



## A Study on Financial Impact of Hosting Local Sports Tournaments

Mr. Ram Kishore R<sup>1</sup>, Dr. Vidhya S<sup>2</sup>

<sup>1</sup>Department of Commerce PG Kristu Jayanti College (Autonomous), Bengaluru, [ramkishorekr17@gmail.com](mailto:ramkishorekr17@gmail.com)

<sup>2</sup>Assistant Professor, Department of Commerce PG Kristu Jayanti College (Autonomous), Bengaluru.

### ABSTRACT

Local sports activities tournaments play a sizeable role in fostering network engagement and using financial interest. This look at focuses on analyzing the financial impact of participation in those occasions, particularly analyzing the stages of involvement, frequency, and motivation of stakeholders along with gamers, organizers, sponsors, and volunteers. By evaluating the character and volume of participation, the study objectives to determine whether or not stakeholder involvement in neighborhood tournaments contributes to financial sustainability and broader financial advantages. The look at highlights oblique monetary benefits, along with advanced local business employer pastime, sponsorship opportunities, and interest creation, specifically within the hospitality, retail, and occasion control sectors. Overall, the examine underscores the need for advanced financial making plans, more potent sponsorship models, and strategic partnerships to enhance the lengthy-term financial viability of neighborhood sports activities tournaments. By maximizing participation benefits and leveraging community engagement, these events can function catalysts for local monetary development.

**Keywords:** Sports Tournament Involvement, Economic Impact, Community Engagement, Financial Sustainability, Stakeholder Participation, Sponsorship, Local Business Growth

### INTRODUCTION

Sports tournaments function a large platform for fostering community engagement, selling bodily hobby, and producing monetary possibilities on the community stage. These activities bring together diverse stakeholders, including gamers, organizers, sponsors, and volunteers, who together make a contribution to the monetary and social effect of tournaments. The involvement of these stakeholders no longer excellent enhances the aggressive spirit of the occasion but also impacts its economic viability through attracting spectators, producing sponsorship offers, and stimulating neighborhood organizations. However, while participation degrees in neighborhood sports activities activities tournaments continue to be excessive, the quantity to which such involvement translates into direct financial advantages is a subject of discussion.

This take a look at hobbies to evaluate the placement of stakeholder participation in close by sports sports tournaments, focusing on the economic impact, frequency of engagement, and motivations of individuals worried. By analyzing survey records and statistical findings, the check examines whether or not no longer advanced involvement results in sizable financial earnings or if outdoor elements which includes sponsorships and infrastructure investments play a extra vast function. Understanding these dynamics is crucial for event organizers, policymakers, and nearby organizations searching out to maximize the benefits of net website hosting sports activities tournaments. The research similarly explores how tournaments make contributions to social concord and whether or not their economic impact is sustainable through the years.

### REVIEW OF LITERATURE

Preuss (2022) argues that at the same time as small-scale tournaments make a contribution to infrastructure enhancements, their direct economic effect is frequently overstated.

Noll & Zimbalist (2020) spotlight that sports tournaments usually do now not generate vast economic advantages with out outside investment.

Chalip (2018) emphasizes the need for strategic occasion planning to make certain monetary viability and prolonged-term financial blessings.

Frawley & Cush (2020) u . S . That stakeholder engagement is fundamental to sustaining monetary advantages, as network involvement will boom neighborhood business opportunities.

Ferguson & Stevens (2021) propose that at the same time as financial profits from sports activities activities tournaments are slight, their social effect can cause lengthy-term advantages.

### RESEARCH GAP

Despite massive research on the monetary and social impacts of sports activities tournaments, massive gaps continue to be in expertise the direct courting among stakeholder involvement and the economic results of neighborhood sports activities activities tournaments. While preceding studies have explored the broader financial blessings of wearing occasions, there can be confined empirical evaluation on how one in all a kind degrees of participation—whether as gamers, organizers, sponsors, or volunteers—affect the monetary sustainability and prolonged-term achievement of those tournaments.

This take a look at dreams to deal with the ones gaps with the useful resource of studying number one information on stakeholder involvement, frequency of participation, and monetary effects, imparting insights into how elevated participation affects economic sustainability in community sports tournaments. By bridging the ones gaps, this studies will help policymakers, event organizers, and nearby organizations make knowledgeable alternatives to optimize the benefits of stakeholder engagement in sports activities activities.

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## STATEMENT OF THE PROBLEM

Existing research has largely focused on the economic impact of large-scale sporting events, leaving a gap in understanding how grassroots-level sports tournaments generate financial benefits through stakeholder participation. While high levels of involvement are often associated with increased community engagement, the direct correlation between participation levels and financial returns—such as sponsorship growth, local business revenue, and tournament sustainability—has not been extensively studied.

This study aims to bridge this gap by evaluating the role of stakeholder involvement in determining the financial success and sustainability of local sports tournaments, offering empirical evidence on the economic contributions of different participant groups.

### OBJECTIVE:

- To examine the financial impact of hosting local sports tournaments.

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## RESEARCH METHODOLOGY

This study adopts a quantitative research approach to examine the extent of stakeholder involvement in local sports tournaments and its impact on financial sustainability and community cohesion. A survey using a Likert-scale questionnaire was administered to 107 respondents who have been involved in local sports tournaments in various capacities.

