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Master's Thesis of Global Sport Management

# **Benefits of Hosting an International Badminton Event in Mongolia:**

**The case of the Mongolian International Challenge  
2022**

몽골에서 국제 배드민턴 대회 개최의 이점: 2022 몽골  
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# Benefits of Hosting an International Badminton Event in Mongolia:

The case of the Mongolian International Challenge 2022

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I would like to dedicate this research to the memory of my late father, who played a pivotal role in shaping my academic journey. Without his presence and guidance throughout my life, I would not have had the opportunity to conduct research on Mongolian badminton. His constant support inspired me to embark on this academic endeavor.

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## **Abstract**

# **Benefits of Hosting an International Badminton Event in Mongolia:**

**The case of the Mongolian International Challenge 2022**

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This thesis explores the benefits associated with hosting an international badminton event in Mongolia, with a specific focus on the viewpoints of various stakeholders within the badminton community. Through an examination of literature and interviews with diverse participants, including players, coaches, organizers, and officials, this research aims to uncover the multifaceted benefits that arise from hosting such an event.

The initial stage of the study involved a comprehensive literature review, which presented an initial analysis of the benefits derived from non-mega sports events. Subsequently, in-depth interviews were conducted to collect insights, experiences, and perceptions of the stakeholders, allowing for a thorough understanding of the potential benefits associated with hosting the event.

The findings demonstrate that hosting an international badminton tournament in Mongolia offers significant advantages to the local audience seeking non-contact, non-combative sports activities, as well as to those looking for opportunities to engage in enjoyable family-oriented experiences. The reciprocal benefits experienced during and after the event encompass human resource development, enhanced civic consciousness, positive emotional states, increased sports participation, and information sharing among participants.

Drawing from the outcomes of the interviews and the literature review, the study concludes that the tournament has successfully fulfilled its social obligations towards participants and spectators. Moreover, it is noteworthy that the involvement and performance of domestic athletes were pivotal in generating interest and enthusiasm among participants and



spectators. Stakeholders emphasize the importance of active government support in fostering the development of local athletes, as this contributes to the overall appeal and success of the tournament.

In summary, this study provides a comparative analysis of the benefits associated with hosting the Mongolian International Challenge 2022, while highlighting essential considerations for the future development of sports in Mongolia. The findings contribute to a deeper understanding of the positive outcomes associated with hosting non-mega sports events and underscore the significance of comprehensive planning and support to achieve desired impacts in the realm of sports”.

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**Keywords:** Mongolian Badminton, International Tournament, Benefits, Government Support, Non-Mega Sports Events

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## **List of Abbreviations**

ABC – Asian Badminton Confederation

BA – Badminton Asia

BAC – Badminton Asia Confederation

BWF – Badminton World Federation

IBF – International Badminton Federation

JICA – Japan International Cooperation Agency

JOCV – Japan Overseas Cooperation Volunteers

MBA – Mongolian Badminton Association

IC – International Challenge

MSE – Mega Sports Events

MSIS – Mongolian Statistical Information Service

NMSE – Non-Mega Sporting Events

NOC – National Olympic Committee

# **Chapter 1. Introduction**

## **1.1 Background**

Mongolia, located in Central Asia, is larger than Western Europe and is characterized by diverse geographical features such as mountains and deserts. The climate is characterized by limited precipitation and extremely cold winter temperatures, reaching below -40 degrees celsius. The capital city, Ulaanbaatar, has a population of over a million people and is home to more than half of the country's population, which has affected the growth of sports in rural areas.

Over the years, Mongolia has undergone significant changes, including the overthrow of the government in 1990, leading to the renunciation of communism, the establishment of a multi-party system, and the transition to a market economy. These changes have had a significant impact on the sports industry, particularly the national team system. Mongolians have a nomadic lifestyle, and this cultural heritage has influenced their way of life. The recognition and exposure of sports in Mongolian society increased when Mongolia won its first Olympic gold medal in the 2008 Beijing Olympic Games. Traditional festivals like the "Naadam Festival" celebrate the "Three Games of Man," which include

wrestling, horseback riding, and archery, and have contributed to the evolution of traditional sports as part of Mongolian culture and heritage.

There is a dream to develop a new sports culture in Mongolia by hosting major and minor international sports events. The focus has been primarily on traditional Mongolian martial arts and aggressive sports, which has led to an imbalance in Mongolian sports. To address this, it is important for sports authorities to consider intangible advantages for the younger population, who make up a significant portion of the Mongolian population. Establishing Ulaanbaatar as a sports city could prove beneficial based on the practical experiences of participants in sports events.

Sports tourism has gained popularity as a means of boosting local economies. Sports tourists include spectators, players, or members of sports teams who travel to attend athletic events. However, smaller-scale athletic events have received less attention from researchers. (Taks 2013; Djaballah et al., 2015).

Participating in sports events offers opportunities for knowledge enhancement and skill development through specially planned programs (Taks, 2013). These activities contribute to personal growth, skill acquisition, and social well-being, which are collectively referred to as



human capital (Lee et al., 2013). Volunteering and organizing small and medium-sized events also provide residents with opportunities for personal growth and skill development (Taks, 2013). However, since sport is the focal point of sporting events, the effect of involvement in sport is a derivative of the social consequences; a sports participation result of sporting events would seem to be a legitimate assumption (Taks et al., 2015).

Sport is the world's most significant social phenomena. (Kurtzman & Zauhar, 2002) it is differentiated by a wide range of offers backed up by a variety of services. Among the variables that contribute to the allure of sports tourism and its values are social and aesthetic experiences within a sports culture. The topic is important enough to attract industrial attention while also being precise enough to justify academic inquiry. (Kurtzman & Zauhar, 2002).

However, several recent research (Taks, 2013) have highlighted the event's potential benefits on society and the economy. It is conceivable to improve participants quality of life while causing less harm than during large athletic events (Taks, 2013).

Hosting international events is a fantastic opportunity for cities to exhibit their distinct culture, enhance community engagement, and provide

long-term economic advantages (Horne & Manzenreiter, 2004). The ultimate objective is not to host international athletic events. Everyone participating should be well-versed in the local tourist environment.

The World Cup, Pan American Games, and Olympics are the three biggest and most highly publicized sport events, and the possible economic advantages have only been explored for these three. Finn (2020) the government often spends a lot of money on such magnificent events. Experts disagree on whether sports events benefit or harm the local economy. It has been suggested that studies of the economic effect of events place too much focus on monetary advantages to the community at the cost of social and cultural benefits. Positive and social advantages are often overlooked in economic impact evaluations in favor of the more observable money benefits (Swindell & Rosentraub, 1998). While the economic advantages of major sporting events like the World Cup, Pan American Games, and Olympics have been extensively studied, research on their social effects is limited. Finn (2020) sports have a greater worldwide effect than any other single social phenomena. Kurtzman & Zauhar (2003) today, all kinds of products and services are available. The social and aesthetic experiences that may be obtained within a sports culture contribute to the value and attraction of sports tourism. Therefore, the study aims to shed

light on the benefits and repercussions of events like the Mongolia IC 2022 from the perspective of stakeholders involved in the competition

The growing popularity of special events greatly contributes to the tourism industry. (Crompton & McKay, 1997; Getz, 1997; Thrane, 2002) Research has predominantly focused on the financial implications of tourist spending on the host community, while the social effects of hosting events have received less attention. These social impacts, although challenging to measure, play a crucial role in determining community support for hosting events.

## **1.2 Problem Statement**

Because of the sport's great scale, the term "globalization" is now adequately used. Sports consumption habits have altered as a consequence of the industry's professionalization and globalization, both of which are omnipresent elements of contemporary society. The administration has used sports as a means of worldwide communication. Though international distribution is hard to ensure in the current day, media outlets have developed a mutually beneficial structure for sharing resources such as finance, exposure, content, and sponsors. However, the Mongolian government implemented a sport development policy for 2019-2027, which

included sport taking care of all residents' healthcare (Government of Mongolia, 2019), which is not appropriately facing reality, because in Ulaanbaatar city 1.5 million people live, and only 306 indoor halls (MSIS, 2022) facilities are actively working, which means 8 months in an icy cold country is a significantly low number for public healthcare, other statistics shows (National Statistics Office, 2022).

The belief that sports can bring a nation together is widely accepted and endorsed by governments worldwide. In an ideal situation, the government would invest in the development of infrastructure and organizations that can cater to the sports industry. Consequently, the government allocates funds to professional and college sports leagues, regulatory bodies, clubs, youth programs, and top athletes. Through substantial financial and non-financial support, the government establishes regulations and procedures governing the provision of sports-related services, goods, and events. The extent of governmental assistance in this field varies based on the prevailing political ideology and the cultural significance of sports in each country. Considering the high prevalence of alcohol-related health issues and crime rates in Mongolia, sports services could prove beneficial for the overall well-being of the young population. Excessive alcohol consumption is a major factor contributing to cancers of

the digestive system, liver, esophagus, and stomach, as well as criminal activities associated with alcohol. Additionally, alcohol misuse has adverse effects on human embryos, and 58.4 percent of parents with disabled children suffer from alcoholism. Due to a lack of sports facilities and entertaining sports activities, young people are increasingly adopting unhealthy habits that negatively impact their health.

