 2008. The present paper shall highlight the linkage between socio-economic development and sports events through the door of sports tourism in general. Based on the survey conducted during IPL match (2018) at PCA Stadium Mohali, this paper shall focus on the social and economic impact of IPL match on the local vendors and residents in the vicinity of the stadium. The paper will also through light on the problems faced by the respondents in the study area and suggest possible suggestions for the improvement. The study shall be based on both secondary as well as primary data sources. The primary data was collected through well developed questionnaire.

Keywords: mega- sports events, sports tourism, Indian premiere league, community development

Introduction

Sports activity is defined as a form of physical activity that is competitive in nature and is played by people through casual or organized participation. According to Cambridge dictionary: sport is defined as a game, competition, or activity that needs physical effort and skill and is usually played according to the laid down rules. The participation maybe for enjoyment, and or as a professional economic activity. In the recent times, there has been an increase in the level of participation in sports activities, because of the inherent benefits associated with the same. Apart from the improvement in physical abilities and skills, there are various other social and economic benefits that are realized from sports. Improvement in physical health, mental fitness, strength, are some of the benefits that can be directly related to the level of participation in sports activities. Sports activities provide a platform for the talented players to prove their mettle at the national and international sporting events. Sports activities are clubbed under the umbrella of sports events. There are single-sport events as well

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as multi-sports events. Multi-sports events are the organized sports events that continue for multiple days with competition in different games and sports activities between teams/individuals from various local as well as other nation states. In recent years, there has been an increase in the frequency of mega-sports events being held in almost all the countries of the world, especially in the developing economies. The positive effects of these events on the economy have been a cause of this change. The events are a great platform to showcase the impact they have on society viz; women empowerment, well-being of the persons, quality of life, the creation of jobs, health, social inclusion and to get young people back on the right track in life. Not only on the social front, but these events provide opportunity for long-term economic development of the nation and to build upon the structural improvements in the country as well as the respective host region. The evaluation of the economic impact of the sport events is a difficult task. To understand how a host country, its citizens, regions, benefit from the long-term impact of these events is of due importance. As far as India is concerned, the major contributor to the sports industry as well as the pathway for sports tourism is the game of Cricket. Cricket is not the national game of India, yet it is the most popular one, first introduced to India in the 18th century. Cricket is followed like a religion and is celebrated like a festival in our country. India won the ICC Cricket World Cup for the first time in the year 1983. The prominence of the sport started to grow and so did the brand value of the sport and the laurels have kept coming since then in the form of ICC inaugural World T20 in the year 2007, the World Cup trophy in 2011, and ICC Champions Trophy 2013, and so on. These are only a few achievements that created a buzz in the sports industry and consequently the involvement of players, management, media, sponsors have been growing over the years. Apart from the International Cricket matches, domestic competitions like Ranji trophy, Duleep trophy, Vijay-Hazare trophy, Deodar trophy have gained much more popularity because of the increased branding of Cricket. Other initiatives taken by Board of Cricket Control in India (BCCI) for profit generation and marketing are domestic T-20 league and the Indian Premiere League. IPL started in the year 2008 and the success of this cricket league can be assessed from the fact that merely in the year 2015, IPL made a healthy contribution of 11.5 billion (USD 182 million) to India's GDP. (Source: The Hindu Retrieved 6 Jan 2016). There are various sources of IPL revenues viz; ticket sales, sponsorships, merchandise rights, internet and television rights, ground advertisement, cellular service providers, etc. IPL has had huge impact on the Indian economy and the economies of the host cities. The present paper is based on the survey conducted during the IPL match 2018, held at PCA Stadium Mohali, which was played between Sunrisers Hyderabad and Kings XI Punjab. Mohali which is now known as Sahibzada Ajit Singh Nagar is a city adjacent to Chandigarh and according to Census 2011: the urban/metropolitan population of this city stood at 1, 76, 170. The cities Chandigarh, Mohali and Panchkula form a tricity and have been planned in a similar way. Punjab Cricket Association, IS Bindra Stadium is the venue for mostly all the cricket events in the state of Punjab. PCA stadium at Mohali was built in the year 1993 and it one of the best cricket grounds in the world. There are quite a few evidences to state that the city hotels, restaurants, and other businesses, are flooded with tourists coming from all parts of the country to the host city and thereby through their expenditure adding to the state's domestic product. The economic benefits may be

