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

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## 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

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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

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<sup>7</sup> Maslow, Motivation and Personality, 45.

<sup>8</sup> Downward, Lumsdon and Ralston, ‘Gender Differences’, 225.

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<sup>12</sup> Shibili and Gratton, ‘Economic Impact’, 400.

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- <sup>22</sup> Kurtzman, 'Economic Impact', 50.
- <sup>23</sup> Preuss, 'Conceptualization and Measurement', 210.
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