Moreover, as we do not currently meet the qualifications required for participation in the Olympic Games, the inclusion of sports such as badminton in the laws governing the selection of national team players is not possible. These regulations are outlined in the core guidelines and policy papers of the Mongolian government. Consequently, the Mongolian government faces challenges in providing sponsorship for the annual international tournaments we host. Additionally, a significant concern arises regarding the number of Mongolian athletes who will achieve gold medals as a result of hosting this tournament. When seeking financial support for hosting international events, priority will be given to such requests. This raises the question of what benefits Mongolia can gain from participating in this competition, which prompts further inquiries.

Since winning a gold medal in a sport like badminton does not offer a tangible advantage to a developing sports organization, this research endeavor aimed at showcasing the benefits of hosting international tournaments becomes even more relevant to Mongolia.

### **1.3 Research Purpose and Research Questions:**

The research purpose of investigating the benefits of hosting the badminton international event in Mongolia is to explore the potential advantages and positive outcomes that could be derived from organizing such a sports events in the country.

The following two research questions will be considered in this study:

RQ1. What is the significance of hosting an international badminton tournament in Mongolia?

RQ2. What strategies are in place to maintain the benefit created from hosting international badminton events?

## **Chapter 2. Literature review**

The literature review presented in this chapter provides readers with the necessary conceptual framework to comprehend the advantages of major sporting competitions. The chapter delves into various aspects such as the positive social impact of sports tournaments, the influence visiting athletes can have on local fans, the potential for sports to foster cross-cultural understanding, and the motivation it instills in fans to engage in sports activities. The government's involvement in such tournaments not only brings intangible benefits but also raises global awareness about the importance of leading a healthy lifestyle. The primary objective of the literature review is to establish the foundation for the research, benefiting both the researcher and the academic community by expanding their knowledge in the field. To consider the implications of previous studies, the researcher must review additional relevant sources, which will be compiled into a comprehensive summary and analysis as part of the literature review. This summarized material will enhance the overall understanding of the subject matter by combining fresh perspectives with conventional wisdom. Ultimately, the aim of any literature review is to guide readers towards the most helpful and informative sources (UNC Chapel Hill, 2021)

Additionally, the literature review serves as the raw material for developing a novel argument and establishing a solid research foundation for the specific area of focus. In academia, dissertations and theses serve two primary purposes: advancing one's career through new knowledge and paving the way for future research success.(UNC Chapel Hill, 2021). In the case of this thesis, its purpose is to evaluate the current benefits of international competition for Mongolian society

## **2.1 Mongolian Badminton Association**

For a long time, Mongolians referred to badminton matches as "air tennis." In the middle of the 1960s, a Soviet Union expert working in Mongolia predicted that it would be air tennis until 2010 because Russians used heavy wooden rackets and red-tipped plastic balls. As a result, there was no opportunity to promote and cultivate public interest in the sport. (JICA, 2017)

However, J. Otgontsagaan, the head of the Mongolian National Olympic Committee's (MNOC) foreign relations department, became the first professionally certified coach in 1993 by attending the International Olympic Committee's Olympic Solidarity (OS) course, which was held in



North Korea. He has been repeatedly advised that Nyam Zulbaatar enroll him in this class. (IBF 75<sup>th</sup> anniversary book).

Prior to 1998, there was no opportunity to develop badminton sports due to a lack of material facilities, rackets, and shuttles. This prevented the sport from developing. In 1998, however, the Japan Voluntary International Cooperation Agency (JOCV) invited a professional badminton coach to Erdenet, attracting investment. The first eight athletes began their training there at the time.

JICA has since made job offers to four of its volunteer members. This was a significant event because it laid the groundwork for the later establishment of the MBA (JICA, 2017).

On June 16, 1999, the association was formed, complete with rules and a logo. This paved the way for Asian Badminton Confederation (ABC) and International Badminton Federation (IBF) membership (BWF). Furthermore, the ability to compete in tournaments held around the world provided an excellent opportunity to observe how the sport of badminton evolved and how athletes were ranked. (BWF Corporate, 2022)

Erdenet City was the birthplace of badminton's early development. Nonetheless, after receiving coaching courses from the Asian Badminton

Confederation, we quickly established branch associations in more than ten provinces that organized national championships in youth, adult, and amateur categories.

We hosted the Asia Satellite tournament in our country for the first time in 2005, thanks to the support of the Asian Badminton Confederation (ABC). Lee Yong Dae, who had previously won the men's singles competition at the Beijing 2008 Olympic Games, triumphed again that year. It was the year that competitors from China, Japan, Korea, and Mongolia competed in the competition. (Mongolian Satellite 2006 BWF, 2006)

## **2.2 Sports Events in Mongolia**

The first Mongolians to win medals at the Olympic World Championships in freestyle wrestling or judo will be the first examples of combat sports success in the country. In 1974, Ulaanbaatar hosted the world championships of the martial art of sambo, marking the beginning of Mongolia's participation in international sports competitions (Sambo World Championships Ulaanbaatar Event, 1974)

Mongolia was one of nineteen countries that had amicable relations with the Soviet Union up until 1990. However, with the advent of Mongolia's free market in 1990, a wide variety of new sporting

opportunities have become available. Many international sporting events have been made possible by the success of national teams at the Olympic Games.

Sports federations submit bids to host the following year's international competition to the central sports administration body in charge of funding host associations every June. This year, Mongolia hosted a number of high-profile international events. Based on a questionnaire from sports associations list of international tournaments in a Table 1 below.

**Table 1**

*List of International Sports Events hosted in Mongolia*

| No | Name of events   |
|----|--|
| 1  | The 2018 Masters World Powerlifting Championship                       |
| 2  | The East Asian Judo Championship,                                      |
| 3  | The Asian Off-Road Motorcycle Championship,                            |
| 4  | The Asian 3x3 Basketball Championship,                                 |
| 5  | The Asian Sambo Championship,  |
| 6  | The Asian Rhythmic Gymnastics Championship,                            |
| 7  | The East Asia Young Chess Championships                                |
| 8  | The "Mongolian Open" Freestyle Wrestling International "A" Tournament, |
| 9  | The "Ulaanbaatar Cup" Boxing International Tournament                  |
| 10 | The "Mongolian Cup 2018" Table Tennis International Competition        |
| 11 | The "International Cross-Country Marathon Competition."                |

Suppose you look at the state of the international competitions of the above sports and receive support from the state. In that case, most of them include strength sports, which have a history of more than fifty years in our country,

and regularly achieve success and win medals at Olympics and world championships. This is because since Mongolia participated in the Tokyo 1964 Olympic Games, it can be attributed to the fact that Mongolia has been showing high achievements in the sports of judo, freestyle and boxing only. (Mongolian Results and Medals in the Olympic Games, 2022)

Although it is geographically close to the East Asian countries of China, Korea, Japan, and Taiwan, which typically win the most medals at the Olympics, badminton is known as "air tennis" in these countries because the Soviet Union suppressed the popularity of such highly developed sports. This could be an indicator that the problem has persisted for quite some time. Although it is geographically close to the East Asian countries of China, Korea, Japan, and Taiwan, which typically win the most medals at the Olympic Games, badminton is known as "air tennis" in these countries because the Soviet Union encouraged the dominance of less-developed sports. This may be an indication that the problem has persisted for quite some time. One of the sports organizations in Mongolia that does not receive funding from the government is the MBA. Yet, we routinely host events, such as international junior and international series and challenges from 2015 to 2019. ("Olympic Analytics, 2022)

### **2.3 Sport Tourism and Events Hosting**

The once small but now highly competitive field of sports tourism has grown into a major industry around the world. People's desire to travel to compete in or observe sporting events has grown in tandem with the rise in interest and participation in the sport within the leisure industry. If it's in their power, sports federations hold international competitions.

Hosting major events is only one aspect of sports tourism. It has the potential to lead to much greater things, such as helping communities establish a reputation as a destination for hosting sporting events and gaining widespread recognition for their traditions and people on a global scale. It's a tourist attraction that doesn't cater exclusively to the wealthy. There is a plethora of medium-sized events that have a significant positive impact on the host city. For example, developing a sports tourism strategy and recognizing the social benefits that come with it requires more resources than are currently available in Mongolia.