generated because of their direct and indirect expenditures on accommodation, food/beverages, shopping, sight-seeing, etc. Also, the construction of a new stadium, and other infrastructural facilities that facilitate the conduct of event lead to generation of various economic opportunities for the host city. Because of cricket events, increased number of sports training centers have been opened in these cities. At the same time many employment opportunities have been generated in the local economies of these states and thereby leading to sound foundation for the future development of these host cities as well.

Objectives

- To study the potential of Sports Tourism in India to emerge as an influential driver for economic growth.
- Socio- Economic impact of IPL match on the local economy with special focus on Local Vendors and Residents.
- To describe the factors that acted as constraints in obtaining potential benefits for socio-economic development in rural communities as a result of hosting IPL match.

Research Methodology

The present paper shall highlight the linkage between socio-economic development and sports events. Based on the pilot survey conducted during IPL match (2018) at PCA Stadium Mohali, this paper shall focus on the social and economic impact of IPL match (local vendors and residents in particular) in the vicinity of the stadium. A total of 40 respondents were randomly selected- 20 local vendors and 20 residents residing in the vicinity of the PCA Stadium Mohali. In addition, few of the hoteliers and restaurant owners were also interviewed. The study is strictly primary in nature and the data for the same was collected through well-developed questionnaire. Sunrisers Hyderabad played against the local team Kings XI Punjab at the IS Bindra PCA Stadium Mohali (match covered). The respondents were questioned during and before the match day in order to access the exact situation, the overall glimpse of the scenario during the event days and how the things are placed in order.

Results and Discussions

Due to the emergence of sports events a new aspect to tourism has emerged which is known as sports tourism. Sports tourism generates economic impact through direct spending into the economy and it is rapidly growing industry under the broader travel/tourism industry. Sports tourism brings in tens of thousands, even hundreds of thousands of viewers. Tourism has become one of the most remarkable success stories of modern times. Tourism industry that began on a massive scale only in the 1960's has grown rapidly and steadily since then and has emerged as a new driver of growth in terms of income generation and the number of people who travel abroad. According to World Tourism Organization data, more than 715 million people were travelling internationally in 2002, generating more than US\$472 billion in earnings. Tourism can play an important role in generating needed foreign exchange earnings, creating jobs, and also contributing to the tax revenues. The competition for tourist spending is on the rise and is becoming much more intense National as well as local governments have begun realizing the tourism potential to meet demand and produce benefits. Today tourism has grown significantly in both economic and social importance. The fastest growing economic sector of most industrialized

