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# Impact of world cup cricket 2011 on urban development in India: Event development

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## ABSTRACT

*The research reveals that hosting sports mega-event has generated new opportunities, challenges on India the process of hosting has been a strategy for local Government to stimulated urban development. Which included promotion of the sports, relation with urban development and spectators. The total sample = 370. The result highlighted that due to the event there was a huge development in the sports infrastructure of the cities, jobs opportunities created for the people, attracted many fans from the different parts of the country and world. A new image of the host cities was created in the national arena. Primary data were collected during the period from March 2013 to May 2013. Pearson Chi-square test was applied to evaluate the independents of variables with regards to the characteristics of the sample. WCC 2011 has brought the city's more opportunities for land development, transportation improvement, and other infrastructure promotions.*

**Keywords:** sport event, mega sport-event, world cup cricket, urban development

## INTRODUCTION

Some observers have contended that there is a close link between sports and a country's industrial development and the general progress of society [1]. Industrialization and the general progress of the society are closely related to Urbanization. Urbanisation leads to urban development. Urban development is the social, cultural, economic and physical development of cities, as well as the underlying causes of these processes. Thus sports and games have a significant role in the urban development of the country [2]. Cricket is the most popular sport in India. Much pressure on cities is naturally applied to conduct mega events to attract mobile and global capital, cities and localities are actively involved in initiatives to refurbish and refine national and local identities [3]. Mega sports events in cities leads to changes in the nature of planning and urban development in a series of large-scale urban redevelopment projects. On the other hand, bricks and mortar approach, which has started in US, has centered on entertainment, tourism, culture, and the arts [4]. Public supports have turned to buildings that generate urban development. Current sports facilities regarding construction will not be effective without this consideration. Further, they are prestigious more than merely sporting purpose. Sports facilities become staples of the cities and development strategies [5].

Over the past 20 years, investment in sporting infrastructure at national level in cities was not primarily aimed at getting the local community involved in sport, but was instead aimed at attracting tourists, encouraging inward investment and changing the image of the city [6]. The first example of this new strategy in UK was seen in Sheffield with the investment of £147 million in sporting facilities to host the world student games of 1991. In the decade leading up to the 2000 Sydney Olympic Games, AUS\$1.2 billion in private and AUS\$2.3 billion in public investment was spent on infrastructure developments [7]. The relationship between professional sports and cities is an important public policy issue that has received growing attention in the academic literature. Investment in sports facilities is frequently rationalized on the basis of economic impact and positive spillover effects to cities and regions, yet there is mounting suspicion that professional sports have only a marginal impact on their surrounding

area [8]. When critically reviewing the debate on the economic effects of professional sports and their role as an engine of urban economic redevelopment, with an emphasis on recent economic research [9]. Analysis is offered of the city's hosting of the International Olympic Committee (IOC) meeting in 2005 as an illustration of the challenges and opportunities that major sport-related events create for international promotion of the city, in particular, the public image effects [10].

Infrastructure in India has improved a lot. Now certain grounds are used exclusively for cricket. The infrastructure for the WCC should magnify the India's preparation. India need not share with any other neighbor in her border. But as a fraternity India shared the responsibility with Sri Lanka, Bangladesh. India is self sufficient with good grounds. Well equipped for conducting tests, one day matches and 20-20. The stadiums have the basic requirements for matches [11].

## MATERIALS AND METHODS

Both qualitative and quantitative research methods were adopted for the study. The research design of the study consisted of descriptive research; this research involves methods such as document analysis, statistical data analysis, field observation and structure interview. Main data sources are from BCCI, cricket association of host cities, questionnaire, face to face interview, government documents, sport journals, books, research thesis, library and internet.

In order to achieve the research aims and objectives of the study, an empirical survey incorporating personal face to face interview was used as one of the way for primary data collection method. The questionnaire was designed in conjunction with the supervisor and incorporated both open and closed questions. The dependent variable is the urban development and the important independent variables are aspects related to sport infrastructure, sporting mega-events- urban development and spectators attracted.