The fact that "academics and practitioners alike treat tourism and sport as separate spheres of activity" was highlighted by (Glyptis, 1991). Glyptis (1991) recognized the overlap between sports and tourism audiences, and he advocated for the two to be treated as one in terms of public policy,

strategic planning, the construction of infrastructure, the distribution of advertising, and the like (Hinch & Higham, 2001). These preliminary works prompted further research studies of the intersection of sport and tourism, i.e. sport tourism, rather than treating the two fields as incompatible. (Hinch & Higham, 2001)

Sports tourism has been identified as an integral component of the travel industry. Aside from that, they defined sport tourism as "sport-based travel away from the home environment for a limited time, where sport is characterized by unique rule sets, competition related to physical prowess, and a playful nature." (Hinch & Higham, 2001). This definition of sport tourism shares fundamental structure with other types of tourism definitions, including its emphasis on space, time, and action (sport-based travel). Unique rule sets (unique sporting events), competition based on physical ability (level of sport professionalism and competitiveness), and a playful nature (signifying sport based on simple play) are all facets of sport that are captured by this multifaceted definition. Sport mega-events, a subset of sport tourism that fits this definition, have been the subject of extensive research in the field of sport tourism (Horne & Manzenreiter; 2006; Hughes, 1993).

The justifications for holding sporting events are under constant scrutiny as public opinion shifts. Historically, a community's decision to move forward with a bidding process has been based solely on the economics associated with an event (Carey et al., 2011). Politicians in these communities have used sports-hosting policies as a tool for boosting the local economy. Because of this, it may be less likely that regional sports organizations will host an international competition in order to gain experience in such events. The city of Ulaanbaatar in Mongolia will host the second East Asian Youth Games in 2023, and organizers are hoping that 2,000 athletes, 350 officials, 200 volunteers, and 200 journalists will all be present for the event (Government of Mongolia, 2017)

It is widely believed that gaining locals' support and raising their familiarity with a tourism strategy is crucial (Peters et al., 2018). The positive effects that sports and recreation have on economies, societies, and cultures make them an important part of tourism plans. (Creighton et al., 2017). Friendly learning environments can be designed using the perspectives of a wide range of people thanks to the planning of tourism. (Andrieu & Loland, 2017). Recreation, sports, and tourism all contribute significantly to the well-being of local communities and their economies. (Roult & Machemehl, 2016). Moments after an event, locals have been

shown to feel positive, powerful emotions. As we begin to piece together an understanding of the many effects of hosting, it is important to investigate this "feelgood" factor (Szymanski, 2009).

## **2.4 Social and Cultural Impacts of Tourism**

The opinions and knowledge of the host community's citizens on the social impacts of hosting sports events are rapidly becoming critical criteria in determining the level of community support that can be expected. (Kim et al., 2015). There is no disputing the importance of economic impacts; however, exploring social and cultural impacts may have more influence on a community.

Successful sports tourism strategies for communities strike a better balance between the potential benefits and risks of hosting such events on the local economy, society, and culture. One of the complaints leveled against studies of social effects is that they are rarely examined from more than one angle. This is why studies of the social and cultural impacts have been largely disregarded or conducted on an ad hoc basis, leading to contradictory and weak findings. (Kim & Walker, 2012). Over the past decade, researchers in the fields of sports tourism and general tourism have paid more attention to participants' perceptions of social impacts. (Kim &



Petrick, 2005). Growing evidence suggests that monetary considerations alone are insufficient for a host community to determine the success of hosting a sports event. It's possible that the positive social and human capital effects of hosting, like a boost to volunteerism, outweigh the negative financial effects of the event (Charlebois & Stevens, 2018). For these comparisons to be made at the local level, stakeholders must evaluate the overall value of events, including the social impact.

For a smart approach to preventing overestimation, it is necessary to correctly identify the type of tourist (Gelan, 2003). If policymakers had reliable data on the number of visitors who attended an event, they would be better equipped to deal with the potential consequences for the host community (Lee & Taylor, 2005). According to Hudson (2001), the reliability of such studies is contingent on the methodology employed by the author, who must exercise some degree of discretion. Studies of society's effects have been conducted from both within and without, and the evidence supports both perspectives. The extrinsic strategy takes into account the community as a whole and focuses on the broad effects. It looks for the effects that will have the same universal impact. Intrinsic research examines the degree to which people in a given area share commonalities in their thinking and methodology. Some community segments may have

contrasting perspectives on the effects of tourism due to factors like "participation in tourism" and "socio-economic characteristics." (Faulkner & Tideswell, 1997). locals' reactions to a tourist attraction can be affected by a number of exogenous variables, including the event's size, location, season, the types of visitors, the local population, and the social carrying capacity of the area.

Research is now looking at the long-term effects on host communities (Preuss, 2007). Legacy planners should prioritize social legacies, according to academics. Consequences on the economy, however, remain substantial (Olympic Studies Centre, 2003). However, legacies with a positive social impact are gaining prominence. (Kaplanidou, 2012)

Even though there isn't a standard way to measure it yet, (Gramling & Freudenburg, 1992) have devised a method that does so by considering the physical, cultural, social, political, economic, and psychological effects over three time intervals (before, during and after an event). Words like "attitude" and "attitudes" are used in social impact assessments to (Gursoy & Rutherford, 2004; Ko & Stewart, 2002; Sheldon & Abenoja, 2001; Teye et al., 2002), perception. Crompton's (2004) psychic income paradigm can

be used to explain the social benefits that sporting events can bring to a host community.

It is critical for tourism managers and planners to ensure that the local community will welcome and support sporting events by making sure that the impacts of these events will be seen as positive. As a result, it is generally accepted that local participants will exhibit positive attitudes and supportive behavioral intentions toward future events if they are content with the overall perceived impacts of those events (Kim & Petrick, 2005).

## **2.5 Social Impacts of Non-Mega Sports Events**

The social effects of sports events are difficult to define. "changes in the collective and individual value systems, behavior patterns, community structures, lifestyle, and quality of life" is how define the effects of tourism. (Balduck et al., 2011). Lee et al., (2013) recently developed a 'Social Impact of Sport Scale' based on five dimensions (social capital, collective identities, health literacy, well-being, and human capital), which is applicable to a wide range of sport and exercise initiatives but may overlook some unique aspects of sports events.

Furthermore, not all social impacts are grouped together in the same category in the various classifications of sports events' impacts proposed in

the literature (Brown & Massey, 2001; Preuss & Solberg, 2007). Some of these classifications separate the sociocultural impacts from the other impacts, which may also contain social dimensions (psychological, physical, political). In this research, the term "social impacts" encompasses more than just the sociocultural category identified by (Preuss & Solberg, 2007) rather, it also includes other impacts that may have an effect on the standard of living in the area (Taks, 2013). Our literature review is grounded in a broad conception of social impacts, including but not limited to social capital, well-being, collective identities, sport participation, urban revitalization, and human capital, even though our focus is on the local community. These effects can have long-lasting effects on society, either positively or negatively. (Preuss & Solberg, 2007).

### 2.5.1 Social Capital

According to an updated version of Coleman's definition of social capital (Lee et al., 2013). Social capital consists of "social relationships and conditions including trustworthy and diverse networks, social proactivity, and participation in the community that are conducive to cooperation for mutual success in society". According to Misener & Mason (2007), sports events can serve as a significant source of social capital for many different

parties involved because they provide opportunities for forming new partnerships within and beyond the local community. The 'Wired-up Communities' program is an example of how a partnership of the UK government and fifty-two (Djaballah et al., 2015) ISPs was formed to provide internet access to low-income local residents in time for the 2002 Commonwealth Games in Manchester, with the goal of improving the quality of life in those areas. Social capital, however, should be seen less as an outcome and more as a means to guarantee social benefits for particular groups, as argued by (Smith, 2010). For this reason, it makes sense to put local communities at the heart of the event's strategy, as proposed by (Misener & Mason, 2008, 2009). Factors that contribute to one's social capital include things like civic engagement, friendships made in the community, and exchanges with people from different backgrounds. (Mason, 2009). Taks (2013) argues that while mega events tend to encourage vertical social capital, which can lead to inequalities between local elites and the local community, non-mega events may encourage horizontal social capital and create stronger networks within the community, largely due to a more appropriate level of bounding and local ownership. Non-mega sport events may therefore be better suited to serve civic concerns, as shown by (Whitford & Ruhanen, 2011), who described how an indigenous sports

festival in Australia sparked momentum for the reconciliation with the aboriginal community. Although we recognize that well-being, collective identities, sport participation, and human capital are all potentially part of a more comprehensive understanding of social capital, we tend to think of them as distinct outcomes for their own sake.

### 2.5.2 Well-Being and Collective Identities

As will be seen, the non-strictly sociocultural impacts (most notably the benefits from sports participation) included in the definition of well-being offered by (Lee et al., 2013), are significant contributors to that state of being happy and successful. However, there is a large body of research that has established a connection between attendance at sports events and improved mental health, though it has mostly focused on mega-events. To sum up, mega events appear to produce a "feelgood" effect, which may be linked to "the enjoyment of attending events, of being involved as a volunteer organiser, of the proximity to the events even if one does not attend, cultural showcases, and national pride". (Kavetsos & Szymanski, 2009). However, a variety of negative impacts, often lumped together under the term "hoon effect", such as pedestrian and traffic congestion, noise, violence, vandalism, urban degradation, and other anti-social behaviors,

may dampen residents' happiness (Fredline & Faulkner, 2014). In addition, several studies have questioned whether local or national pride consistently contributed to participants' happiness. (Heere et al., 2013). Kavetsos & Szymanski, (2009) in a survey of 12 European countries, organizers were found to be primarily responsible for the positive feedback attendees reported. Collective identities, which are defined as "the sense of belonging to a social group or community reflecting self-categorization with a positive attitude and important self-concept in a social context", would instead be reflected in aspects of national or local team success (Lee et al., 2013).