countries over the past several years has been in the area of services. One of the largest segments of the service industry, although largely unrecognized as an entity in some of these countries, is travel and tourism. In this backdrop it has become essential to plan carefully and consider the human and environmental impacts of tourism development as well. Earlier the sport-related international travel was confined to domain of elite athletes who were representing their countries in international competition. But, now with much more hyper mobility, the sports related travel has extended across all spatial scales, levels of competition and competitive-participatory, serious – casual and active passive dimensions of engagement. (Higham and Hinch 2009) ^[11]. Coming to the concept of SPORTS TOURISM- It is widely acknowledged that the concept of sports tourism is not totally a new modern phenomenon. As long as one of the prime reasons for travelling is sports, it can be termed as sports tourism. Sports tourism generates economic impact through direct spending into the economy and it is rapidly growing industry under the broader travel/tourism industry. Sports tourism brings in tens of thousands, even hundreds of thousands of viewers. Obviously people need to eat and need places to stay and therefore it leads to the demand for and more money to hotels, restaurants and gift-shops alike. Sports tourism can play a vital role in developing local communities. The tourism aspect has been the main aspect associated with the element of sports. In addition to the participants and professional sportspersons, thousands of spectators travel to support their teams. It is an economic, environmental, social and political phenomenon as well as mixture of both sport and tourism. (Bull and Weed 2004) ^[2]. Now Sports tourism is considered as one of the fastest emerging sectors in the global sports industry. This industry is receiving increasing attention for its social, environmental, and economic impacts upon the host cities/ destinations. Sports tourism be it small scale or mega scale has the potential to improve and contribute towards the social cultural, economic and infrastructural development of the host country/ city. Sport tourism basically involves the travel of persons for non-business purposes to take part in any event or to observe sporting activities in order to support their respective teams and cheer for them. (Hall 1992) ^[10]. The overall dimension of sports tourism has widened and it encompasses a number of activities. The fact of the matter is that not only the participants but who those who come to visit the events are often concerned with the state of sports facilities such as the stadiums. (Zauhar 2003) ^[25]. Many cities that were not on the list of tourist places earlier have become a source of attraction for the spectators from different parts of the country/ world. This is because of increasing sports tourism and it's the impact it creates on the economy of the host city. The increased spending of the visitors generates huge economic activity through different forms of their expenditure on both sporting as well as non- sporting activities. There is an increased demand for various forms of accommodation- hotels and guest houses. Also, there is a surge in the demand for restaurants and other eating points. Sport tourism also results in negative impact on host cities, they include local community displacement, crowding, crime and disruptions in the normal life of the local people (Higham 1999) ^[11]. The impact of sport tourism on the environment can be negative as a result of clearing of trees, building ski huts etc. the impact of sport tourism on the environment can be negative as a result of clearing of trees, building ski huts etc. congestion, built-up construction areas, noise pollution, light pollution and overcrowding. Many studies have

specifically highlighted the importance of sports tourism and how it contributes to the socio- economic development of the local economy. Collins and Jackson (1998) ^[6] also examined sports events impact on the local economy through the door of sports tourism. Positive impact included the strengthening of national heritage, identity and community spirit among local people, platform for showcasing the local culture and getting to know the foreign culture when people visit these places. Sports tourism can instigate the regeneration and preservation of cultural traditions as well. Apart from the positive impact, certain negative factors linked to sports tourism were also highlighted. It was stated that there can be modifications to cultural practices to accommodate tourism, loss of cultural identity and heritage, crowd disorder at events, excessive violence at venues, the attraction of more remunerative of sports tourist employment opportunities can erode traditional communities and adversely affect the balance of a local economy. Certain negative benefits associated with sports tourism were also identified-the introduction of nuisance activities to the country side, especially the starting up of new merchandized sports such as trail biking, jet skiing, etc. that have the potential to cause significant social and environmental impact. Despite the fact that certain negative aspects are associated with the development of sports tourism, yet the importance of growing sports industry cannot be undermined and it can be widely contended that the changed socio- economic scenario of India seem to reflect a remarkable growth of Sports and Sports Industry. Encompassing various dimensions such as entertaining the public through the sociology of sport by the medium of Indian cinema, the launch of IPL, and of course the much caveated 19th commonwealth games 2010, Delhi. In the context of India also, various studies have been done analyzing the sports events, tourism and the growing sports industry and how the relationship with economic development. Chalip *et al.* (2003) ^[3] in their study have analyzed the relationship between sporting events and the role they play to promote tourism strategies at all stages. They found that these events not only attract participants, tourists, spectators at the first place, but also create a future platform for many such events to happen in that city by changing the image of the city, and thereby encouraging future tourism. The efficient management of media coverage and advertisement can play a major role in attracting future tourists in the coming years and thereby contributing in more socio-economic development of the concerned city. Mishra (2018) in an article stated the fact that Sports tourism is witnessing 10-12 per cent growth as Indians are showing more enthusiasm for visiting a country to attend sports event.

