Sport in Society ›
Cultures, Commerce, Media, Politics
Volume 12, 2009 - Issue 6

822 Views | 17 CrossRef citations to date | 0 Altmetric

Articles

The socio-economic impact of the FIA World Rally Championship 2007

David Hassan & Sean O Connor

Pages 709-724 | Published online: 18 Aug 2009

Cite this article https://doi.org/10.1080/17430430902944134

Sample our Sports and Leisure Journals
>> Sign in here to start your access to the latest two volumes for 14 days

Full Article | Figures & data | References | Citations | Metrics

Reprints & Permissions | Read this article | Share

Abstract

Central to this research paper are findings from a major international collaborative study into the social and economic impact of the World Rally Championship (WRC) during 2007. Scholarship in the field of motorsport is rare, which is remarkable against the backdrop of a discipline that has truly global appeal. The analysis contained herein unfolds within extant research into the staging of so-called ‘mega’ sports events but highlights important shortcomings in this literature when examining a sport, such as rallying, which takes place beyond the normal sporting boundaries. The study also engages in debates surrounding the role of sport as an agent for social and cultural regeneration but advances a number of inadequacies within this and other procedures involved in measuring the full impact major sports events exercise upon their host communities. Beyond this a study of the WRC in 2007 reminds the reader of how sport events have differing symbolic significance depending upon the national political and

cultural locales in which they take place. In this regard this essay also unpacks established discourses surrounding sporting legacy, exactly what constitutes a ‘sport tourist’ and the vexed issue of the use of multipliers when calculating the full economic impact of sports events both now and in the future.

Notes

[1] O Connor, ‘An Examination of the Marketing Strategy’, 34.

[2] ISC, WRC Report.

[3] Jones, ‘Major events, networks and regional development’, 189; Hassan, ‘Rally Ireland’, 14.

[4] Gratton, Dobson and Shibili, ‘The Economic Importance of Major Sports Events’, 20.

[5] Smith, ‘Tourists’ Consumption', 83.

[6] Turco et al., ‘Socio-economic Aspects of Sport Tourism’, 227.

[7] Maslow, Motivation and Personality, 45.

[8] Downward, Lumsdon and Ralston, ‘Gender Differences’, 225.

[9] Dobson, ‘The Economic Aspects’, 56.

[10] Department for Culture, Media and Sport. Game Plan, 12.

[11] Department for Culture, Media and Sport. Game Plan, 15.

[12] Shibili and Gratton, ‘Economic Impact’, 490.

[13] Ahlert, ‘Hosting the FIFA World Cup in Germany’.

[14] Yin, Case Study Research, 78.

[15] Wilson, ‘The Economic Impact of Local Sport Events’.

[16] Mules and Faulkner, ‘An Economic Perspective’, 108.

[17] Ahlert, ‘The Economic Effects of the Soccer World Cup 2006’.

[18] Gratton, Dobson and Shibili, ‘The Economic Importance of Major Sports Events’, 22.

[19] Ahlert, ‘Hosting the FIFA World Cup Germany 2006’, 67.

[20] Culf, ‘Spiralling Costs’, 1.

[21] Mount and Leroux, ‘Assessing the Effects of a Mega-event’, 23.

[22] Kurtzman, ‘Economic Impact’, 50.

[23] Preuss, ‘Conceptualization and Measurement’, 210.

[24] Turco et al., ‘Socio-economic Aspects’, 230.

[25] Putman, Bowling Alone, 17.

[26] Dho, ‘A Vision of Tourism’, 100.

[27] Gammon and Robinson, ‘Development and Design’, 1.

[28] Delphy, ‘Outlook for Sport Tourism’, 123.

[29] Smith, ‘Re-imaging the City’, 237.

[30] Austrian and Rosentraub, ‘Cities, Sport and Economic Change’, 555.

[31] Tuan, Space and Place, 10.

[32] Cunningham and Taylor, ‘Event Marketing’, 125.

[33] Saayman, ‘A Warm KZN Welcome’, 46.

[34] Crompton and Ap, Development of a Tourism Impact Scale, 15.

[35] Smyth, Marketing the City, 9.

[36] Roche, ‘Mega-event Planning and Citizenship’.

[37] Kirla, ‘Sport Tourism in Hong Kong’.

[38] Gratton, Dobson and Shibili, ‘The Economic Importance of Major Sports Events’, 17.

[39] Kivla, ‘Sport Tourism in Hong Kong’, 111.