Sports events There are multiple ways in which attending a sports events can help strengthen a community's sense of shared identity. They have the potential to foster *communitas* (community) among those present, as stated by (Chalip, 2008). Curiously, some research has found collective identity effects even in minor catastrophes. Case in point: (Scott McCabe, 2006) demonstrated how a traditional football festival in the UK helped to maintain some aspects of the community's identity despite its heterogeneous makeup.

### 2.5.3 Participation in Sport Events

Having these events "encourage the population to become more physically active" is the argument that links hosting sports events to increased participation (Frawley & Cush, 2010). This result, however, is not supported by evidence. Most research finds that effects are either small or temporary, but some studies point to longer-lasting effects (Frawley & Cush, 2010). Like with other social goods, the authors stress the importance of preparing the host community for the events through coordinated sport development programs. (Taks et al., 2015). There is a dearth of research into how ordinary sports events affect participation rates. On the other hand, (Girginov & Hills, 2008) suggest that their pervasive nature may be viewed as encouraging sport participation in the population as a whole.

### 2.5.4 Human Capital

Knowledge, skills, and abilities that contribute to both individual and societal growth are all examples of human capital. (Lee et al., 2013). This is because sports events provide ample opportunities for people to volunteer their time and energy, which in turn promotes teamwork, communication, cooperation, and the development of leadership and management skills (Nicholson & Hoye, 2008). While volunteer programs are typically



established for most mega events, measuring their effect on human capital is challenging (Zhuang & Girginov, 2012). According to (Taks, 2013), volunteer programs at mega events aren't always the best way to cultivate human capital because they often bring in volunteers from outside the host community, leaving local volunteers with menial tasks that don't help them build marketable skills. In contrast, non-mega events offer opportunities to focus on local actors and give them greater responsibility.

## **2.6 Stakeholders**

### **2.6.1 Sport Tourists**

Destination managers have a vested interest in understanding the demographic and psychographic characteristics of sports tourists, particularly as they relate to the visitors' behaviors and experiences. (James & Tom, 2018) propose that there are three overarching behaviors that identify distinct forms of sport tourism: engaging in the activity itself (active sports tourism), spectating (event sport tourism), and exploring sports-related attractions (nostalgia sports tourism).

Tourists' experiences are shaped by their interactions with the host communities and the people they meet while on vacation. Attending a sports

events is a great way to meet new people and share in the joy of cheering on your favorite team. In graphic collections of sports nationalism, Horne & Manzenreiter, (2006) argue that adopting symbols acts as signs of social inclusion. Another piece of advice from (Hughes, 1993) is that the community itself—"its heritage and customs, its hospitality and goodwill, its milieu and ambience"—is a large part of what sports tourists are paying to experience. What Hughes (1993) is getting at is that the host community benefits from the sports tourists' exposure to the world through their personal experiences. The supply side of social impacts of sports events addresses actual changes to the urban environment, while the demand side focuses more on the experiences and behaviors that the sports tourists are hoping to achieve.

### 2.6.2 Host Community Residents

Sports events are important elements in the orientation of nations to the international or global society, and they have had an important role in the transformation of the modern urban environment (Horne & Manzenreiter, 2006), Horne (2006) suggests that sports events play a pivotal role in revitalizing cities and bringing about change in the inner cities of Europe and North America. Many urban cores have high population density,

high unemployment, and low-quality housing all of which are discussed by (Hughes, 1993). When a city agrees to host a world-class sports events, it must prepare the area by making significant investments and enhancements. Improvements to the environment and infrastructure, as well as a more positive public perception, form the basis of this potential. As a result, land values rise and the host community receives a new image to promote tourism. Additionally, Evans (2005) stresses that "regeneration is not simply about bricks and mortar". The quality of life in our neighborhoods is at stake, as is the area's physical, social, and economic health.

Redeveloping a city can have positive effects on the environment as a whole, but it can also force some low-income people to leave their homes. The article by (Horne & Manzenreiter, 2006) shows the negative effects of the 2008 Olympic Games in Beijing, where an estimated 300,000 people were forcibly evicted to make way for new infrastructure and sports facilities. However, urban renewal has been shown to boost both domestic and international investment (Hughes, 1993) as well as job creation.

When it comes to the job market, mega-sports events can have a positive impact. Unfortunately, the vast majority of available work is temporary and poorly paid. Despite this, large-scale sports events continue

to generate short-term employment opportunities, which may eventually result in fewer job openings as a result of workers' exposure to other career opportunities. Overcrowding is another social problem that needs fixing, as it prevents locals and sports tourists alike from attending some community events that are directly related to the mega-sports events. Lastly, the disruption that mega-sports events can cause to the lives of local residents is another factor that can lead to host community resentment (James & Tom., 2018) and leaving behind unused sports facilities and infrastructure (Hughes, 1993).

Much of the focus of this study has been on the impacts of mega-sports events tourism from the perspective of the host community. In the following section, we will look at some earlier studies that helped pave the way toward a more thorough examination of the host community's perspective on the social impacts of tourism development and sports events.

## **Chapter 3. Research Method**

The methodology and foundational principles are laid out in the thesis's third chapter. This is necessary because previous research has used similar methods to establish the positive social effects of international sports events on locals.

### **3.1 Research Strategy**

The study employed a qualitative research strategy because it seeks reliable findings and a comprehensive understanding of the phenomenon. The fields of sociology, psychology, and anthropology—all of which belong to the behavioral and social sciences—were among the first to employ this strategy. Information about the world that is not numerical is called qualitative data (Punch, 1998). According to the Qualitative Research Consultants' Association (QRCA), this technique is used to learn how a specific person responds to specific situations and what kind of thoughts and experiences lead to those responses. Data were collected between September 2022 – November 2022. Participants were interviewed by face-to-face and online using zoom platform. The interviews were semi-structured and varied

in length between 45-90 mins, and average 1 hour. All interviews were recorded using zoom cloud, with informed consent from participants.

What matters more in qualitative research is what was said than what was predicted. According to Crossman (2017), qualitative research is a subfield of sociological inquiry that focuses on collecting and analyzing textual, audio, video, and other non-numerical data in order to draw conclusions about a given topic. It is often contrasted with quantitative research, which relies on numerical data and statistical methods to answer questions about relationships between and causes of phenomena. In sociology, quantitative research tends to examine broad patterns and developments, while qualitative research emphasizes the nuances of individual relationships. There are many methods for conducting qualitative research, including but not limited to interviews, focus groups, content analysis of written and visual resources, and in-depth descriptions. The goal of this study is to learn more about the issues at hand and the participants' reactions to them. A qualitative research strategy grounded in an interpretive approach proved to be the most effective. It makes an effort to shed light on aspects of society that are beyond the researcher's. In addition, the researcher has more leeway in using interpretive methods to explain the

connection between social phenomena by focusing on how the people or subjects involved understand their actions.

### **3.2. Selecting Interviewees**

Creswell & Clark, (2004) identified four methods—observations, interviews, documents, and media—for gathering information in qualitative studies. A researcher is interested in implementing an interactive selection procedure into their study. Deep interviews were conducted by the researcher. All interviewees briefed on the topics handed before the session begin, and their participation confirmed verbally. The purpose of the study, the method used to conduct the interviews, and the types of questions that asked are all detailed in the briefing. Privacy and confidentiality were protected throughout the research and publication process thanks to the briefing provided to each participant. According to Neuman (2003), individuals can better understand their legal protections and the nature of their commitment to a given project when they take the time to read and sign a "informed consent" document. Each participant will only respond if they agree to be in the study, which established during the initial verbal briefing and serves as consent. All interviewees has been informed before and during the session that their responses have recorded and transcribed.

The primary researcher also informed each individual that their electronic and transcribed data will be stored for three years. All records, both digital and typed, has been destroyed after that time. Each person then took part in a semi-structured phone interview after reviewing the information on which they could all agree.

### 3.2.1. Interview

The interview been semi-structured and open-ended. The interview questions carefully based on the research's background and the goals the researcher set the beginning. The interview questions mainly will be focused on three main areas. Participants were recruited from stakeholders who got involved in tournament from different aspects, and those participants chosen with their long-term experience to first time experiencing badminton and it is international event as shown in the table below.