### Data Sources

This research focuses on studying the impact of WCC 2011 on 3 major objectives. Main data sources are from BCCI, government documents and research thesis. The paper first reviews literature on India cricket and types of India cricket tournament, India cities from the perspectives of sporting mega-events and urban development. To supplement the document analysis, questionnaire distributed through the four main types of participant. Firstly, officials, employees and volunteers of cricket associations of India. Secondly, coaches of cricket of India and officials and/or employees of BCCI, authentic persons and technical persons, and thirdly officials and/or employees of tourism industry and finally urban development department in India.

The population of the study is selected according to the following specifications: BCCI (manager, administration), cricket coaches, officials of India cricket (manager, administration), authentic persons in cricket and sport expert (manager, administration, and lecturer), department of tourism (manager, administration), technical persons (ground engineer), and department of urban development (manager, administration).

The table 1 focuses on the total group of the respondents, statistical population, sample size of the respondents and sample size percentage of the study which chosen according to the need of research by pilot study and authenticity of experts in the field of cricket and physical education questionnaire distributed and data collected by researcher. The organizations such as BCCI's, tourism departments, associations of cricket, department of urban development, officials of cricket stadiums and cricket coaches selected as a respondents of the study. Also, the table showed the total universe of the study with 5000 people as statistical population of the study, the entire sample with 370 people as sample size of the study. The selection was according to the simple random sampling, by Kukeran Formula.

**Table 1. Sample Design of the Respondents Surveyed for the Study**

	<b>Title</b>	<b>Statistical Population</b>	<b>Sample Size</b>	<b>Sample Size Percentage</b>
1	BCCI (Manager, Administration)	100	8	2%
2	Cricket Coaches	800	59	16%
3	Officials of Cricket (Manager, Administration)	800	59	16%
4	Authentic Persons of Sport and Cricket (Manager, Administration, Lecturer)	2000	148	40%
5	Dep. of Tourism (Manager, Administration)	800	59	16%
6	Technical Persons (engineers of ground, Administration)	500	37	10%
	<b>Total</b>	<b>5000</b>	<b>370</b>	<b>100%</b>

### Data Collection and Tools

Over all 5000 people were chosen as part of universe of the study by Kukeran formula calculated sample size, these selected 370 samples were considered as a sample size population and respondents of the research questionnaire. The research questionnaire were distributed to the above titles for response through the post, E-mail, face-to-face data collection and appointment by consulting the table for determining the required size of a randomly chosen sample from a given finite population. Data collected through the infrastructure, urban development and spectators. Primary data were collected during the period from March 2013 to May 2013.

There are three types of method that are more useful to determine the sample size in the questionnaire data collection method that is approximately having the same results. They are included; Kukeran, Morgan schedule and MaCorr. In this research, the Kukeran formula sample size methodology was used to determine sample volume.

Kukeran Formula for Calculation of Sample Size:

$$n = \frac{\frac{z^2 pq}{d^2}}{1 + \frac{1}{N} \left( \frac{z^2 pq}{d^2} - 1 \right)}$$

Z = Statistic for a level of confidence (e.g. 1.96 to 95 percent),

P and q = Expected proportion (0.5 used for sample needed)

n = Sample size with definite population

d = Precision (0.05 used for sample needed)

N = Whole statistical population

$$n = \frac{\frac{(1.96)^2 (0.5)(0.5)}{(0.05)^2}}{1 + \frac{1}{5000} \left( \frac{(1.96)^2 (0.5)(0.5)}{(0.05)^2} - 1 \right)} = 352$$

According to The sample size as per Kukeran formula calculator works out of at least 352 sample size. During the pilot study and consulting times with professional bodies, it seems that sample size should be collected at several sample additional more than minimum sample, Altogether 370 questionnaires were available for data analysis.

The statistical tools used for the analysis of the data includes descriptive statistics such as frequency, mean, SD. and F-test (one-way ANOVA) was used to compare the mean opinion scores of coaches, managers, administrators and lectures. One sample t-test was used to compare the mean opinion score with an arbiter constant (theoretical mean score). Pearson Chi-square test was applied to evaluate the independents of variables with regards to the characteristics of the sample.

### Limitation

1. The record of the WCC 2011 in India is the only resource of data and the authenticity of the records will be cross-checked by the authentic persons and sport experts hence, it is considered as limitation of the study.
2. Surveys were limited to cities of India which WCC 2011 held on that places considered.
3. It was noted that some officials could refuse to participate in the study altogether. In such instances the interviewers were encouraged to thank the respondents for their time and to proceed to the next officials.
4. Potential respondents were put off by the perception of a lengthy questionnaire citing time constraints.
5. The above constraints and challenges resulted in the data collection phase being extended to thirty weeks in order to collect data as many officials as possible over this period.