The questionnaire focused on aspects such as frequency of participation, motivation for involvement, financial contributions, and perceived economic impact. A structured questionnaire was designed to gather data from key stakeholders, including players, organizers, sponsors, and volunteers, to assess their participation levels, motivations, and financial contributions. Purposive sampling was employed to select respondents with direct experience in local sports tournaments, ensuring that the study captures relevant insights from individuals actively engaged in these events

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## DATA ANALYSIS

### Hypothesis:

- **Null Hypothesis (H<sub>0</sub>):** Stakeholders involvement in local sports tournaments does not foster community cohesion.
- **Alternative Hypothesis (H<sub>1</sub>):** Stakeholders involvement in local sports tournaments fosters community cohesion.

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## ANALYSIS:

| Participation * Capacity Cross Tabulation |     |          |           |         |       |       |
|---|-----|----------|-----------|---------|-------|-------|
| Count                                     |     |          |           |         |       |       |
|   |     | Capacity |           |         |       | Total |
|   |     | Player   | Organizer | Sponsor | Coach |       |
| Participation                             | Yes | 43       | 18        | 18      | 24    | 103   |
|   | No  | 1        | 1         | 1       | 1     | 4     |
| Total                                     |     | 44       | 19        | 19      | 25    | 107   |

| Chi-Square Tests   |                   |    |                       |
|--|-------------------|----|-----------------------|
|  | Value             | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square   | .513 <sup>a</sup> | 3  | .916                  |
| Likelihood Ratio   | .528              | 3  | .913                  |
| Linear-by-Linear Association   | .199              | 1  | .656                  |
| N of Valid Cases   | 107               |    |                       |
| a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .71. |                   |    |                       |

### **INTERPRETATION:**

The table presents the Chi-Square test results to analyze whether there is a significant relationship between involvement in sports tournaments and their financial impact. The cross-tabulation shows the observed and expected counts across different levels of involvement. The Pearson Chi-Square value is 0.513, with 3 degrees of freedom, and the p-value is 0.916. Since the significance value is greater than 0.05, it indicates that there is no statistically significant relationship between these two variables.

Furthermore, 4 cells (50.0%) have an expected depend of a great deal much less than 5, which affects the reliability of the Chi-Square take a look at. This indicates that a bigger pattern size may be had to achieve a greater reliable stop end result. The outcomes mean that involvement in sports activities sports tournaments does no longer drastically have an impact on financial effect. This manner that financial outcomes related to sports activities tournaments aren't usually dependent on the diploma of involvement. External elements consisting of sponsorships, network participation, or infrastructure development would probable have a more enormous role in determining economic impact than simply participation levels.

### **FINDINGS**

#### **1. High Levels of Participation:**

- 96.26% of respondents have participated in local sports tournaments in some capacity, with the majority being players (41.12%), followed by coaches (23.36%), organizers (17.76%), and sponsors (17.76%).

#### **2. Primary Motivations for Involvement:**

- The top reason for participation is social interaction (45.7%), followed by physical fitness (34.4%). Competitive spirit (11.29%) is a less common motivator, indicating that most participants view these tournaments as a social and recreational activity rather than a professional opportunity.

#### **3. Limited Direct Financial Impact:**

- The Chi-Square test (p-value = 0.916) indicates no statistically significant relationship between participation levels and financial impact, meaning that the mere involvement of stakeholders does not directly drive revenue growth or economic sustainability. While participation is high, external factors such as sponsorship deals, infrastructure investment, and local business engagement play a more significant role in the financial success of tournaments.

### **CONCLUSION**

This have a look at aimed to assess the financial and social impact of stakeholder involvement in community sports tournaments, focusing at the participation levels, frequency, and motivations of gamers, organizers, sponsors, and volunteers. The findings reveal that at the same time as ninety 96.26% of respondents have participated in sports sports tournaments, their involvement does now not substantially have an effect on the direct financial sustainability of these occasions. Suggesting that out of doors elements together with sponsorships, infrastructure investment, and close by monetary conditions play a more prominent position.

Despite the confined direct economic impact, the study highlights the indirect blessings of participation, together with expanded nearby industrial employer hobby, more potent community engagement, and economic possibilities in sectors like hospitality, retail, and event control. The maximum commonplace motivations for participation consist of social interaction (45.7%) and bodily health (34.4%), rather than economic incentives, indicating that community sports tournaments characteristic generally as network-pushed activities in preference to direct sales-producing businesses.

The research also underscores the significance of strategic financial making plans to beautify the lengthy-term sustainability of those tournaments. Key guidelines encompass: Strengthening sponsorship models through attractive organization companions and imparting established branding possibilities. Diversifying sales streams through ticketed VIP sections, merchandising, and virtual advertising. Investing in infrastructure to create long-time period fee for destiny tournaments. Promoting authorities-subsidized incentives and partnerships with community groups to manual sustained economic boom.

While the direct financial affect of participation stays inconclusive, the long-time period monetary and social advantages of local sports activities activities tournaments are obvious. Future studies need to interest on longitudinal studies, comparative analysis all through specific occasion scales, and assessing the function of digital transformation in sports activities event management.

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