**Table 2.**

*Research participants*

| Participant   | Gender | Age | Profession              |
|---------------|--------|-----|-------------------------|
| 1. Umpire     | Male   | 34  | Coach                   |
| 2. Coach      | Female | 36  | Coach                   |
| 3. Announcer  | Female | 49  | Journalist, interpreter |
| 4. Athlete    | Male   | 27  | Badminton athlete       |
| 5. Umpire     | Male   | 21  | Student                 |
| 6. Journalist | Male   | 45  | Journalist              |



|                 |        |    |                          |
|-----------------|--------|----|--------------------------|
| 7. Board member | Male   | 58 | Mining engineer          |
| 8. Spectator    | Male   | 34 | Sports manager, analytic |
| 9. Line judge   | Female | 18 | Student                  |
| 10. Spectator   | Female | 45 | Accountant               |

It has been argued by academics that conducting interviews is the most fruitful way to gather data for studies involving sports. According to Trochim (2006), the interview is the most challenging and beneficial measurement strategy. Personal feelings, adaptability, and the ability to maintain protocol are necessary for successful interviewing. Depending on the interviewee's responses, the interviewer can also place more or less emphasis on certain points. In-depth interviews, and more specifically interviews with elites, are the primary method of data collection in this study. Elite interviewing, as defined by Marshall and Rossman (2014), involves a more selective form of examination.

Qualitative interviews, according to Rubin and Rubin (2011), are a good option when a deeper comprehension is required. Semi-structured, free-form questions asked via zoom communication in this study. The interviews conducted in Mongolian. The data is then translated into an English for further analysis. The interview took place over the messenger and zoom, depending on the respondent's preferences. The National Science Foundation advised researchers in 1997 that they should ask themselves "guiding questions" at each stage of the analysis in order to reflect on the

study's overarching goal, the significance of their findings, and the direction the research should take. When a researcher needs more specific details than can be gleaned from surveys, casual interviews, or focus groups, in-depth interviews, according to Johnson (2002).

### 3.2.2. Interview Questions

Interviewees questions asked following questions: It's possible that semi-structured questions could lead to yet another free-form exchange of ideas. Meanwhile, questions adapted based on the identity of the interviewer.

### 3.2.3. Questions to Ask Next

Because telephone communication is so commonplace in Mongolia, So making call to respondents after initial interview asked some follow-up questions. The use of this tool would be supplemented by the employment of various social media platforms. Most international contacts were made through users' social media accounts (Zoom and messenger calls).

#### 3.2.4. Data Record

Due to the number of participants and their busy schedules, the interviews were made in via video call. The quality of the information gained from either kind of conversation is equivalent (Carr & Worth, 2016)

Creswell (2002) adds that telephone interviews may encourage a larger sample size to participate, which is useful for collecting qualitative data rapidly from a geographically dispersed sample. Participants interviewed one-on-one for this study, and they were prompted to share intimate details of their experiences.

### **3.3. Data Analysis**

Interviews were recorded and all of the contents were typed verbatim into Microsoft Word, and analyzed using Atlas ti (version 22), a qualitative data analysis computer software package. Nobody was offered compensation for participation. A qualitative method was used for the present study because it allows researchers to explore a complex setting and complex interaction. A thematic analysis approach was used which involved examining the data to identify the common themes, topics, ideas, and patterns of meaning that come up recurrently. Braun & Clarke (2006)

suggest that thematic analysis is a useful research tool due to its theoretical freedom and has the ability to deliver a rich and detailed, yet complex, account of the data. This method was chosen because it was thought as being best able to describe the experiences of the participants. The rationale behind the choice of using this specific analytic technique was that it would suit the exploratory nature of the study. The main steps were as follows: (i) familiarizing the data, (ii) generating initial codes, (iii) searching for themes, (iv) reviewing themes, (v) defining and naming themes, and (vi) producing the report. An inductive thematic analysis procedure was adopted, whereby transcripts were read, re-read, and coded line by line. Ideas which reappeared across multiple interviews or which represented an important idea related to the research aims were identified as categories. As each new category was identified, previous transcripts were re-read for relevant material.

"The quality of this phenomenon is abundantly demonstrated by the excellent thematic code. It put to use in research analysis, interpretation, and presentation. In sports studies, qualitative data cannot be analyzed (Gratton & Jones, 2010). However, general principles and the thematic coding analysis of qualitative data from this study applied (Goodenough & Waite, 2012). The thematic coding analysis included steps like familiarizing

oneself with the incoming data, creating initial codes, identifying themes, constructing thematic networks, bringing everything together, and deducing their significance. The participants' responses analyzed for consistency with the themes. Found the answers researching question requires locating, analyzing, and making sense of themes and patterns in textual data, as well as determining how these bits and pieces fit together to provide a whole (Renner & Taylor, 2003). In order to make informed decisions, it is necessary to organize data, classify it, and synthesize it. According to the Pell Institute (2017), data analysis began as soon as after data collection. Creswell (2002) provided a six-stage procedure for delivering into research data. This six-stage procedure is an inductive method for distilling the copious amounts of detailed interview data into a coherent set of themes pertaining to the underlying phenomenon of interest (Creswell, 2002). Before diving into analysis, the researcher should clean and sort the raw data into overarching themes and concepts (Neuman, 2003).

As soon as the initial data is collected, reviewed it and tried to draw conclusions about what the data means. There are six stages involved in data analysis.

Step 1: It's critical to reflect on what you've learned and jot down significant information, including things that stood out, observations, and interview highlights.

Step 2: As soon as the researcher begins gathering the data, the data analysis of the qualitative data collection should begin. This implies that the researcher should review the information and take into account any potential themes.

Step 3: The Pell Institute noted that while qualitative studies generate a lot of data, not all of it is applicable. To find and pay attention to the important data, a data reduction process is therefore required.

Step 4: Based on what the researcher observed, the data should be organized into themes or patterns before being analyzed.

Step 5: The data should be compiled, arranged, and condensed into a display once a theme or pattern has been identified. The conclusion been simpler as a result.

Step 6: Concluding and making sure the data analysis is accurate is the last step.

To collect this data, conducted interviews with key stakeholders and participants who took part in the international event. Participants been asked open-ended questions and their responses were recorded using a digital audio recorder. To facilitate the thematic analysis of the qualitative data collected, all responses are typed and then translated into English. This is carried out in order to achieve the aims of the present study.

Purposive sampling studied; this method is more commonly employed in qualitative research, and it is predicated on the concept of "saturation," in which selection continues until no additional information can be gleaned from the data (Miles et al., 1994).

The gained informations analyzed logically, and theories and concepts developed to explain the research problem,. It also would enabled researchers to check the consistency of their results by comparing them to those of other researchers. The thematic analysis for this study performed using the axial coding technique. Three tiers of coding used to ensure that the data is structured in a sensible way. It facilitates understanding of the structured data, which in turn facilitates the drawing of definitive conclusions. Similarly, using standardized codes ensured that findings could be assessed and compared to those of other researchers. The researcher is

tasked with identifying the differences and similarities as well as the limitations between the generalized and the specific findings. Accordingly, the frequency with which each result fits into a given category is indicated in the labels, making inferences much simpler.

Based on the principles of grounded theory, the axial coding technique developed. Using grounded theory, researcher developed new classifications based on the identification of relevant codes. The research questions then better understood as themes and contexts are developed. A comparison of the identified categories with the research results been done to ensure the validity of the axial coding results.

The axial coding strategy considers a triangular data set. Structural coding is the first stage of coding and is used to classify the information gathered from the interviews. Important data for achieving research aims can be uncovered through structural coding, and this data can then be used in the subsequent analysis steps. Second-level coding utilizes pattern coding to identify overarching themes by comparing them to the results of other studies. The third level of coding involves an analysis and discussion of the pattern coding results in light of the research questions. We can then use this



information to make reasonable inferences. The academic papers been used to prove that the analysis's overall findings are solid.

In order to better understand the range of participant sentiments and experiences, this study employed thematic analysis. The social benefits to participants' that this research revealed invaluable. In terms of participants' experience, everyone benefited from new cultural and social experiences.

## **Chapter 4: Findings**

### **4.1 Emerging Themes**

The chapter presented a semi-structured interviews were conducted with a sample of 10 stakeholders which has took a part in Mongolia international tournament. Thematic analysis was used to analyze the transcripts. The analysis identified three main themes (i) “benefit of hosting international tournament”, (ii) “significance of international tournament”, (iii) findings and requirement”. Each themes has three subthemes that illustrated the underlying factors that were perceived to be important aspects that contributed to the opinions. Findings

As a result of the research, it is clear that the effects varied according on how each participant in the international event saw them. Everyone agreed, according to the common assessment, that the international competition's organization in Mongolia had a beneficial social impact on the neighborhood.

A thematic analysis was done on the collected data. The researcher notes and participant’s responses were systematically arranged in line with interview questions. The themes helped to understand the participant’s

observations and experiences they have had after took a part in badminton international tournament which was hosted in Ulaanbaatar, Mongolia.

There are three major themes and nine sub-themes focuses on the benefits of participants and their views on the badminton international tournament. A summary of the analysis of the data according to themes and sub themes is presented below in Table 4.

#### **4.2 Benefits of Participating in International Tournament**

The three sub-themes are how international tournament affected to their life and surroundings (i) Perception changes for games and motivation to start play badminton (ii) Increase of entrance and popularity of sport (iii) educational and financial benefits. The first theme is concerning participants perception changes on badminton towards international tournament. The second theme concerned how the number of participants increasing in clubs after international tournament and how the sport being popular among participants and third theme how international tournament helped to volunteers and officials who has been paid by organizing committee, and how it was beneficial for them.