"Globally sports tourism is a multi-billion-dollar industry. According to estimates, global sports tourism was worth USD 7 billion in 2017. Not only those who are associated with sports, but many industrialists have been come up with studies reflecting the importance of Sports Industry. Anand (2018) While it is a mature industry overseas, in India it is in infancy The first love for Indians is cricket and they travel to watch the game, whether in India or overseas. The 2011 World Cup further cemented Indians' love for travel coupled with watching their favorite sporting stars in action. India has seen a change in the travel patterns and there has been rise in the incidence of travelling for sports events ever since the launch of Indian Premier League in 2008. Indians' have always loved both sports and travel, so holidays around sporting events are the perfect combination to satisfy two cravings at once. As a resultant many in the tourism industry have begun to realize

the value of wooing the tourists- many of them fall into the high- spending category, stay longer than other tourist categories, are high caliber and often stimulate other tourism. Some specific studies examining the impact of Indian Premiere League (IPL) have also been studied. Narayan and Subramaniam (2014) had conducted a study to examine the impact of IPL on the UAE economy in the year 2014 when few matches of the seventh edition of IPL were held there. The impact was judged in terms of rise in the sports tourism in the UAE. The social, environmental, and economic impact of the event was analyzed and it was found that there was 2.12% times more increase in the CPI in the year 2014 as compared to the previous year when IPL was not held. Also, there was around 29% increase in the number of tourists in the year 2014 comparative to 2013. All this had a positive impact on the UAE economy. Mohan (2015) ^[20] in his article has highlighted about the negative impact that the tourism and hotel industry was facing because of the non- hosting of Indian Premiere League (IPL) matches in Dharamshala city. The tussle between the HPCA and the State Government, and other political reasons were responsible for the non- conduct of matches in Dharamshala. In the years when IPL matches were held, the tourism and hotel industry in the city prospered and there was a positive image building of the city. But, in the recent years due to the non -conduct of matches, the hotel industry and tourism has been affected to a large extent. It was stated that tourism industry in Dharamshala was restricted to merely 3months during the summer season and there was overall decline in the number of foreign tourists in the year.

After reviewing the above literature, it was found that sports events certainly have a huge impact on the local economy of the host city. The current literature review studied does not specify any work done regarding the impact of cricketing events /cricket matches on the local economies of the host cities in North India. Considering the fact that cricket is the most popular sport in India and the conduct of any cricket match/event does have an impact on the economy of the host city, it becomes quite evident to study and measure their impact in terms of creation of employment and income opportunities and thereby increase in the income and expenditure of the concerned city leading to an improvement in the social condition of the people involved in managing and organizing the cricket event/ matches, urban development through the creation of new infrastructural facilities for the conduct of such events, etc. No specific study highlighting the impact of IPL (Mohali) on the local economy, particularly the local vendors and residents has been done and therefore the survey of the same was done and the topic chosen for the present paper is justified.

Social Impact

Gratton & Preuss (2008) ^[8] have defined social impact of sport events in terms of legacy they create. Tangible legacy defined in terms of sports facilities created because of the conduct of any sport event and they remain even after the event is over. On the other hand, intangible legacy refers to the change in people's experiences, attitude, and behaviors that occur because of event hosting in a city. Chalip (2006) in his study called for an attention to be paid to the social value of sports events organized. The social impact basically works as a source of potential event value and a source of problems as well. The author says that sports events happen occasionally or at some regular intervals and with the coming up of a sport event it feels as if a new energy has been injected into the communal atmosphere that can be shared by

all. There is an increased sense of communality among those who are present in the area where the event takes place. These events strengthen the social fabric and contribute towards social capital formation by becoming an ongoing source of social imagination and innovation. Such events give ample opportunities to people to share time, space and activities with one another. These events foster sociability both inside and outside the venue. People can arrive early or stay late even after the event and thus tend to interact with the people around. Many a times the sponsors of an event also organize tea breaks and others small picnics to nearby tourist places so that tourists interact with each other. These informal social events and ancillary activities that take place also increase the economic impact by lengthening the event or intensifying event spending.

