



ESTIMATING INCOME EFFECTS OF A SPORT TOURISM EVENT

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Abstract: The use of input–output models to determine the economic impact of sport tourism events is limited in that resulting estimates cannot be distributed based on host county income segments or by occupational category. The purpose of this study was to demonstrate methods for estimating the income effects of sport tourism events. Four models were constructed using data from a large, southeastern United States road race. The distribution of the results varied significantly based on model type. The aggregated occupation-based model using full-time equivalent wage data offered the most promise for future tourism application. Using occupation-based data allows researchers to illustrate how job categories within industry sectors are affected by tourism events. **Keywords:** economic impact analysis, occupation-based modeling. © 2004 Elsevier Ltd. All rights reserved.

Résumé: L'évaluation des effets des revenus d'un événement sportif touristique. L'utilisation des modèles d'entrées-sorties pour déterminer l'impact économique d'un événement sportif touristique est limitée dans le sens que les évaluations qui en résultent ne peuvent pas être distribués selon la région d'accueil ou par catégorie professionnelle. L'objet de la recherche était de démontrer les méthodes pour évaluer les effets des revenus des événements sportifs touristiques. On a élaboré quatre modèles en utilisant des données d'une grande compétition sur route du sud-est des États-Unis. La distribution des résultats a varié considérablement selon le type de modèle. Le modèle global basé sur les métiers, qui utilisait des données de salaire équivalent à plein temps, est le plus prometteur pour des applications futures au tourisme. L'utilisation des données basées sur des métiers permet aux chercheurs d'illustrer comment les catégories des métiers à l'intérieur des secteurs du tourisme sont affectées par les événements touristiques. **Mots-clés:** analyse d'impact économique, modelage basé sur les métiers. © 2004 Elsevier Ltd. All rights reserved.

INTRODUCTION

Sport tourism has been defined as “all forms of active and passive involvement in sport activity, participated in casually or in an organized way for noncommercial or business/commercial reasons, that necessari-

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tate travel away from home and work locality” (Standeven and DeKnop 1999:2). The Travel Industry Association of America (2003) estimated that in a year’s time, over 50 million adults in the United States traveled 50 miles or more to attend organized sport events, competitions, or tournaments as either spectators or participants.

Recognition of the community development potential of sport tourism has resulted in heightened interest in demonstrating the economic impact of sport events, which involves measuring the net effect of non-resident spending above and beyond what would be expected in the region if the event was not held (Doshi, Schumacher and Snyder 2001). While many methods are available for assessing this impact, the most commonly accepted is input–output analysis (Lundberg, Krishnamoorthy and Stavenga 1995). Applications and methodological discussions of such models are readily found in tourism literature (Briassoulis 1991; Crompton, Lee and Shuster 2001; McHone and Rungeling 2000).

While input–output analysis is a widely accepted and useful method, it is limited in that it does not reveal the distribution effects of tourist spending across different household income segments (Holland and Wyeth 1993). Therefore, in the case of a sport event, using input–output models to assess economic impacts will not allow for a clear picture of the extent to which different household groups are benefiting. As Samdahl notes, “Tourism has been promoted for the economic revitalization it can bring to a region but researchers have given little attention to the inequitable ways that this wealth gets distributed among community members, or to which segments of the population are served through the tourism industry” (1999:121).

One solution to this problem is the use of a model constructed from a social accounting matrix (SAM), which is an extension of input–output analysis. Sir Richard Stone, the pioneering architect of this matrix, states the case strongly: “It seems to me that of all the interesting and useful things that could be done to improve the national accounts, the one most worthy of consideration is the disaggregation of the household sector” (in Pyatt and Round 1985:9). Using an IMPLAN (Impact Modeling for Planners) based SAM, the distribution of host county personal income effects that are generated by tourist spending pertaining to an event can be determined.

A SAM model, while more thorough than input–output analysis, is subject to its own constraints. The resulting household multipliers, though variable by income level, assume equal distribution across industry groups. The key assumption here in terms of producer behavior is similar to input–output models, the fixed proportion production function. This means “the proportions in which each sector purchases its inputs from all other sectors are assumed to be invariant over the period of the analysis” (Davis 1993:62). According to Holland and Wyeth, “Since the SAM model includes a more comprehensive view of the circular flow of income than a standard input–output model, it requires that a fixed coefficients assumption extend to the coefficients of all the endogenous accounts” (1993:185). This assump-

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