#### 4.2.1 Perception Changes for Games and Motivation to Start Play

Hosting badminton international tournament is affecting society in terms of their action into badminton, which is not really recognized into public due to newly developing, does not have much spectating supporters comparing with the sport which developed over 50 years, however international tournament changing their perception. For example:

Table 3:

##### *Themes and sub-themes*

| Major Themes   | Sub-Themes   |
|--|--|
| Benefits of participants of international tournament | Perception changes for games and motivation to start play badminton<br>Increase of entrance and popularity of sport<br>Human capital   |
| Significance of International Tournament             | Opportunities and Satisfaction to watch the matches<br>Promotion of new sport<br>Issues of Mongolian athlete's development and strategic plan                                  |
| Government consideration                             | Support of Government for promoting badminton to healthcare<br>Support of Government for promoting badminton to elite level<br>Support of Government for sports infrastructure |

Participant 1 highlighted new comers after watching tournament perception changed, started understand benefits of the badminton.

*As my understanding talking with my club members the result of international tournament for hosting every year changing society to understand badminton, leveraging to play badminton (Participant 1)*

Participant 10 mentioned that before and after watching international tournament completely changed its perception about badminton in Mongolia

*Playing sports, there is such an opportunity to show interest in that sport, and it inspires to develop oneself. Of course, from the point of view of sports, people's health and endurance. My nephew lives and play badminton in Germany, and what they said before to me was Mongolia does not have badminton, even has it is not much developed. But after sending my son to club, and watching international tournament my mind totally changed 180 degrees. (Participant 10)*

One way of advertising sport is bringing friend to matches show the atmosphere changes peoples point of view into sport and it mentioned by participant 7.

*Participating in international competitions, people's perception changes and their attitudes towards sports change. I see that it has an effect on those people. When my friends went together and watch the competition, it changed their mind about badminton. (Participant 7)*

Mongolian people really addicted to watching traditional wrestling, judo, freestyle wrestling, boxing such as mostly martial arts, but bringing

other type of non-contact and racket sport's international tournament changes the perception. For example:

*International tournament changing the point of view of so many people regarding the sport which they treating not a competitive sport, after watching match their mind totally changes, and because of saying great sport, clean and fast they have motivated to start play badminton in my club. (Participant 2)*

Participant 3 who has a great experience in different international events expressed that badminton is another sport could change people's lifestyle towards watching international event.

*The fact that any sport will be held at the continental level can become a huge promotion of that sport, and the fact that another sport will be an international competition is a real opportunity to give the parents and the environment the concepts that your people can see and see directly. It is better to watch once than listen to a thousand, it is seen as a huge advertisement. Organizing many badminton sports competitions is a great impetus for the development of the sport. Having worked in more than 10 gymnastics, judo, wrestling and boxing international competitions, it is an opportunity to give a positive impression to the participating children (Participant 3)*

Any type of international sports events affect to society with their huge impact to start play those sports, because children itself gets motivated

watching those foreign athletes. It may prevent involvement into bad habits, reducing crimes which participant 8 mentioned.

*If we talk about social benefits, Brazil's sports competition and crime decrease, El Salvador and Iceland too: I think the event is sufficiently profitable if the social benefits are high (Participant 8)*

*Bringing international tournament in Mongolia it is not bringing only financial benefits, even international athletes giving chance to show their performance for spectators, giving enthusiasm to start play badminton at our club example (Participant 1)*

#### 4.2.2 Increase of Entrance and Popularity of Sport

Since Mongolian Badminton Association is started hosting international sports events, we haven't had much spectators to come to watch the matches, but this year we have acknowledged spectator's number significantly increased in many ways and it affected to club entrance. For example:

*The number of entrants to our club increases twice as much as before. Meanwhile this year spectators number significantly increased, so many people were watched our event (Participant 1)*

*The social benefit is that the number of students has increased dramatically, and it gives us an encouraging feeling that we can do productive badminton club (Participant 2)*

Participants 1 and 2 noticed that entrance into club after international tournament significantly increased within last 3 months.

*The number of spectators compared to previous years seemed to have increased (Participant 3)*

*It was great never expected to see so many spectators. Actually, in previous years hall used to be empty. (Participant 7)*

*Meanwhile this year spectators number significantly increased, so many people were watched our event (Participant 1)*

Participant1, 3 and 7 mentioned that they acknowledged number Mongolian spectators in the hall significantly increased since previous years. So, it is another type of entrance to the sport.

### **4.3 Human Capital**

Among the interviewee's responds regarding the knowledge and financial benefits during the event and after the event, how the tournament has been affected in terms of their personal backgrounds explained as below:

*I think that i got a general understanding of sports that there is a mixed doubles and singles. I thought that it was a peaceful sport according to the shuttlecock feather, but in the doubles category, there were fierce matches, and i think that it has been changed to a strange one that consumes energy. (Participant 3)*



*The new thing i learned was that i knew that my mentality was bad (Participant 4)*

*I have understood the rules as there were many types. It has been an experience since the announcement (Participant 6)*

*Well, in general, I just did some research, and in general, I was interested to see what the protocol is like, and saw competence of athletes was flashing fast. (Participant 8)*

Participants 3, 4 and 9 they all got new knowledge about the badminton and it sports specific uniqueness made them to understand the sport is so much competitive as they were not expected.

Participant 5 and 9 shared their feelings, what they have learned so far from the badminton international tournament, and both had the same experience that spending their salaries, incomes working during the tournament has given them more benefit to spend their tuition fees as students.

*Updated things i had forgotten, noticed that updates are being made due to the extent of covid, and learned that there are rule changes. I am part of this society, so i pay my own tuition fees in the summer to pay for my education, or it is a form of investment rotation. (Participant 5)*

*In general, in the first days of the competition, I asked the referee so many things, and I got a very good knowledge in the end I gained so much knowledge about international tournament. My parents liked the fact that I spent my salary as a line*

*judge in the competition to prepare for the new school year. (Participant 9)*

#### **4.4 Significance of International Tournament**

##### 4.4.1 Opportunities and Satisfaction to Watch the Matches

There is not much international sports events host in Mongolia for under developing sports such as badminton, which is not much competitive compare with judo, wrestling, shooting, boxing, jiu jitsu, powerlifting, kurash wrestling etc., during those international sports events spectators full, because to watch competitiveness of international athletes. However, badminton is not much competitive hosting event is giving badminton lovers satisfaction, showing beauty of this sport. For example:

*Bringing back badminton international tournament in Mongolia is so satisfying for me. There are more foreign athletes than in previous years (Participant 1)*

*I look forward to many competitions, to see the skills of the athletes, the techniques they use, the tactics. Among the foreign athletes, in the mixed doubles category, it was noticed that the girl performs very well in front of the net. Compared to the 2019 international tournament, in 2022, women have started playing more proactively. A highly anticipated tournament, Because bringing highly talented athletes, showing their appearances (Participant 2)*

The significance of watching international tournament at home stage, watching elite athlete's performance give great impression about the sport and tournament which participant 3, 6, 9 and 10 mentioned during their interview.

*Left a high impression, seemed like a light sport, but needs speed, power, accuracy. Very nice and clean, no contact. (Participant 3)*

*It made a good impression, the fact that it is a fast competitive sport that requires speed made a good impression, and I got a very good understanding of this sport. As an announcer (Participant 6)*

*So, my first time working there left a great impression and it was very nice. I think it was a very beneficial tournament for all badminton fans, I had the opportunity to watch the games of athletes from many countries (Participant 9)*

*He was very proud, when he was new to sports, seeing how foreign athletes are doing, seeing how athletes from that country are playing, comparing the teacher's techniques, studying the experience, and motivating him to participate in international competitions (Participant 10)*

Participant 8, 9 3 and 1 expressed mind regarding the social benefits for hosting an international tournament not only helps Mongolian badminton athletes develop by providing opportunities to compete with foreign athletes, but it also provides opportunities for young athletes, youths to watch matches next court, and spectators to share skills from games.