Gyekye AB *et al.* (2013) ^[9] in their paper assessed the socioeconomic impact of sporting events on rural communities: taking a case study of Thumela municipality in South Africa. Three towns were selected on the basis of stadiums where soccer matches used to be played. The main objective of the paper was to know the benefits that accrue to the rural communities when PSL soccer games take place in the vicinity of the communities. The social as well as economic benefits foregone after the relocation/ shifting of matches to another place were also duly studied. Their study aimed to highlight the significant local economic development potential that could be derived from optimum utilization of sports infrastructure which is already existing and also the lost opportunities from neglecting and under-utilization of sports infrastructure after the event is over. The study sought to obtain the resident's perceptions and attitudes on issues such as – the event as entertainment, social benefits and costs of the event, the event and promotion of community pride. Littering was ranked by 31.8 % of the households as the most common social cost associated when matches used to be played in the neighborhood. As far as public utilities were concerned majority of the respondents at least agreed with the statement that event promoted the development and better maintenance of public facilities such as roads and sports stadium. On issues relating to community pride, majority of them agreed to the fact the event had made locals feel proud of their community. It was estimated through their study that on an average, high traffic volumes were beneficial not only to the host cities, but to commercial establishments as well, service/ petrol stations in particular. It was interpreted that high traffic volumes have socio-economic benefits that outweigh costs. Most of the households had ill feelings when the matches were shifted to a different town because of the feeling of community pride linked to matches being played in their town. Local communities hosting any sporting event usually have different perceptions and attitudes towards the sport. Deery and Jago (2010) in their study have carried out a review of the existing literature related to the social impact of events on the communities. An event conducted anywhere has a profound impact on the community because of its short term but high-profile nature. These effects can be both positive as well as negative in nature. The aims of much of the research carried out in this area have been development of appropriate scales to accurately measure the social benefits related to these events so as to conduct them in sustainable manner, providing insights and recommendations to the local authorities to enhance the social impacts of the events and to study the perceptions of the residents regarding the conduct of the particular events. They have brought into light certain theories on the basis of which people assess the impact of any

event. One such theory is the Social Exchange Theory according to which the events are considered good as long as the benefits outweigh the costs of conducting such events. Talking about the method being used to examine the impact of such events, the study says that the most overwhelming method used to understand the social impact of tourism has been using quantitative surveys. The paper also provides various positive and negative impacts of conducting such events. The positive impacts include things like increased employment and entertainment opportunities, improved standard of living, Short term rise in income levels, enhanced community event, community pride, increased social interaction, increased skill base and enhanced facilities. There are certain negative impacts also like anti-social behavior of few individuals, increased crime rates, litter, noise, traffic congestion, overcrowding etc. Taks (2013) [24] has identified three main aspects of social impact -sports and sports participation, change in attitude and beliefs due to event hosting, feeling of happiness and pride, and the most important being social cohesion. Social cohesion refers to the process of developing shared values, shared challenges and new and equal opportunities that are based on trust, hope and other social aspects that are created as a result of sport events.

Economic Impact

As far as assessing the economic impact of sports events is concerned, Humphreys (1994) in his study on the economic impact of hosting super bowl xxvii at Georgia, evaluated the economic impact in terms of employment generation and revealed that the event created around 2736 jobs and contributed \$166 million to the economy. Out of the total \$166 million – \$76million was the direct impact, the estimation of which was done on the basis of number of visitor days and multiplying the statistics with the average estimated expenditure per visitor and the remaining \$90 million accounted for the indirect impact estimated on the basis of input output model. Whereas the role of public authorities in the conduct of sports events was highlighted by Mules and Faulkner (1996) in his paper “an economic perspective on major events”, which pointed out that it is not always unequivocal economically beneficial for the cities to host the major sports events. In general, organizing of major events when done by the public authorities often results in loss of money to them despite various benefits in terms of additional spending in the host city. Citing an example of World Masters Games in Brisbane (1994), it was estimated that games will cost Brisbane around \$2.8 million to stage up but instead generated a massive benefit of \$50.6 million in terms of additional economic activity in the state. He added, that the construction of new stadiums and other sports facilities require investment which is often paid for in part by the central government or the international sports bodies thereby boosting the local economy as well to some extent. The facilities once structured shall remain and act as a future platform for other activities that can take place in order to generate additional tourist expenditure even after the event is over. The hosting of sports events is justified on the ground that they can serve in projecting new image and identity for the host city in addition to the long term economic and social consequences. Chhabra (2003) in his paper highlighted the economic impact of sports festivals for the host city. The impact of these sports festivals on the rural economy was evaluated and he found that the local restaurants and lodging, local vendors, festival vendors, sponsors were the main beneficiaries. But the multiplier effect was not much

significant and the contribution to the local economy through the increase in the activities was less than expected. He further stated that multi- day sports festival created more impact on the lodges and local hotels through the increase in tourist expenditure, whereas single day festivals relatively affected the local restaurants more. According to him number of days for which the festival is held, and the other characteristics of the local economy were identified to be two main factors determining the economic impact.

