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Hosting Events and its Positive Impact on the City

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Abstract : This research is a field study of international cities that hosted various events of which (Sports, Exhibitions, Scientific, Cultural) and other events, these positive impacts on the city driven by such hosts were identified. The research goal was to support hosting events to improve the hostess city and to draw future plans for further developments and to invest event's hosting to strengthen the city's value according to a strategic vision that looks for the future the most important conclusions are Entering events hosting is a part of urban development strategies and The most important recommendations are coordination between hosting event activities and its facilities with the infrastructure structure of the host city, its future vision and to mix event executing projects in the city's structure , The field's study axis has been presented to a group of academic judges (college professors) to evaluate the field study, Seventy-one academic Ph.D holders and those who work on the same major have participated in the results of the field's study, as they have the needed knowledge, experience, expertise and specialization in this field were decision-makers seeks their help to make the right choices.

1. Introduction:

Event hosting has become a strategic method and a tool for urban development, spatial planning, upgrading infrastructure, improving city's environment and urban development, and it is considered as a new method to role and manage the city, enhancing progress, belonging to community and improving his life, strengthen the city's economy and a diversity in the investments that the global powers provide to achieve future visions .

Events hosting cities have an international heritage that is gained through the accumulation of hosting advantages, in addition to reinforcing the city's value globally making it as a destination for visitors and investors alike, thus, new concepts have emerged to the city like "trademarks" in a competitive world were cites are evolving rapidly, hence, the city must find a unique feature from other cities to attract a lot of new external resources by imposing its potentials and resources that will make it a world center to host events and activities wither they were (scientific, cultural, economic, tourism, sports, political, environmental, social, exhibitions, conferences). A strategic and competitive plan must be drawn to host



such events as there is a large competitive environment between events' hosts cities, and these steps will be followed by improving and reinforcement to the city's value on all internal and external levels .

2. The event:

It's "all the events and experiments that happens to a particular event and place [1] and it is expressed by something that happens vividly to incarnate something new of great importance, either physically, an experiment that will produce something new or sophisticated [2], or "anything important that happens, especially if that thing was extraordinary [3].

Positive event can be identified as: the events or the planned and organized activities especially for an occasion or event that is specified by time and place, which is a chain of unidentified events that happens constantly that is a part of a bigger and more inclusive events both in time and place, and it is considered as a motivation to cities' development and modernity, should it be invested and managed correctly by investing the momentum that the event provide on different levels.

3. Types of events that effects on the cities form:

There are some events that fundamentally effects on city's reformation, change in city's function, urban form, social behavior and the urban environment both positively and negatively, and the events that effects on city's reformation are:

3.1. Natural disasters events and what follows them:

Many cities face extreme weather and its instability and continuance change in seasons as it was before, were some cities witnesses extreme natural phenomena's like floods, earthquakes, volcanos and hurricanes and other complex natural phenomena's, these conditions urge planners, architects, city leaders and persons of interests to think out the box to make the city's infrastructure and its urban structures more reliable to face and resist such extreme and harsh natural conditions.

3.2. Wars, conflicts and what follows

(Wars, Internal conflicts and civil wars, Political and military overthrow).

3.3. Transformational event (Community Transformation, Scientific development transformation, and others): just like what several global cities have witnessed, were dramatic transformations has moved such cities from its previous state of living to an international stage, and there are many examples on such cities that became international cities after they were hardly known, that if you know them in the first place.

3.4. Emotional human event: - (Spiritual, Religious, Ideological, Intellectual, and others): an example is the cities that have a religious and spiritual symbolic character, these cities attracts a large number of believers and followers of a certain intellect and idea which will reshape the city's urban, service, development, social and environmental form, and will give the city its unique print that will distinguish it from other cities, as it will have a self-impact due to its environment and urban atmosphere.

3.5.. Positive event (event hosting):

It is the foundation of our study, its aspects and benefits on city's reconstruction will be clarified including development, upgrading its urban form, culture, economic and environment, also, changing its domestic status to an international one and to reinforce the city's ability to attract different activities that the city didn't know before as will be shown in this study.