### Delimitation

Sports event and urban development are the big concept, so for this study sports event was delimited to the following sub-area:

- 1- Sports experts, authentic persons, cricket association of host cities, BCCI office, cricket coaches, officials of cricket and cricket stadiums of WCC 2011 in India.
- 2- Questionnaire, interview with cricket expert, survey and audio records.
- 3- Urban development was delimited to venue observation, cricket infrastructure- facilities of cricket in India and photography of WCC 2011 stadiums in India and available information about WCC 2011 in India.

### Data Analysis

Its emphasis on describes the relationship between sporting mega-events and urban development in India. This section also studies the number of Indians as well as International spectators attracted to the city during the WCC 2011; the effect of the WCC 2011 on the promotion of the sports. It was also studied the responses of coaches, managers, administrators and lecturers from the 3 mentioned objectives. Data used for this study include both secondary and primary. The secondary data were related to BCCI, urban development and sports infrastructure. With regards to the number of foreign and domestic visitors in the selected objectives from 2010 to 2013 was collected. Details about facilities provided, Road, Public transportation, bridges, airport, etc. constructed during the period from 2010 to 2013 were collected in relation to BCCI and urban development and information about stadiums, etc. Primary data were collected from a sample of 370 cricket and sport experts, including coaches, managers, administrators, ground engineers and lectures on proportional sampling method from Kolkata, Mumbai, Chennai, Mohali, New Delhi, Bangalore, Nagpur and Ahmedabad. Primary data were collected during the period from March 2013 to May 2013.

The aims of the research are to study of the 3 objectives:

- To study the number of Indian as well as international spectators attracted to the city with vision of the WCC 2011.
- To describe the relationship between sporting mega-events and urban development in India with vision of WCC 2011.
- To study the contribution of the WCC 2011 in the promotion of the sports in the India.

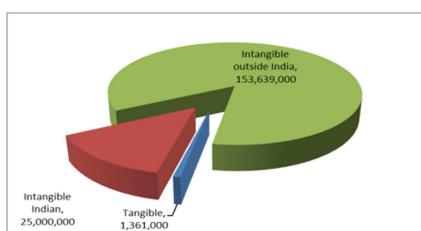
### Spectators Attracted to the Event

Spectators are the economic goal of every sports event, conducting in commercial basis. If the event is on world cup level, a considerable number of hotels and landmark buildings will be built for the games [12]. The city image will be improved. The city will attract more visitors and urban tourism would have a prosperous development. Construction of the new stadium and opening to the public, the properties around the stadiums were increased to a higher value [13]. With land prices and value increase, there would be new real estate development in the city. At the same time, more citizens would like to choose to live around the subway or far from the old city. Therefore, sporting mega-events, integrating public transportation promotion, would help to develop new district and change citizen's traditional living mind to live in suburban area instead of the central area. That would help to release the population in the old city proper.

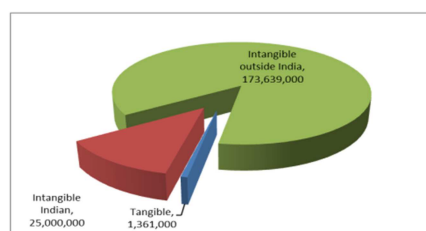
Spectators can broadly be classified into two, namely tangible and intangible spectators. Tangible spectators are those who directly participate in the stadium for watching matches. Intangible spectators are those who indirectly involve and supporting matches from the way of the multimedia and broadcasting system such as TV, cable internet, large screen which were attached in many streets during the world cup cricket, cinema theatre etc.