*I think that organizing them in the badminton category is beyond imagination to watch such a competition at home in Ulaanbaatar city. (Participant 8)*

*Participants will be amazed, athletes and spectators (Participant 8)*

*Children at the amateur level came and saw the skills of the athletes and had a positive reaction to the beautiful games. I will work in the next international tournament. (Participant 9)*

*Mongolia's badminton fans having a full opportunity to watch the international tournament (Participant 3)*

*Provides opportunities for young athletes for watching their games at home town international athletes giving chance to watch their performance for spectators. (Participant 1)*

#### 4.4.2 Promotion of New Sport

As previously noted that martial art, combat sports mostly developed in Mongolia and hosting international tournament in non-contact, racket sport is providing to society new sport is coming up, and we are having something different to watch in Mongolian sports field. For example:

*It was successful overall for society to promoting new sport in Mongolia (Participant 8)*

*Mongolia was successful, judo, wrestling, boxing, powerlifting and martial arts competitions are always held, it is good to have a new badminton competition (Participant 5)*

#### 4.4.3 Issues of Mongolian athlete's development and strategic plan

However, MBA hosting international tournament to bring new sport to be watched for society. Meanwhile badminton development is emerging, but athlete's qualification into competitive level is not enough as much as tournament hosted successfully. So, interviewees a lot concerning about Mongolian athlete's quality to be developed to bring national pride at home. For example, participants 2, 3, 5, 9, 8 and 5 all mentioned about Mongolian athlete's skill has to be developed:

*I think the international competition has a lot to do with it and specially with Mongolian athletes performance (Participant 2)*

*But I noticed that the skills of Mongolian athletes are far from reaching the level of international athletes (Participant 3)*

*In the future, I think we need to work more on the development of Mongolian athletes. (Participant 5)*

*But we do not have enough skills to compete with foreign athletes from Japan, Korea, and Taiwan (Participant 9)*

*It is probably only a matter of time that it does not reach the level of competition abroad. (Participant 8)*

*I think we should pay attention to supporting our athletes in the future international events for more competence (Participant 5)*

Participant 4 and 7 mentioned that association has to have strategic plan for developing Mongolian athletes, meanwhile hosting international tournament we have to develop our strategic plan to develop.

*It is necessary to focus on the preparation of promising athletes who will compete at the international level and their systematic training (Participant 4)*

*Because we need a policy and strategic plan for further development of Team Mongolia to become more competitive (Participant 7)*

#### **4.5 Government Support**

To maintain social benefit from international event is mainly aiming to develop badminton for society to support public health which heart disease, blood pressure is being high in Mongolia, and on the other hand promoting badminton into elite level to compete in world stage to become emerging racket sport in Mongolia not only martial arts. With this purpose following explanations has been done during the interview in sub-themes.

##### **4.5.1 Support for Public Healthcare**

Mongolian life style been nomadic, more relatively relationship with nature for the centuries, but since 1950's city life has started come to Mongolian society, but proper sports life did not implement much for

society, people more used to see sport is just a professional, no need to have relationship with daily life style, due this mind obesity, heart disease and other related illnesses has been registering more and more. So international sports events also providing opportunities to support public health, and Mongolian government need to concern to develop more sports to support this idea. For example:

*The government of Mongolia need to support sports that can prevent mass obesity, specially during the covid lockdown children gained so much, parents as well, it is also preventing possibilities for heart diseases with supporting International events which could show public benefit of sport in real matches. (Participant 1)*

*I believe that it is necessary to advertise that it is possible to develop international sports in Mongolia as a universal sport, pay more attention to this sport, and provide health education to the people in order to provide financial support (Participant 2)*

*In the future, the government should invest in health. When we create a state, we believe that the state arose from settled citizenship, and social relations arose from citizenship. (Participant 5)*

*I think it is necessary to pay attention to the development of athletes and providing them with opportunities. except basketball and volleyball were not widely accepted, everyone was surprised and asked (Participant 9)*

#### 4.5.2 Support for Promoting Badminton to Elite Level

Since the participation in Olympic games Mongolian team only been participated in martial arts and their medals. Sometime before IOC implemented qualification system cycling, gymnastics has been a sport's that supported by Mongolian government and still. However, those sports still under support of government of Mongolia have not qualified for the decades into Olympics. So, it is time to consider bring new sports which can be competed and qualified into Olympics, such as rackets sports could be in elite level which is explained by interviewees.

*Of course, it is necessary for our Mongolian athletes to train with world-class athletes, they have a training camp, they have been training since childhood, and those children are doing double work, they can train in Mongolia and train abroad, that is the success can be released. My children have participated in a way that they want to learn, even if they don't win. You learn something from (Participant 5)*

*Of course, even if it is not possible to enter and win a medal, I think that these sports that can develop in the future should be supported by the government. I believe that it is necessary to build and support the national team. It is believed that it is possible because there is a high level of development in the continent. I think the government should support joint training. (Participant 6)*

*In general, the main thing is not to win a medal, it's not that they will succeed by competing against each*



*other, but I think that it is necessary to support them by organizing and participating in international competitions. I want to say for sure that the government should support it. I think that by building a national team, the foundation for the development of sports will be laid. Football is also being played well. Investments in other sports have full potential for development. I think that you should look at it, because you are interested in badminton, you should not be at a disadvantage if you do not receive support from the government. (Participant 7)*

*I think it will be necessary, at least the international tournament is being held, the financial problems of going to the tournament should be solved, and the government should support the expenses of going abroad, especially for children through student exchange. (Participant 10)*

#### 4.5.3 Support for Sports Infrastructure

Sports development is mainly supported by government and society allowed to participate any sports whatever they want and it's facilities has to been built. In many countries they are supporting multi sports and allows to draw a line many sports. So, venues even for public sport and elite level need to built for not even badminton also many sports. For example:

*Building a hall is difficult by association. It is difficult for international athletes not to find seats (Participant 5)*

*Develop facilities, first of all there was no warm up court for athletes outside of the main area, it could prevent injury (Participant 2)*

*There is no training hall, no warm-up hall, it would be nice if the walls and ceiling were nice. (Participant 7)*

*I think it is necessary to develop the sports hall. There is a problem with the hall, and I think that the government should support the issue of the hall (Participant 10).*

*When I came to Ulaanbaatar starting new club business, it was really hard to find a venue, because facility managers does not allowing to line badminton court in their fields, that is why even current facility still using portable badminton court mats in the venue. (Participant 1)*

## **Chapter 5. Discussion and Conclusion**

This chapter is aimed for understand and significance of the findings that have found through data analysis. Hence, findings will be explained relationship with literature review of the study. At the end study will reveal issues, concerns and conclusion.

### **5.1 Discussion**

The present study explored social benefits of the hosting badminton international tournament in Mongolia, and the ways to define which tournament affected to interviewees surrounding and themselves. Based on the thematic analysis, three broad themes emerged (social benefits, significance, and findings and requirements) comprising nine subthemes in total (Table 4). First sub-theme resident perception change, however, few studies have been carried out that evaluate local resident perception toward the impact of the event how their perceptions were affected. Findings that international event had brought more positive impacts than negative ones. Specifically, badminton international event city's international identity through media to promote city could be as a tourist destination (Zhou, 2010). Hence, local spectator perception changes towards the event motivated to

play sport. The event given opportunities to residents to attend international event for free. In this way bringing local community closer together, giving residents chances to meet new people, promoting badminton sport, helping people to understand sports culture, and increasing pride of local residents.

Furthermore, local participants in the clubs increasing after watching tournament motivated them, on the other studies sports events such as non-mega sports events will foster sport participation are based on notion of the so-called trickle-down, demonstration, or inspiration effects. Evidence supporting this 'trickle-down effect' is mainly focused on major sports events indicating that the effects are limited at best and are most likely to result from retaining existing participation rather than recruiting new participants (Weed et al., 2009). Evidence from non-mega sport events shows potential for personal growth and skill development of local residents which benefits sports development opportunities in host communities (Taks et al., 2013).

In the last subtheme for first research question which is human capital development is supported by (Taks, 2017), one of the few examples of cases of non-mega sports events providing social impacts and outcomes has been proposed, who distinguishes one of four social component is

human capital (opportunities for the personal growth and skills development of local residents through participation) in a international events.

Moving to next theme, significance of the international sports events affect to spectator's satisfaction of watching badminton matches giving chance to as followed explanation (Gau, 2013) highlighted that spectators who watch sports events gain benefits in various aspects such as functional, emotional and self-expressive. Functional benefits refer to spectators learning more about the sport or basically appreciating sportsmanship while self-expressive benefits are generated when spectators support their team, country, favorite athlete or simply appreciate the good performance of any team (Gau & James, 2013). Emotional benefits are more subjective and related to enjoyment and sociability categories (Gau, 2013). Enjoyment can refer to the emotional feelings of a spectator such as being happy and excited while sociability relates to spending time with family and friends watching elite athlete's performances.

On the other hand most of the interviewees expressed their emotion about how badminton is developing in Mongolia, which is not supported by government, newly developing sport hard to compete with advanced developed countries where Mongolia geographically located in the region of

most competitive countries in the Tokyo Olympics such as China (2 gold, 4 silver), Korea (1 bronze), Japan (1 bronze), Taiwan (1 gold, 1 silver) total 10 out of 15 medals, which we need to consider athlete development program to give more satisfaction and show more competitive matches at home games.

Related to previous sub-themes and interview results supporting that government of Mongolia need to consider development of badminton as a public health as a member of the United Nation, (Beutler, 2008) aimed to promote a more systematic and coherent use of sport in development and peace activities, particularly at the community level, as well as to generate greater support for such activities among Governments and sport-related organizations. The Task Force was asked to establish an inventory of sport for development program, identify instructive examples and encourage the United Nations system to incorporate sport into its activities and work towards the achievement of the Millennium Development Goals (MDGs), economic and social development, improve public health and peace at the national and global levels.