4. Positive event hosting

It privileges to the city and the most important gains achieved through hosting such event: many cities have depended on hosting an event as a strategy for modern urbanism as it provides need resources, potentials and required support to develop the city and upgrade its infrastructure and present it to the world, making it a destination for tourist and businessmen alike :

4.1. Making the city as part of the world cities that attracts investments and businesses of different areas to improve and boost the economic growth, as hosting events “especially the big ones” like international football cup will reinforce and strengthen the trade, just like when Beijing hosted the Olympics on 2008, as it has given China the chance to steady its rapid economic growth which will increase its world domination [4].

4.2. Putting the city under the microscope of the worlds to get its attention and its transition from domestic to international influence, and to introduce worlds societies to the city's value. Major hosted events attract a huge number of audience, were 98.087 hours have been allocated to broadcast World Cup in 2014, to over than 207 state around the world, and the viewers were up to 3.2 billion indoors, and 99.982 hours of Olympic games were broadcasted in 2012 to 220 state that got 3.6 billion views [5] This wide international exposure makes a motivation to travelers to visit this city in the future as it has hosted a major international event to visit its features, as pictures and social media's impact is greater than written words, and these means are considered as a visual resource to pass values and culture.

4.3. Reinforcing the modern community that considers human and culture as one of the foundation of natural environment, as human's health is not separated from the environment conditions, and this environment is still reeling under suffering, siege, losing supplies, wet land destruction, weakness of human resources management, in addition to losing some domestic kinds, therefore, there must be a reconciliation between the environment and the built environment which will lead to enhance people's happiness with surrounding environment and it will reduce social problems [6] .

4.4. It is a mean to reinforce the spatial identity, as festivals, activates and celebrations are considered as a one of the spatial reinforcement methods that enhances the city's values and provide good living to the generations and community and it's considered as a stand to exchange culture of the city's history and to connect it to the future, and this what Philippines' has done, as a city or county there celebrates occasionally a festival, as Philippines took advantage of this opportunity to draw tourists to participate with local civilians, in addition to increasing entertaining in these cities that led to host different events of festivals and the most important one was Banamos festival that had the major role in forming tourism in Los Banos city, were the place became a spatial opportunity to represent local population talents and has increased the Los Banos' entertainment factor thus making the city a center for tourism. The festival had an economical effect on Los Banos' city as these events participated in increasing investments in local industries and provided work to city's population and an increase in sales that exceeded the local business Capital [7] .

4.5. *Equity to ethnic minorities by presenting their culture*, being and presence, for instance, hosting Comolot Olympics in 2006 had a positive role in making ethnic minorities in Melbourne to participate [8].

4.6. *Major events hosting policy adopted* an urban policies and strategies for urban development for the whole country and not just the city, by creating development pillars to balance the growth outside the city and to distribute investments spatially and the fair distribution of resources throughout the country, and incarnation of new spatial strategies towards the worlds Neoliberalism that supports the transitional ideology of fare distribution and their effort to focus growth and development in certain locations to be supported internationally [9] and these spatial policies follows the spatial redistribution of resources and equality and these strategies reinforce locations on the international level and it upgrades its competitive abilities.

4.7. *Cultural experiences reflection on the economy*, society and environment by the tourism market that is increasing by the second which represents a challenge to all persons of interest [10] .

4.8. *Fast-forwarding the constructions* in the infrastructure and investing in it by events host's cities in a relatively short time that goes to several years, from one year to ten years to establish an infrastructure that took more than fifty years to be established [11] .

4.9. *Strengthen the cultural identity*, affiliation of population and sensing in self-worth for the hosting community in addition to the sense of pride [12] .

4.10. *Creating service facilities and new infrastructure*, as the newly infrastructure that is created with passion to host international events will lead and encourage most of the investments and attract it to the developing countries. In accordance with the (OECD) organization of economic cooperation and development crucial terms, in order to host a major event, urban and regional spaces must be provided to maintain a smooth and safe movement without obstacles and to reinforce infrastructure in addition to influencing social and economical life in the city [13] .

