

**THE IMPACT OF A MEGA SPORTS EVENT FOR A
NATION: ANALYSIS OF THE FIFA WORLD CUP 2006
IN GERMANY**

Isaac Hepker

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major events, including multiplier analysis, input-output-calculations, surveys of decision . estimated an impact of the FIFA World Cup in Germany through substitution-adjusted . Olympic host nations to matching countries, no significant effects on exports or GDP .. on the economics of mega sporting events (pp.

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Keywords mega sports events, Olympics, World Cup, economics, political economy, . Economic impact analysis of sports facilities and events: Eleven sources of Travelling fans' experience and perceptions of the FIFA World Cup host nation. . and policy challenges informed by the experience of Germany

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Perceived atmosphere during the event In the marketing discipline, the term atmospherics was first introduced by Kotler [7] who referred to atmospherics as the impact of environmental sensory stimuli, such as sight, sound, smell, and touch, on consumers. This pattern applied to both genders. ResearchonexpressionsofprideandpersonaltriumphTracyandRobins,hass Although this might be described in terms of contagion, a better explanation could focus on a combination of the action tendency to share such moments in highly physical celebrations, the impressive sight of seeing large numbers of

people celebrating intensely, as well as the effect of contributing to the emotions of a noise of a celebrating crowd. There was no positive effect of the hosting of the mega-sport event on the four quality of life domains of the panel members who were residents of a city hosting a mega-sport event per se. SportJ. We will be provided with an authorization token please note: passwords are not shared with us and will sync your accounts for you. In what follows next, we provide arguments for why perceived atmosphere may influence how host city residents rate their quality of life during the course of the hosting of a mega-sport event, referring to the four dimensions presented .