**Table 2. Number of tangible and intangible spectators of the WCC 2011**

Spectators	Tangible		1,361,000
	Intangible	Indian viewers	25,000,000
		Estimate of ICC	180,000,000
		Estimate of Media	200,000,000



**Based on the estimate of ICC**



**Based on the estimate of media**

**Figure 1. Number of tangible and intangible spectators of the WCC 2011**

Table 2, represents the numbers of tangible and intangible spectators of the WCC 2011. Tangible spectators are those the direct viewers in the stadium and intangible spectators are those who watch the game through broadcasting. It can be seen that the total number of tangible spectators of the WCC 2011 was 1,361,000. The numbers of intangible spectators were estimated by the ICC as 180,000,000 and media estimated a little higher number of 200,000,000. Among the intangible spectators, the numbers of Indian viewers were 25,000,000 which

come about 6.5 per cent. Figure 1 shows the graphical representation of tangible and intangible spectators of the WCC 2011, based on the estimate of ICC and an estimate of the media.

### Tangible Spectators

Tangible Spectators play an important role for player's performance in sport event; the players are motivated by the enthusiasm of the watchers. Moreover, sport development could benefit from tangible spectators' support [14]. Hence, spectators were a very significant element to fulfill a successful competition in sports. Economically beneficial for the improvement, maintenance and increasing rate of growth of stadium by taking the ticket, which will produce job opportunities and financial support for the betterment of the organization in addition to the financial benefit the stadium will get for its development, maintenance and for covering the expenditure of matches. Tangible Spectators also provide social support, which will give a chance to make the stadium capacity full and by giving direct support they encourage the host team which in turn increase the chance of winning the match [15]. Tangible Spectators support urban development by making high demand for food, accommodation and other infrastructural and material requirements. Petty shops and seasonal pathway sellers also benefit very much from the tangible spectators. Table 3 presents the estimated number of tangible spectators attracted to the WCC 2011.

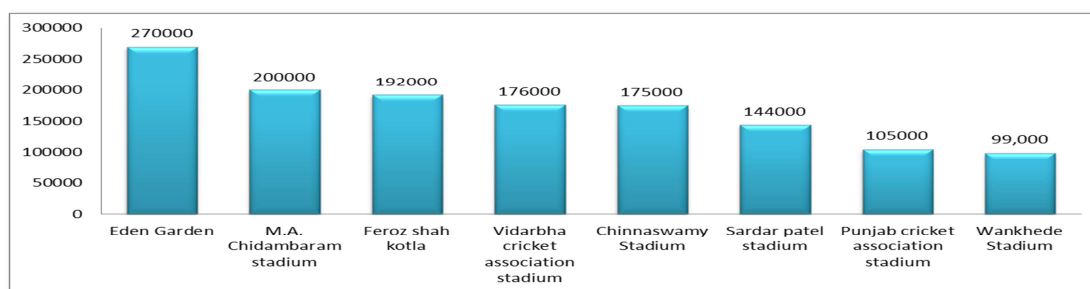
Table 3, represents the estimated number of tangible spectators attracted to the WCC 2011. WCC 2011 was conducted in eight stadiums. Out of which, Eden Garden in Kolkata is having the highest capacity of 90,000 and Wankhede Stadium in Mumbai is having the lowest capacity of 33,000. Minimum three matches were conducted in all the stadiums. The maximum number of five matches was conducted in Chinnaswamy Stadium in Bangalore (175000). Four matches were conducted in Feroz Shah Kotla in Delhi (192000) and Vidarbha cricket association stadium in Nagpur (176000). Eden Garden held the maximum number of spectators (270,000) during the season of competitions in three matches. The M.A. Chidambaram stadium comes second with specters of 200,000 in four matches followed by Feroz Shah Kotla with 192,000 in four matches, Vidarbha cricket association stadium 176,000 in four matches, Sardar Patel stadium 144,000 in three matches, Punjab cricket association, stadium 105,000 in three matches and Wankhede Stadium 99,000 in three matches. Total spectators of WCC 2011 were estimated to be 1,361,000. Figure 6 presents the bar chart representation of the total number of matches tangible spectators in the WCC 2011.

