

The Korean Hotel Sector's Perspectives on the Potential Impact of Co-Hosting the 2002 Football World Cup Korea/Japan.

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Abstract

The Football World Cup 2002 jointly hosted by Korea and Japan will be one of the most single important hallmark events in the history of these two nations at the start of a new millennium. However, despite the economic, political and tourist significance of the event relatively little research has been undertaken on its potential impact. This thesis follows Ritchie's call for the further assessment of the impacts of hallmark events by conducting a survey into the Korean hotel industry's perspective of Football World Cup 2002. The hotel sector has been chosen as the sample population for this study because the hotel industry comprises one of the largest sectors of the tourism and hospitality industry in terms of capital investment and tourist expenditure.

The objectives of this study were to identify the Korean hotel sector's perspectives on impact of the event on individual hotels, cities, and the nation as a whole (including most significant benefit and cost); the different perspectives that may exist between hotels in host cities and non-host cities; and the extent to which the ten host cities may benefit from hosting the 2002 Football World Cup.

To achieve the above objectives the general managers and managing directors of the 461 member hotels of the Korea Hotel Association were approached to participate in the study. Of the 461 hotels contacted, 431 hotels were open or willing to participate in the research, and were provided by mail with a survey. Two hundred seventy-seven replies (64.3%) were received.

The 'increases international guests during the event' variable ranked as the most positively perceived benefit among the 24 variables surveyed by individual hotels. 'Overcrowding in your hotel facilities' was perceived as the most negative impact among the 24 variables surveyed. 'Increases crime' and 'increases prostitution around your hotel' received a high level of disagreement. 'Increases guests' was perceived as the most significant benefit and 'lack of parking lots' as the most significant cost on individual hotels.

For city/town 'improves sports facilities' was identified as the most positive benefit ranking first among 40 variables with 'increases in traffic congestion' ranking as the most negative. 'Increases crime' and 'increases prostitution around your city/town' variables again received a high level of disagreement. 'Forces eviction and relocation of tenants' received the highest disagreement among 40 city/town variables. 'Increases revenue in your city/town' was perceived as the most significant benefit whereas 'increases in traffic congestion' was perceived as the most significant cost to city/town.

'Increases international visitors to Korea during the event' ranked as the most positively perceived benefit to the nation among 53 variables. 'Lack of rooms' ranked as the most negative cost among the 53 variables from a national perspective. The 'increases crime' and 'increases prostitution'

variables again received a high level of disagreement. 'Forces eviction and relocation of tenants' also received the highest disagreement. 'Increases government revenue' was perceived as the most significant national benefit and 'under-utilised event facilities after the event has ended' was perceived as the most significant cost to the nation.

This study's results showed that there were very significant differences between the perspective of host cities and non-host cities. Seoul was perceived as receiving the most benefits from co-hosting the Football World Cup.

The research findings suggest that co-hosting the Football World Cup 2002 is perceived by the Korean hotel sectors as generating significant benefits. However, the perceived benefits vary at different levels according to the individual hotel, to the city/town and to the nation. Overall, the hotel sector respondents perceived that by co-hosting the Football World Cup 2002 Korea as a nation would gain greater benefit than their city/town or their own hotel. Host cities are perceived as getting more benefits than non-host cities. Korean hotel sectors believed that Seoul would gain the most benefit from co-hosting the Football World Cup 2002.

This study's results confirm and support the existing school of thought of key roles of event impacts in a tourism context. Within major sports event impacts the Korean hotel sector perceived some potential impacts of the Football World Cup being as similar to the impacts of Olympic Games. However, some results are significantly different from previous hallmark study impacts. Thus, the results of this study indicate that significant benefit and cost impacts of hallmark events differ for each particular hallmark event, over time, host community (country or region), level of host community (country, region or individual), involvement group (direct or indirect), sample population (private sectors, governments or residents).