The residents in particular were not asked economic questions, they were only asked as to whether they have any business set up/ shop/ in the vicinity of the stadium.

For the current study a pilot survey was done with the help of well-structured questionnaire that incorporated certain social variables which were considered relevant for studying the socio-economic impact of IPL match particularly on the local vendors and residents in the vicinity of the stadium. Few of the hoteliers and restaurant owners were also interviewed in order to know their perception about how the conduct of matches in their city affects their business. The results and analysis of the pilot survey conducted from few stakeholders which were present both before and during the IPL match identified certain specific areas for discussion and each is presented separately below in the context of socio- economic impact and development of local economy from conduct of IPL match-:

Income Effects:

Local Food Vendors: Category 1: those involved in selling primarily food items (kulcha, cucumber, pav bhaji, drinks) all year around and have no other means of income. They fall in the Rs.300-500/per day income group during normal days. But during the match day, for most of them their earnings rose by 2 to 3 times. Category 2: those who had travelled from neighboring sectors for putting up stalls (Shakes, puri-channa, bun-tikki) only during match days. They fall in the Rs. 500-1200 earnings group on normal days and earned doubled during match days.

Commercial Product Sellers (Team jerseys, paints, caps, props): Those who travelled from adjoining areas to especially sell these products even though for some of them their primary business was different. Their savings for the present match was around Rs. 4000-5000 but for the previous IPL match held, for some business group it was around Rs. 8000-9000.

Hoteliers and Restaurant owners experienced full occupancy around the days of matches and it was also found that the hoteliers benefitted in terms of increased tariff during the match days.

Thus, it was found that most of the vendors benefitted in terms of higher earnings due to influx of tourists who had come to watch the IPL match. However, few faced stiff competition which stood as a disadvantage for them as their earnings were lower than expected.

Employment Effects

Due to high rise in demand from rush of spectators a general increase in sales is sought. So, few statements regarding part time jobs, over time from existing staff, temporary contractual hiring etc. were included in the questionnaire to examine the rise in employment opportunities due to rise in sports tourism. In order to realize the high sales, most of the local vendors were assisted by local boys who were employed as part- time by the respective vendors. The other sources of temporary employment for local people were - as ticket sellers, security

guards outside PCA stadium, local language mediators for the outside business groups and some form of contractual employment (cleaners & sweepers, event managers, grounds men) hired by municipal authorities for the services within the vicinity of the stadium during the conduct of match. On the other hand, it was found that hoteliers and restaurant owners did not employ temporary staff for the purpose of matches.

Thus, even if we expect political events to be attributed for creation of jobs, a high number of respondents of the survey agreed that days with IPL matches led to high sales compared to normal days which led to more of employment opportunities.

Social cohesion and cultural interaction

Most of the respondents agreed that with the diversity of tourists from nearby cities, there was promotion of social cohesion and social interaction among different groups of the society as it facilitated better understanding among different cultural groups, cultural conservation and restoration, etc. The response for the other variables (no interaction, no maintenance of personal relations etc.) was negligible in comparison.

Spillover effects

Findings from the pilot survey revealed that the conduct of matches promoted the development of sports infrastructure over the years for other games than cricket (sports stadium, private clubs and other related facilities), development of non-sports infrastructure – schools, colleges, road developments in the area, airport connectivity, fitness and recreational centres, community centres (asked more specifically from local residents). Moreover, residents were happy with increased availability of public transport (autos, shared cabs) during match days.