[40] Kivla, ‘Sport Tourism in Hong Kong’, 111

[41] Burrell and Cole, Women Sport and Culture; Higgs and Weiller, ‘Gender Bias’; Cleedon, ‘Women Sport and Media Institutions’; Tuggle and Owen, ‘A Descriptive Analysis’; Eastman and Billings, ‘Gender Parity in the Olympics’; George, Hartley and Paris, ‘The Representation of Female Athletes’; Koivula, ‘Gender Stereotyping’.

[42] Tuggle and Owen, ‘A Descriptive Analysis’, 173; Eastman and Billings, ‘Gender Parity in the Olympics’, 141.

[43] Aitchison and Jordan, Gender, Space and Identity.

[44] Horne and Fleming, eds, Masculinities, 69.

[45] Kivla, ‘Sport Tourism’, 112.

[46] Burgham and Downward, ‘Why Volunteer’, 13.

[47] Tayeb, Organizations and National Culture.

[48] Putman, Bowling Alone, 18.

[49] Downward, Lumsdon and Ralston, ‘Gender Differences’, 230.

[50] Putman, Bowling Alone, 23.

[51] Sport England, Sports Volunteering.

[52] Eastman and Billings, ‘Gender Parity’, 163.

[53] George, Hartley and Paris, ‘The Representation of Female Athletes’, 98.

[54] David and Sutton, Social Research.

[55] Arber, ‘Designing Samples’.

[56] Kivla, ‘Sport Tourism’, 114.

[57] Maslow, Motivation and Personality, 20.

[58] Turco et al., ‘Socio-economic Aspects’, 239.

[59] Gratton, Dobson and Shibili, ‘The Economic Importance’, 17.

[60] Turco et al., ‘Socio-economic Aspects’, 239.

[61] Smith, ‘Tourists’ Consumption', 98.

[62] Gratton, Dobson and Shibili, ‘The Economic Importance’, 17.

[63] Wilson, ‘The Economic Impact’, 68.

[64] Kurtzman, ‘Economic Impact’, 68.

[65] Mount and Leroux, ‘Assessing the Effects of a Mega-event’.

[66] Mules and Faulkner, ‘An Economic Perspective’, 107.

[67] Preuss, ‘The Conceptualization and Measurement’, 207.

[68] Putnam, Bowling Alone, 28.

[69] Gratton, Dobson and Shibili, ‘The Economic Importance’, 25.

[70] Kurtzman, ‘Economic Impact’, 67.

[71] Turco et al., ‘Socio-economic Aspects’, 237.

[72] Saayman, ‘A Warm KZN Welcome’.

[73] Preuss, ‘The Conceptualization and Measurement’, 207.

[74] Kivla, ‘Sport Tourism’, 115.

[75] Shank, Sport Marketing.

[76] Koivula, ‘Gender Stereotyping’.

[77] Kay, The Family Factor in Sport.

[78] Kivla, ‘Sport Tourism’, 115.

[79] Burgham and Downward, ‘Why Volunteer’, 13.

[80] Hockstra and Huizingh, ‘The Lifetime Value Concept’, 257.

[81] Shibili and Gratton, ‘The Economic Impact’, 482.

[82] Kaplan and Norton, Strategy Maps.

Related Research Data

Hosting the FIFA World Cup™ Germany 2006
Source: Journal of Convention & Event Tourism
Assessing the Effects of a Mega-Event: A Retrospective Study of the Impact of the Olympic Games on the Calgary Business Sector
Source: Festival Management and Event Tourism
Presentation Summaries: Session I - Sport: New form of Tourism: INTER-RELATIONSHIP BETWEEN SPORT AND TOURISM
Source: Journal of Sport & Tourism
The economic impact of local sport events: significant, limited or otherwise? A case study of four swimming events
Source: Managing Leisure
The economic impact of two major sporting events in two of the UK's 'national cities of sport'
Source: Unknown Repository
The economic importance of major sports events: a case-study of six events

Related research

People also read | Recommended articles | Cited by 17

Information for

Authors

R&D professionals

Editors

Librarians

Societies

Open access

Overview

Open journals

Open Select

Dove Medical Press

F1000Research

Opportunities

Reprints and e-prints

Advertising solutions

Accelerated publication

Corporate access solutions

Help and information

Help and contact

Newsroom

All journals

Books

Keep up to date

Register to receive personalised research and resources by email

Sign me up

Copyright © 2026 Informa UK Limited Privacy policy

Cookies Terms & conditions Accessibility

Registered in England & Wales No. 01072954
5 Howick Place | London | SW1P 1WG

Taylor & Francis by informa