4.11. *Strengthen and support environmental sustainability* and social development as these two elements are fiercely entangled as environmental sustainability couldn't be achieved in a poor society [14].

4.12. *Developing and upgrading the city* to make a commercial and tourism mark and to consider the event as a strategy to increase awareness in the city and the host's state, and to better improve its image and trademark globally and to consider it as a flood point of resources and tourists so that it will be more competitive in the future. When Germany hosted the World Cup in 2006, it played a big role to reinforce the city's trademark by using (NBI - Anholt Nation Brands Index) which is an indicator that depends on inclusive surveys that categorizes countries according to several qualities of which: tourism attraction, culture, trade, political, human and investment potential, and has found that Germany has gained a development in all these elements resulted from the successful hosting of Germany to the event [5] .

4.13. *Improving the city's image by strengthen* its abilities so as to make it attract activities through its well-known reputation that the city gained during the event, and it will have many facilitations in its infra-super structures as it has become a meeting place for several companies and businesses in their various kinds in addition to its sponsors, and it will provide supportive and complementary potentials for some businesses, for instance, Calgary Olympics on 1988 that enhanced the city's image, a big increase in knowledge and tours about the city were recorded as the tourists come to visit for its (the city) high value [5] .

4.14. *International events* have a major role in establishing architectural achievements in addition to urban monuments that were designed specially to participate in these events, and it became a symbol for the city and the country eventually, like the Atomium in Brussels (Belgium) that was built in 1958, and Eiffel tower in (France) as it was built as a temporary structure for the honor of the international exhibition on 1889, and as a symbol for the exhibition and for Paris city, the tower has become the tallest one in the world and for 40 years [15] and a monument for tourists from all around the world complementing the tourist attractions of France, (Space Needle) in Seattle (USA) 1962, to host the international fair.

4.15. *A new and good opportunity* for local companies to develop their skills by cooperating and working with professionals and international companies that have the needed expertise and global expansion. The biggest challenge to host an event is to provide tremendous funds and attract investors to ensure the progress of planning for the event properly, and that what South Africa government did when they gave facilitations and motivations to the companies, analysts, foreign and local investors to participate in the infrastructure, were they built a new airport that is considered new in the country for 100 years. In addition, the host process contributed to completing the high-speed railway that was one of its kinds and one of the biggest projects of the infrastructure in the country, where it connected two big cities Pretoria and Johannesburg for a distance of 50 Miles.

4.16. *The social development in South Africa* while hosting the 2010 World Cup, a unique program was implemented by hosting a big event to achieve a continuous social development, as they planned to open 20 sports center to support the community beyond the hosted event [16] , as these centers will represent a positive heritage resulted from hosting to provide community services, and it has achieved a remarkable development in the sustainable tourism that reflects positively on economic and social development and to improve its infrastructure.

4.17. *Symbolism, reputation brokers*. Decreasing of the rate sectarian racial and ethnic tensions , which will improve city's potentials making it and environment that attracts investors due to security and social stability, thus improves the city to attract everything new and special because it has a stable environment, good reputation and its symbol around the world.

5. The positive event as a soft force that supports the city's development:

Hosting international events on all levels is considered as an influence power that uses soft force to support the city's value, and it is considered as an effective and crucial element in the city's development in particular and the country states in general, as included in upgrading buildings' infrastructure and improving the city as an attractive destination for investments and to improve its reputation and external policies and it is regarded a corner stone in drawing state's strategies. Soft force in its general and inclusive concept is implementing your vision and policies by others without using military force, coercion or direct intervention in other countries businesses, as Joseph Nye described it "making opposite parties work on the results that you want without using force or coercion [17]. Events' hosting is considered as a power that supports stability, peace, the prosperity of urban development and the economic, in addition to ending poverty and reinforcing the community and its cohesion. Hosting is regarded as a tool of development as it is a motive for scientific and cultural diplomacy that connects cultures during event hosting period, were the event is an opportunity that can be used to develop and reinforce the country's military force, thus will increase the country's power as a whole and improve it urbanely, socially and environmentally.