**Table 3. Estimated numbers of tangible spectators attracted to the WCC 2011**

No	Stadium	No. of Matches	Capacity	Spectators
1	Chinnaswamy Stadium	5	35,000	175,000
2	Wankhede Stadium	3	33,000	99,000
3	Eden Garden	3	90,000	270,000
4	Feroz Shah Kotla	4	48,000	192,000
5	Vidarbha cricket association, Stadium	4	44,000	176,000
6	Punjab cricket association, Stadium	3	35,000	105,000
7	M.A. Chidambaram Stadium	4	50,000	200,000
8	Sardar Patel Stadium	3	48,000	144,000
Total spectators of WCC 2011				1,361,000

Source: BCCI, ICC annual reports 2012

**Figure 2. Estimated number of all match tangible spectators attracted to the WCC 2011**



### Intangible Spectators

The WCC has grown as a media event with each tournament. The ICC had sold the rights for broadcasting of the 2011 WCC for around US \$ 2 billion to ESPN Star Sports and Star Cricket. At least 2 billion people from more than 180 countries around the world watch the matches. They can be considered as the Intangible Spectators of the WCC 2011. The game was also planned to be shown across platforms such as online and mobile 3G. It was the first time that an ICC event had the Umpire Decision Review System (UDRS). ICC WCC 2011 which has raised the game to new levels. It has helped the brands like LG, ESPN Star, Castrol and yahoo in their promotion in the online world.



The various brands got promoted when they sponsored the products that are related to cricket and thus it became a boon for their commercial value in the market.

Similarly, the live telecast of the WCC and such popular cricket events on the internet has also made a mark in boosting the internet's value in the market. Also, Castrol a major sponsor during the world cup events that remain dedicated in providing information, contests and the availability of the live score, thus the technique was highly useful in spreading the awareness towards the brand.

### Coverage through E-media

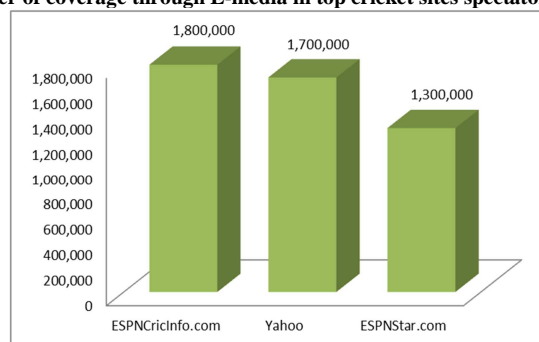
The important E-media that covered the WCC 2011 were ESPNCricInfo.com, Yahoo and ESPNStar.com. Table 4 represents the estimated number of coverage through E-media spectators.

ESPNCricInfo.com is found to cover the maximum number of visitors, which amounts to 1,800,000. Yahoo is the second important E-site which covers 1,700,000 visitors. The coverage of ESPNStar.com is the lowest which amount of 1,300,000 visitors. Figure 3 presents the bar chart representation of number of coverage through E-media in top cricket sites spectators attracted to the WCC 2011.

**Table 4. Estimated number of coverage through E-media, spectators attracted to the WCC 2011**

Site	Visitors	Population	Coverage
ESPNCricInfo.com	1,800,000	7166000000	0.025
Yahoo	1,700,000	7166000000	0.024
ESPNStar.com	1,300,000	7166000000	0.018

**Figure 3. Estimated number of coverage through E-media in top cricket sites spectators attracted to the WCC 2011**



### Websites Coverage in Semifinal and Final Match in top Cricket Sites

The most important websites that covered the WCC 2011 were ESPNCricInfo.com and Yahoo. The table 5 presents the estimated number of coverage in semifinal and final match through websites in top cricket sites.

From the top sites in semi-final ESPNCricInfo.com had 3,000,000 visitors, which covered 0.042 percent of the World Population. In a final day Yahoo had 1,800,000 visitors, covered 0.025 percent. ESPNStar.com 1,300,000 visitors, covered 0.013 percent and ESPNCricInfo.com 1,700,000 visitors covered 0.024 percent. It is to be noted that ESPNCricInfo.com could cover only 1300000 viewers in the Final, less than in the Semifinal between India and Pakistan.