Other social benefits

There is no doubt from findings that cricket has a great role in boosting the community pride, making residents feel good about themselves and in marketing their town. It appeared that residents were happy to receive and host people from other towns and cities who came to support the teams. They believed that this helped in positive image building of their city, enhanced attractiveness of the city and change in the attitude and beliefs/ modern lifestyle and thinking. Also conduct of IPL matches initiated curiosity and awareness among the locals and their children about sports in general and on seeing the grand hoisting and celebrations, they were motivated to indulge in more of sports activities.

For a place like Mohali conduct of such IPL matches acts as a key driver for economic growth and development of its local economy as it creates various income generating employment opportunities for its residents and benefits commercial establishments. According to social exchange theory events are considered good as long as the benefits outweigh the costs of conducting such events and this aspect of the study shall be reviewed in the next section.

Problems

Everything has its issues and concerns and so that sports. Hosting of sports events can sometimes be a troublesome task as there are certain problems that the local economy may have to face. Mules and Dwyer (2005) in their study highlighted the positive as well as negative economic impact of sports events. Apart from the impact on income and employment, the negative impact like traffic congestion, unutilized

infrastructure, road accidents, increase in crime, litter, noise, crowding of the city, environmental damage and pollution were cited. It was found that there was a loss to the local community on account of these negative externalities and the local residents spent less on the purchase of local goods and services during the event days and some preferred to stay at home rather than dining out because of the perceived crowding of restaurants and traffic congestion. Also, there were some others who preferred to move out and increased their spending during the event days. Despite the negative impacts, there was a subsequent rise in the regional GDP of the hosting city. Humphreys and Prokopowicz (2007) [15] in their paper have identified the factors like traffic, congestion, lack of ticket availability, rise in retail prices, rise in accommodation prices etc. which create negative impact on the foreign tourists and their motivation to come to the event hosting cities. Jenkins (2012) in his case study has highlighted the negative impact of sporting events on the environment. Thousands of tourists who travel to different cities often generate huge amount of waste, there is also an increase in the pollution level due to more traffic and cars on road during the event days. Citing the example of millennium stadium in Cardiff, he found that 59 tons of waste was generated by the supports, and food and drink businesses in the city during the football league matches. Howard and Crompton (2004) pointed out three primary costs that were associated with hosting the mega-sporting events- impact costs, displacements costs and opportunity costs. Impact costs refer to the additional equipment or labor supplies, and time associated with hosting the events. Off-site impact costs are associated with tourist arrival, communities' services and hospitality industry encountering large amount of demands, at the same time it might sacrifice the social lives of local residents. Major concerns identified were – traffic problem, environment degradation and increased prices in retail and restaurant expansion. Displacement costs on the other hand refer to the costs that is associated because of the reluctance of tourist to visit a particular place during the peak event season because of the fear of overcrowding and thereby reduction in the quality of service as they perceive to be offered during the otherwise season.

After reviewing the literature, a well-structured questionnaire was formed that incorporated certain key social problems that were faced by the respondents residing in the vicinity of the stadium, during the IPL match held there. Identified problems were- Littering, Increase in crime, Security Issue, Noise, Property Damage, Traffic Congestion, Rowdy behavior of fans, Disruption in lifestyle/ Adoption of westernized culture, Parking chaos, Loss of moral values, the event denied access to the local residents to access public facilities because of overcrowding, loss in the local customers as they preferred to stay/ dine in at home during event days because of traffic congestion, increase in the pollution level. Most of the respondents identified littering as the main social concern during the match day, closely followed by traffic congestion and parking chaos. The response for the other variables was negligible in comparison. (These were asked from both local vendors as well as residents).

The negligence on the part of competent authorities to show concern paved the way for problems to creep in that in turn resulted in lost opportunities. The major concern was Parking, as almost all the stakeholders held the view that traffic congestion and improper parking was the driving negative force as far as assessing the impact of event was concerned. The other important issue highlighted was the lack of

coordination between the local vendors who stall up during matches and the municipal authority. Most of the vendors were not allowed to stall near the venue even on the match days and instead were charged exorbitant taxes. In addition, the local residents too faced a lot of problems during the match days. The nearby residents were issued cards exclusively for the match day- 1 per family for driving, in order to avoid the traffic congestion. Some of the residents had shifted to watching the match on T.V instead of going to the stadium.