The combination of these two forces will enforce the country's value internationally as hosting positive events is regarded as an effective strategy to make the country sophisticated worldwide.

The state may impose its soft force by hosting the event as it will make a positive reflection on the city's potentials and power on both internal and external level, and soft force effect on the city and the country in general as the researcher notice is:

5.1. The power of technology and the rapid current and previous evolution.

5.2. The country's culture and modernity when they effect positively and attract others.

5.3. Attracting tourists from all around the world.

5.4. Internal and external political power.

5.5. Providing the appropriate atmosphere to attract investors, international companies and entrepreneurs through financial, legal and procedural facilitations to the various stages of their work from production, marketing to the transaction of capital and encourage its settlement within the country.

5.6. The influence of moral authority and legitimacy to external forces.

5.7. The economic power.

5.8. The strength of both infrastructure and superstructures power.

5.9. Symbolism: When a state or a city has a symbolism that is religious, spiritual, legal, cultural, scientific, historical or other manifestations of symbolism.

5.10. The city legacy and its reputation through previous events that the city has hosted.

5.11. The city's high reliability and transparency in internal and external transactions.

The soft power outcome that comes from hosting the event and investing it in the right way is to strengthen the country's position in terms of solid (military) power because, soft power alone, independently of the country's military power and prestige, cannot create a successful and effective foreign policy as both of them complete each other, and they should be merged together, therefore Nye created the term of smart power that merged the two forces [18].

The soft power and the quiet and purposeful diplomacy of positive events emerged as a soft power to reinforce persistent obstacles between nations, exploiting the nations passion by its peoples to attend positive events, transcending cultural, linguistic and social differences, dissolving all obstacles and barriers between cultures, raising the level of cultural awareness beside developing the dialogue culture between different cultures and peoples.

6. Events over time:

The impact on event cities by time periods: The event is influenced by the time it occurred terms of the changes that it leaves on the city, its infrastructure and urban development, according to the event size at the time it is being held. The event has a positive impact on the city if it is for relatively long periods of time because it attracts more investments, visitors, pioneers in some cases even small periods, if properly managed, will have a positive impact on the city. As for the city, if it has hosted previous events in time periods, then the accumulated experience and the appropriate structures to host subsequent events due to success the events because, the city's will benefit from the accumulated knowledge from previous hosted events, continuous event time plays a major role to achieve the event, and to choose the appropriate season of the year has a significant impact on the success or failure of event to achieve its goals, and events over time in terms of their impact and effect on the event cities over time periods at several levels are:

6.1. *Ongoing events:*

These events are characterized by permanent and continuous throughout the year and have no specific time, and these events are considered as an important event that contribute significantly to the development of the city and contribute continuously to meet the wishes and needs of the visitor with all their needs and continuous updating to keep pace with the global developments required by the changes taking place in the city to meet the wishes of its pioneers. This is an example of such cities (religious cities and tourist cities with the appropriate atmosphere throughout the year), even if the numbers differ between from time to time for several reasons that cannot be mentioned here.

6.2. *Substantive or seasonal events:*

They are the events that associated with specific time periods and seasons are re-happen at the same time by a fixed event with a fixed date, which has a special place in the hearts of its organizers and is usually held each year at the same time and date.

6.3. *Periodic World's Events:* events that are consistent with certain times may be separated by a period between hosting to other several years and it is often on a large-scale and the periods of hosting time is relatively specific and short but the impact before, during and after the event being large on city restructuring, the time in this case is variable and goes through three stages where it is taken before event from the preparation time, it could be too much time like (years) and sometimes it takes more than a decade, such as international conferences preparation ,like Expo or large events such as sports tournaments, while the periods of time that occur during the event are shorter than these three stages and takes from one month or several days to several months and may increase or decrease a little, as for the after the event ,its chronological effect will be the longest one from three stages were it is possible to go on for many decades and may be up to a century if it is properly managed and has an urban footprint to the host city, some of them have become an individual icon and a specific urban symbol to the host city, for example the Eiffel Tower in Paris, France. It was built in 1889 AD for the World Expo, and the Atomium in Brussels (Belgium) in 1958, where it was considered the main wing of the Expo and its symbol. It was not expected to remain for this period as it became a landmark of the world landmarks and a symbol of Brussels city in particular and Belgium in general and became a tourist attraction for visitors from inside and outside the country.