**Table 5. Estimated number of coverage in semifinal and final match through websites in top cricket sites attracted to the WCC 2011**

India-Pakistan (Semi final)	Top Sites	Visitors	Population	Coverage
	ESPNCricInfo.com	3,000,000	7166000000	0.042
Final	Yahoo	1,800,000	7166000000	0.025
	ESPNCricInfo.com	1,700,000	7166000000	0.024
	ESPNStar.com	1,300,000	7166000000	0.013

### Relationship between Sporting Mega-Events and Urban Development

One reason that cities continue to be interested in hosting the WCC is the opportunity for urban development and renewal that a successful bid brings. In bidding for the WCC, a city hopes for a positive association, improved infrastructure, improved economy and an overall better standard of life for its citizens. It is true that such events increase tourism, increase employment, renews and develops infrastructure. However, it is important to remember that mega-events are not limited to sporting events [16]. The Worlds fair is a good example of a non-sport related cultural mega-event. Mega-events all vary in nature, but they have two things in common. They are all global in nature, and they all leave some type of impact on the cities or regions that host them. The lasting effect that a mega-

event has is the quality of life of the residents of the host community and is often referred to as the legacy. Typically the legacy can be defined the economic, social, and environmental outcomes [17].

In the second decade of 21<sup>st</sup> century, India host cities hosted cricket matches, in Kolkata, Chennai, New Delhi, Nagpur, Ahmadabad, Mumbai, Mohali, and Bangalore during the year of 2011. Research in the developed countries has shown that the development of mega-events, particularly mega-sports events, has played a key role in city regeneration and in changing the image of the city. The understanding of urban entrepreneurialism in western countries will help to explore the relationship between sporting mega-event in India's cities, and provide methods of studying on urban transition in India.

Urban development was studied through following dimensions such as (1) economic impacts of hosting the WCC 2011, (2) price /cost of living, (3) social impacts of hosting WCC 2011, (4) community benefits.

### RELATION WITH ECONOMY

The economic impact of hosting the WCC 2011 was studied by whom the event benefited, whether the Indian society developed, whether black economic empowerment was improved, whether jobs were increased, whether small businesses were benefited, whether the business was increased, their sales and profits, whether business was strengthened in regions where the stadiums were located and whether foreign investment was boosted/increased. Table 6, presents the mean opinion score of respondents about the economic impact of hosting the WCC 2011 with test of significance.

From table 6, it can be seen that a maximum score of 4.28 was obtained for the statement that "In the regions where the stadiums were located business was strengthened". The result indicates that according to the respondents, the most important economic impact of hosting the WCC 2011 was that it strengthened the business in the regions around the stadiums. But as the significance level of F-test is less than 0.05, it can be inferred that there is unanimity of opinion among the respondents. The opinion score of coaches are very high (4.55) compared to that of manager (4.18).

The table also showed that increase in the job (4.26) and benefit of small business (4.26) was the second important economic impact of hosting the WCC 2011. From the significance level of F test, it can be seen that there exists a significant difference in the opinion of respondents about increase in job due to the hosting the WCC 2011 as the significance level is less than 0.05. But in the case of benefit of small businesses, the respondents have significantly similar opinion as the significance level is above 0.05.

Similarly, when the opinions of respondents on "The business was increased, their sales and profits" (Score= 3.96) on "The WCC 2011 only benefited the rich and the poor wouldn't benefit" (Score= 3.13) were differed significantly. Respondent's opinions on "all residents gathered the rewards of the WCC 2011" (Score= 3.30), "Foreign investment was boosted/ increased" (Score= 3.30) and "Black economic empowerment was not improved" (Score= 2.78) were not significantly different among different category of respondents as the significance level of F-test are greater than 0.05. It means that for the above said three statements, all types of respondents have significantly similar opinion.

From the above analysis, it can be inferred that the respondents have a unanimous opinion that hosting of the WCC 2011, benefited small businesses, increased the status of Indian, boosted foreign investment and they have diverse opinion on black economic empowerment resulting from hosting such a mega event.

**Table 6. Mean opinion score of respondents about the economic impact of hosting the WCC 2011 with test of significance**

No	Statements	Total	Respondents				F	Sig.
			Coaches	Managers	Administrators	Lecturers		
1	In the regions where the stadiums were located, business was strengthened	4.28	4.55	4.18	4.26	4.20	7.000	0.000
2	Jobs were increased	4.26	4.20	4.39	4.19	4.40	3.779	0.011
3	Small businesses were benefited	4.26	4.22	4.37	4.22	4.30	2.224	0.085
4	The business was increased, their sales and profits	3.96	3.73	4.08	3.98	3.70	5.118	0.002
5	All residents gathered the rewards of the WCC 2011	3.30	3.40	3.23	3.31	3.20	0.949	0.417
6	Foreign investment was boosted / increased	3.30	3.43	3.20	3.31	3.40	1.097	0.350
7	The WCC 2011 only benefited the rich and the poor wouldn't benefit	3.13	2.87	3.02	3.28	3.00	4.471	0.004
8	Black Economic Empowerment was improved	2.78	2.97	2.73	2.75	2.70	2.506	0.059