Supporting above mentioned public health, on the other end producing elite athletes is necessary to give youth motivation, role model

imagination to participate in sports. Which means special elite training policy government has to implement, other studies shown that no matter what countries that have a history of success in international sport in general, and the Olympic Games in particular, such as the United States and Germany, as well as countries, such as Singapore, which aspire to international sports success. However, there was also a desire to include examples of countries which had particular characteristics such as Poland (former communist government), Singapore (small and relatively rich country), and New Zealand (small population and strong sports culture). It is not claimed that the nine countries are representative, but it is suggested that they have been drawn from a sufficiently broad range of institutional, historical and political contexts to allow, at least tentative, conclusions to be drawn regarding trends in elite sport development systems (Houlihan & Green, 2007.).

At last, some interviewees acknowledged that badminton international tournament facility is quite old to run such an event, because athlete seats and spectator seats cannot be separated, too old for advanced events, but due to the lack of government fund central palace still remaining major facility for most national championships in the country, however government need to consider to build new sports infrastructure to host non-

mega sports events which is noticed in other studies. (Zawadzki, 2020) It can be assumed that already several dozen NMSEs, similar to those analyzed, would allow a valuation of the aggregated intangible benefits to be obtained at the level of the outlays incurred from the city budget aimed at the construction of the sports facility.

## **5.2 Limitation and Future Direction**

This study endeavors to examine the positive effects of hosting international badminton tournaments in Mongolia while also addressing the research limitations and proposing future directions in this area. Despite encountering challenges during the data collection process, this research presents valuable insights that can contribute to future studies and create academic opportunities for a deeper understanding of the impact of hosting international events. The intended sample size for interviews consisted of ten individuals, including participants, tournament staff, and stakeholders. However, due to constraints such as work commitments and familial obligations, only eight interviews could be conducted. The motivation for this study arose from the lack of existing research on the positive effects of international competitions organized in Mongolia, a fact confirmed through consultation with the General Director of Mongolian Sports University, an



esteemed professor. To bridge this research gap, this investigation drew upon sources from other countries.

During the data collection phase, certain participants encountered difficulties in providing specific answers pertaining to the benefits of hosting international events. However, by adopting a more generalized approach, interviewees were able to convey their sentiments and contribute valuable emotional insights. While some responses remained inconclusive, the findings of this study lay a foundation for future research endeavors. Significantly, this study opens up academic opportunities to explore an under-researched area, specifically the impact of hosting international tournaments on human capital. By delving into this aspect, the scholarly understanding of the effects of hosting international events can be further enriched. Furthermore, the outcomes of this study have the potential to contribute to tangible benefits, such as the enhancement of the National Mongolian Sports Events (NMSE), and may stimulate government support for the overall development of sports.

Beyond academic considerations, this research also serves to stimulate various stakeholders in the sports industry and the field of NMSE operations. By comprehensively assessing different aspects related to

hosting international badminton tournaments, this study encourages a deeper understanding of the multifaceted importance of such events. Stakeholders are prompted to reflect on the broader implications and significance of hosting these tournaments, not only in terms of sports achievements but also with regards to economic, infrastructural, and cultural impacts. By fostering this comprehensive understanding, the research contributes to a more holistic approach in conceptualizing the value and benefits of hosting international tournaments in Mongolia.

Ultimately, this study paves the way for more comprehensive investigations into the positive effects of hosting international tournaments in Mongolia. It highlights the need for continued research in this domain to further explore the identified research limitations and expand upon the preliminary findings. Future studies could focus on conducting in-depth analyses of specific aspects, such as the long-term impact on human capital development, the effectiveness of government support and policies, comparative studies with other countries, and additional dimensions that influence the success and benefits of hosting international events. By addressing these gaps in knowledge, researchers can contribute to a more nuanced understanding of the topic, thereby providing valuable insights to

inform future decision-making processes and optimize the outcomes associated with hosting international badminton tournaments in Mongolia.

### **5.3 Conclusion**

The findings of this study demonstrate that the annual international badminton tournament hosted by the MBA serves as a platform to bring elite athletes to Mongolia, showcasing their performances to local spectators. The tournament plays a significant role in motivating individuals to participate in sports, contributing to the development of human capital through knowledge exchanges and fostering sports tourism. Despite the successful hosting of the tournament, there is a level of dissatisfaction among fans regarding the performance of Mongolian athletes. Consequently, the association and government have a shared responsibility to promote badminton as a mass sport, addressing concerns related to public health, combating obesity, and supporting the development of elite athletes. Therefore, for future international tournament development, it is crucial to adopt a strategic plan that focuses on promoting badminton in a comprehensive manner. This plan should encompass various aspects such as grassroots development, talent identification, training programs, and enhanced support for elite sport development. By implementing such a plan,

the international tournament organization can strategically contribute to the overall growth and success of badminton in Mongolia.

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## **Appendix 1**

### **Demographic questions**

1. Name
2. Gender
3. Age
4. Profession
5. Educational background
6. Current job
7. Have you ever played badminton before
8. How do you see the development of badminton in Mongolia so far

## Appendix 2

### Interview Question

#### **A: Umpire, Line judges, Announcer, Athlete, Venue manager**

1. How do you feel about the international badminton tournament in Mongolia
2. What impression left Mongolia IC 2022 to you?
3. What new things have you learned from this international tournament
4. What do you think about this international tournament what benefits is it bringing to Mongolian society
5. What do you think, does the Mongolian government need to fund non-medal winning sports to develop for society?

#### **B: Board member, Sponsor company**

1. How do you feel about the international badminton tournament in Mongolia
2. What impression left Mongolia IC 2022 to you?
3. Do you think does your company sponsored tournament has been successfully advertised your company?
4. What do you think about this international tournament what benefits is it bringing to Mongolian society
5. What do you think, does the Mongolian government need to fund non-medal winning sports to develop for society?



**C: Spectator, Journalist,**

1. How do you feel about the international badminton tournament in Mongolia
2. What impression left Mongolia IC 2022 to you?
3. Do you think does your company sponsored tournament has been successfully advertised your company?
4. What do you think about this international tournament what benefits is it bringing to Mongolian society
5. What do you think, Mongolian government need to support non-medal winning sports to develop for society?

국문 초록

# 몽골에서 국제 배드민턴 대회 개최의 이 점: 2022 몽골 국제 챌린지를 중심으로

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본 논문은 몽골에서 국제 배드민턴 행사를 개최하는 것과 관련된 혜택을 탐구하며, 특히 배드민턴 커뮤니티 내 다양한 이해관계자들의 시각에 초점을 맞추고자 하였다. 문헌 조사와 선수, 코치, 주최자, 관리자 등 다양한 참여자들과의 인터뷰를 통해, 본 연구는 해당 행사 개최로부터 나타나는 다층적인 혜택을 밝혀내고자 하였다.

본 연구는 먼저 비대규모 스포츠 행사에서 얻는 혜택에 대한 분석을 제시한 포괄적인 문헌 검토가 수행되었다. 이후, 깊이 있는 인터뷰를 통해 이해관계자들의 통찰력, 경험, 인식에 대해 연구

참여자들의 경험을 수집하였으며 인터뷰를 통해 스포츠 이벤트 개최와 관련된 잠재적인 혜택에 대한 철저한 이해를 가능하게 하였다.

연구 결과는 몽골에서 국제 배드민턴 대회를 개최하는 것이 비접촉, 비격투형 스포츠 이벤트를 찾는 현지 관객들뿐만 아니라 즐거운 가족 체험 기회를 찾는 이들에게 상당한 이점을 제공한다는 것을 보여주었다. 이벤트 중과 이벤트 이후 경험하는 상호적인 혜택은 인적 자원 개발, 시민식민 의식 강화, 긍정적인 감정 상태, 스포츠 참여 증가, 참가자들 간의 정보 공유 등을 포함하였다.

인터뷰와 문헌 검토 결과를 바탕으로 한 이 연구는 대회가 참가자와 관중에 대한 사회적 의무를 성공적으로 이행했다고 결론 내리고 있다. 더욱이, 국내 선수들의 참여와 성과가 참가자와 관중들 사이에 흥미와 열정을 일으키는 데 중요한 역할을 한 것이 주목할 만하다. 이해관계자들은 지역 선수들의 발전을 촉진하기 위해 적극적인 정부의 지원이 중요하며, 이는 대회의 전반적인 매력과 성공에 기여한다고 강조하였다.

요약하자면, 본 연구는 2022 몽골 국제 챌린지 개최와 관련된 혜택의 비교 분석을 제공하며, 몽골에서의 스포츠 발전을 위한 핵심적인 고려사항을 강조하고있다. 이 연구 결과는 비대규모 스포츠

행사 개최와 관련된 긍정적인 결과에 대한 심층적인 이해를 제공하며, 스포츠 분야에서 원하는 영향을 이루기 위해 포괄적인 계획과 지원의 중요성을 강조하고있다.

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주요어: 몽골 배드민턴, 국제 대회, 이점, 정부 지원

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