6.4. *Opportunity city event:* It is an event hosted by cities according to available opportunities to them, these events cities with sustainable and stable infrastructure benefits from it. These events are hosted in special cases when a city is unable to host, delays or sudden events happen that adversely effects event management in the original hosting place, in this case some cities donate to be an alternative to meet the hosting requirements instead of the original city. This type of hosting takes place when there is an urgent need to organize the event quickly and shortly to organize and host an event that has not been planned for sufficient due to lack of time.

6.5. *Emergency events:* events that are not related to a specific time or place and occur suddenly without warning, in this kind the time is unexpected and the implications effects on the host city vary depending on the severity of events such as natural or social events or economic fluctuations or political changes. The emergency event passes through four stages, which are:

6.5.1. *Emergency event comprehension stage.*

6.5.2. *Emergency event containment stage.*

6.5.3. *Emergency event consequences assessing stage.*

6.5.4. *Emergency event processors stage.*

A set of induction quantitative standardization indicators for practical field as shown in the table[1]

Table 1. Quantitative standardization indicators for practical field study [1]:

Indicator	Cognitive scientific explanations
Relation	The relationship strength between the city and hosting events.
Image enhancement	Enhancing city's image locally and internationally by hosting events.
Growth developmental	Event contribution to accelerate the implementation of development and expansion of cities and to generate a new plan to it.
Soft force	Event hosting is a source of soft force of the city's strength and reputation.
Urban transitions	Event contribution to make transition in the city's planning and architecture, in parallel to international cities.
Sustainable urban development	Nowadays, hosting is an important sustainable development tool.
Social welfare	Positive impact in strengthening, revitalizing, welfare, society culture and its development by hosting the event.
Contrasting bonds	Strengthening bonds, relations between different people and to remove differences and variations.
Decision-makers	Improving civil administration performance and its decision-makers through hosting and benefiting from international experiences and external expertise.

The following statistical methods were used , as described in histogram [1] :

REGRESSION

Descriptive Statistics

DESCRIPTIVES MEAN STDDEV CORR SIG N

Correlations

Coefficientsa

Model Summaryb

Variables Entered/Removedc

MISSING LISTWISE

STATISTICS COEFF OUTS R ANOVA ZPP

CRITERIA=PIN

Residuals Statisticsa

NOORIGIN

DEPENDENT

SCATTERPLOT=(*ZRESID ,*ZPRED)

RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID)

The statistical results were expressed by this (histogram) of Figure 1 that includes all study aspects and the final field study results were statistically shown, and it was not possible to include tables of more than seventy pages that were replaced by this histogram.