### Relation with Price and Cost of Living

Effect of hosting the WCC 2011 on price/cost of living was studied by examining whether the price of some things such as food, transport and hotel values around the stadium locations, and host cities was increased and whether the overall cost of living was increased around the stadium locations and host cities. Table 7, presents the mean opinion score of respondents about the price/cost in living of the WCC 2011 with test of significance.

From table 7, it can be seen that a maximum score of 3.24 was obtained for the statement that “During the WCC 2011 period, the overall cost of living was increased around the stadium locations and host cities”. As the score is above the theoretical mean of three, the result indicates that according to the respondents, during the WCC 2011 period, the overall cost of living was increased around the stadium locations and host cities. But as the significance level of F-test is greater than 0.05, it can be inferred that there is unanimity of opinion among the respondents.

The table also showed that hosting of the WCC 2011 increases in the price of some of the items such as food, transport and accommodation around the stadium locations and host cities (Score= 3.11). From the significance level of F-test, it can be seen that there exists no significance difference in the opinion of respondents about the increase in the price of food, transport and accommodation around the stadium locations of host cities as the significance level was greater than 0.05. The results of analysis indicated that the respondents have different opinions that hosting of the WCC 2011 benefitted to transportation, accommodation, food catering services, increased the status of Indians and boosted foreign investment.

From the analysis, it is clear that during the WCC 2011 period, the overall cost of living was increased around the stadium locations and host cities, according to perceptions of the respondents and the 2011 WCC event led to increases in the price of some items such as food, transport and accommodation around the stadium locations and host cities.

**Table 7. Mean opinion score of respondents about the Price / Cost of living with test of significance**

No	Statements	Total	Respondents				F	Sig.
			Coaches	Managers	Administrators	Lectures		
1	The 2011 WCC event lead to increases in the price of some things such as food, transport and accommodation values around the stadium locations and host cities	3.11	2.97	3.17	3.13	3.10	1.567	0.197
2	During the WCC 2011 period, the overall cost of living was increased around the stadium locations and host cities	3.24	3.10	3.27	3.27	3.30	0.989	0.398

### Relationship with Society

The social impacts of hosting the WCC 2011 were studied by analyzing whether the government could successfully host a large international event and whether the WCC 2011 was successful because of the support of the people. The analysis also covers whether the locals were benefited from entertainment opportunities, whether there were inconveniences such as traffic congestion and parking difficulties, whether there was a delay in basic services in the poor areas, and whether there was a higher incidence of criminal activities? Table 8, presents the mean opinion score of respondents about the social impacts of hosting the WCC 2011 with test of significance.

From table 8, it can be seen that a maximum score of 4.53 was obtained for the statement that “government could successfully host a large international event”. The result indicates that according to the respondents, the Government could successfully host a large international event. But as the significance level of F-test is less than 0.05, it can be inferred that there was a significant difference of opinion among the respondents. The opinion score of lectures are very high (4.90) compared to that of coaches (4.45).

The table also showed that the WCC 2011 was successful because of the support of the people (Score= 4.42) and benefited locals from entertainment opportunities (Score= 4.05) as the score is above the theoretical mean of forth. From the significance level of F test, it can be seen that there exists a significance difference in the opinion of respondents about the support of the people which was successful due to the hosting the WCC 2011 as the significance level is less than 0.05. But locals were benefited from entertainment opportunities; the respondents have significantly different opinion as the significance level is less than 0.05.

Similarly, when the opinions of respondents on “There were many inconveniences such as traffic congestion and parking difficulties” (Score= 3.50) were similar opinions, and on “There was a delay in basic services in the poorest areas” (Score= 3.23) were also similar opinions significantly, their opinions on “There was a higher incidence of criminal activities” (Score= 2.52) were similar.