Other and probably the most important issue that came into limelight was that not all matches have positive impact as far as the earnings are concerned. It all depends on the type of match and most importantly the teams that are playing that particular day. For instance, the survey for the current study was undertaken when the Sunrisers Hyderabad locked horns with the local team Kings XI Punjab, and the respondents earned lesser as compared to few days before, when the giant MS-Dhoni led Chennai Super Kings played against Kings XI Punjab on the same ground. Few of the respondents even suffered losses that day or had not even sell single item till the match evening. Some vendors from outside the city – the ones selling team jersey, hats, and other fun items were also questioned and most of them agreed to have been benefitted from the conduct of match, but again had earned less in comparison with the previous match. This happens because the type of team playing transacts into the number of tourists coming to see the match and thereby generates income for the local vendors through their purchases.

Suggestions and Conclusion

This paper studied the socio-economic effects of hosting IPL match in Mohali. Various problems were discussed in the previous section that acted as constraints in road for realizing the potential benefits from the IPL match conducted in the city. In order to attain the possible or the expected paybacks from the match, the present study calls for certain suggestions that the authorities must look up to. There must be proper coordination among the different stakeholders involved in organizing the event and the ones who are directly or indirectly affected by it. The municipal authorities should issue special permits to vendors for the match days and they must be asked to stall up for certain time duration during the match day. The major concern- parking needs to be managed at the earliest. A new international standard stadium near Mullanpur village, Mohali is under construction and will become operational in forthcoming years. All the international matches would be played in the newly constructed stadium, whereas the local, Ranji matches would be played at the old PCA stadium. According to the recorded responses during the survey, this step has been taken mainly in order to get away with the problem of traffic/ parking near the PCA stadium. Although there may be other social or political reasons, which may come across when a full- fledged survey is done.

Nowadays, there is a widespread concern for the environment and of course the conduct of any match has its environmental costs. The important one identified was littering, and as such efforts must be made by the authorities to employ adequate staff during the match days in order to keep the area clean. Whenever it is talked about urban development, the foremost thing that comes in mind is the infrastructure facilities in the area and whether the existing infrastructure is utilized to its optimal potential or not. Although from this pilot survey this point could not be well justified yet, it may be suggested that there must be optimal utilization of the existing infrastructure

(both sports/ sporting venues/ as well as non- sports infrastructure). Many developments have been taking place in this regard- As far as connectivity is concerned, the nearest International airport is 8 km away from the stadium. As off now it is of due importance to know whether these developments have relation directly/ indirectly with the sports events taking place in the city. The other important suggestion that must be taken into consideration is with regard to commercialization of local, Ranji matches as well, and make provisions, so that the tourists visiting the city for holidaying or recreational purposes may be allowed to go inside the stadium and visit the local matches. This is being done by the HPCA (Dharamshala). Hosting a big event constructs a renowned visiting attraction. It heavily involves support from local residents apart from the government of the state. However, the positive benefits are most often exaggerated and are disproportionately emphasized by sports boosters and promoters, yet it does not mean that the decision makers should overlook the costs. The negative costs should be dealt with and paid more attention, respective solutions should be prepared to resolve or minimize the costs. A sporting event provides an opportunity as well as poses a risk at the same time. It is regarded as an impetus to development, yet is not adapted to every community in an equal way, as evident from the problems mentioned in the previous section of this paper. As Chalip (2006) contends that sporting events can be useful beyond the period of the event itself if they are built into the destination's marketing communication mix. Therefore, future researches should be more specifically focus on the discovery of determinants that may result in the success of events like IPL, and the factors that lead to generate more benefits than the social costs. There must be more public involvement and the suggestions of the big hoteliers and restaurants owners who have a large stake in these events must also be incorporated. The decision makers, organizers and investors must provide for insights of risks and also possible solutions. Effort must be made for future researches to be more convincing and objective in providing the underpinning of looking for the most optimal solutions.

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