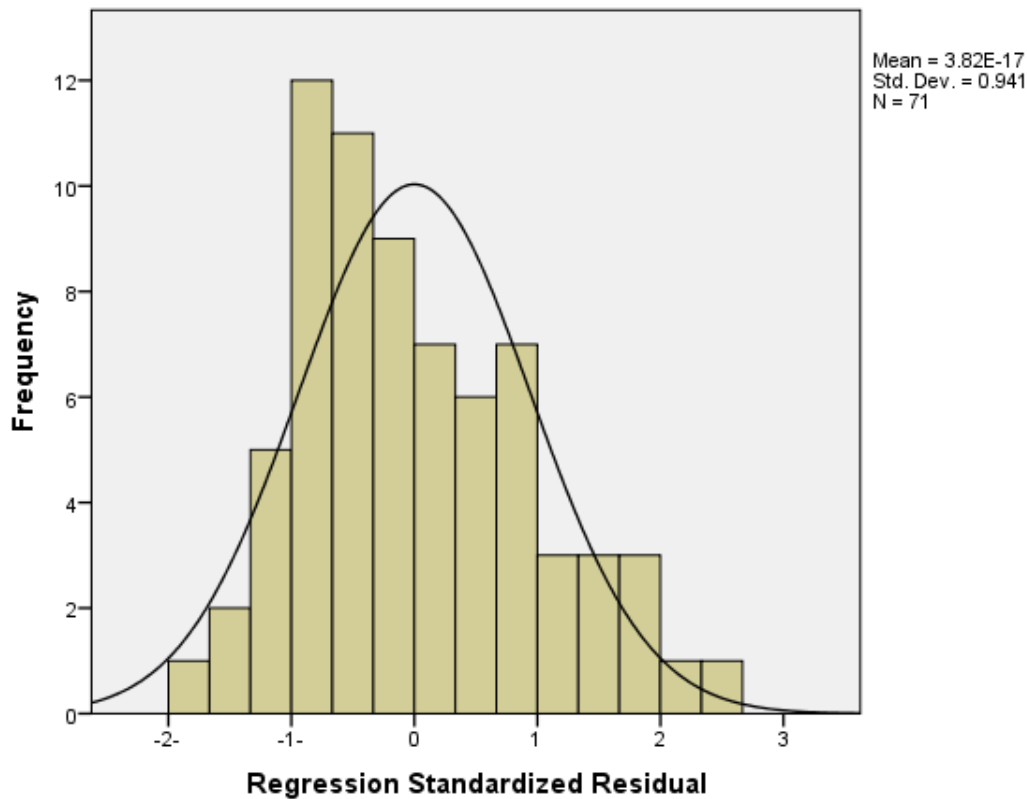


Figure 1. The histogram [1].

This histogram indicates the strength of the positive relationship between event hosting and city development if the city's resources, outcomes and hosting resources are managed rationally, enhancing city's image locally and globally, taking advantage from the potential momentum of hosting events from the exposure of countries and the availability of investments, which will contribute to accelerate the implementation of plans to develop the city and to derive new plans to meet the requirements of the next stage. The city that host's an event will enhances its capacity, influence and spread its people culture as it is the pillars of soft power that enhances the city's reputation and to develop it through transitional urban plans to make it one of the world's best cities that has a sustainable development that reflects in welfare, culture and society. This strengthens the relationships, links, bonds, and removes differences and variations between cultures and people. The event played a major role in improving the city's management performance and its decision-makers as it has benefited from the international experiences and the external expertise that reached the city due to hosting.

7. Conclusions:

1. Entering events hosting is a part of urban development strategies.
2. Reinforcing city status in particular and the country in general locally and internationally by hosting the event.
3. City's urban development has affected by the event positively especially the development and well-being of the host community.
4. Event hosting has a positive impact on the city's urban structure and urban signs.

5. Hosting strengthens the host city's infrastructure.
6. Hosting helps sustainable development if it is managed properly.
7. Hosting stimulates the host city economy in particular and the country in general.

8. Recommendations:

1. Coordination between hosting event activities and its facilities with the infrastructure structure of the host city, its future vision and to mix event executing projects in the city's structure.
2. Maximize hosting event legacy to extend beyond the event.
3. Sustainability of the event , So in two ways :
 - a. Sustaining the event legacy in terms of its continuing impact and maximizing its momentum , And attract other events.
 - b. Sustainability of development of event infrastructure building and to mix it with the use of land in the city.
4. The balance between economic impacts of event hosting and the environmental, social and urban impacts to enhance system management and host city management.
5. Guiding event hosting projects for sustainable environment development to meet environmental standards, and built infrastructure and to develop the city's environment.
6. Promote urban and structural planning means that it helps to be sustainable and proper .
7. Employing the event as a tool within city's emergency response strategy.
8. The diversity of options for decision-makers and stakeholders in the city with realistic, flexible, responsive alternatives related to the event.
9. Reinforce housing stock by investing the driving force to host the event, and to invest abandoned facilities left by the previous event to be added to the housing market.
10. Rehabilitation of abandoned areas, landfills, industrial areas and old warehouses, for two purposes, the first is to get the city rid of these areas that harm the urban environment and the second is to enhance the city's image and status.
11. Strengthen social aspects scientifically, culturally and economically and enable it to participate in decision-making to achieve social welfare.

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