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A triple bottom line analysis of the impacts of the Hail International Rally in Saudi Arabia

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ABSTRACT

This study aims to investigate the impact of the Hail International Rally event on the host community of Hail. A survey was conducted among a random sample of Hail local residents which was selected in a convenient manner from various public places. The data collection was conducted starting from the last week of March 2016 (the period of organizing the event and continued till after the end of a month. Out of 250 questionnaires that were distributed, only 137 ones were returned, yielding 127 completed and usable packets. The results showed that there was a significant correlation between the level of support and the positive impact perceived regarding urban facilities, economic benefits except the contribution of the event to achieve the commercial boom for small businesses, image, cultural communication, entertainment, community participation, and social relations.

KEYWORDS:

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No potential conflict of interest was reported by the author.

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