From the analysis, it is clear that, the respondents have a unanimous opinion that hosting of the WCC 2011 created many inconveniences such as traffic congestion and parking difficulties as well as made the delay in basic services in the poorest areas. But the respondents have diverse opinion that there was a higher incidence of criminal activities, the WCC 2011 was successful because of the support of the people. The respondents were also having diverse opinions on the success of the Government in hosting the WCC 2011 and to benefit that the locals derived from entertainment opportunities created by the WCC 2011.

**Table 8. Mean opinion score of respondents about the Social Impacts of Hosting WCC 2011 with test of significance**

No	Statements	Total	Respondents				F	Sig.
			Coaches	Manage-rs	Adminis-trators	Lectures		
1	There were many inconveniences such as traffic congestion and parking difficulties	3.50	3.43	3.61	3.46	3.60	1.224	0.301
2	There was a delay in basic services in the poorest areas	3.23	3.25	3.21	3.24	3.10	0.210	0.889
3	There was a higher incidence of criminal activities	2.52	2.87	2.34	2.52	2.40	15.907	0.000
4	The WCC 2011 was successful because of the support of the people	4.42	4.75	4.39	4.33	4.40	5.877	0.001
5	The WCC had shown that Government could successfully host a large international event	4.53	4.45	4.57	4.51	4.90	2.693	0.046
6	Locals were benefited from entertainment opportunities created by the WCC 2011	4.05	4.33	3.95	4.02	4.10	10.332	0.000

### Relation to Community Benefits

The community benefits of hosting the WCC 2011 was studied by analyzing the event benefited, whether boosting the image of green point stadiums, whether the community was benefited, whether the standard of living of communities increased, whether public funds in support of this event were acceptable, whether only some members of the community benefited and whether cup event/ the 2011 WCC event increased social injustice? Table 9, presents the mean opinion score of respondents about the community benefits of hosting the WCC 2011 with test of significance.

From table 9, it can be seen that maximum score of 3.93 was obtained for the statement that “There was a significant opportunity for boosting the image of green point stadiums as tourist destinations during the WCC 2011”. The result indicates that according to the respondents, the most important community benefits of hosting the WCC 2011 was that it boosted the image of green point stadiums as tourist destinations. But as the significance level of F-test is 0.05, it can be inferred that there is a significant difference of opinion among the respondents. The opinion score of lectures are very high (4.10) compared to that of administrators (3.89).

The table also showed that the community was benefited (Score= 3.80) and the standard of living in communities located close to the stadiums increased (Score= 3.60) as the score is above the theoretical mean of three. From the significance level of F-test, it can be seen that there exists a significance difference in the opinion of the respondents about the community which was benefited due to the hosting the WCC 2011 as the significance level is less than 0.05. But in the standard of living in communities located close to the stadiums increased, the respondents have the similar opinion as the significance level is less than 0.05.

Similarly, when the opinions of respondent on “Public funds in support of this event were acceptable” (Score= 3.58) on “The WCC 2011 only some members of the community benefited” (Score= 3.10) significance difference in the opinion of the respondents as the significance level is greater than 0.05, and “Cup event/ the 2011 WCC event increased social injustice” (Score= 2.72) were different opinion of respondents as the significance level is less than 0.05.

From the analysis, respondents have a difference of opinion that hosting of the WCC 2011 boosting the image of green point stadiums, the community was benefited directly from the event, the standard of living in communities located close to the stadiums increased, public funds in support of this event were acceptable, social injustice increased during the event and also have a difference of opinion that only some members of the community benefited from the WCC 2011.

**Table 9. Mean opinion score of respondents about the Community Benefits of Hosting WCC 2011 with test of significance**

No	Statements	Total	Respondents				F	Sig.
			Coaches	Managers	Administrators	Lecturers		
1	The community was benefited directly from the WCC 2011	3.80	4.00	3.70	3.79	3.80	3.345	0.019
2	Only some members of the community benefited from the WCC 2011	3.10	3.17	3.04	3.13	2.80	1.467	0.223
3	Cup event/ the 2011 WCC event increased social injustice	2.72	3.12	2.53	2.72	2.30	9.969	0.000
4	Public funds in support of this event were acceptable	3.58	3.95	3.56	3.49	3.40	11.181	0.000
5	The standard of living in communities located close to the stadiums increased as the stadiums were being built in the area for the WCC 2011	3.60	3.42	3.67	3.61	3.90	3.710	0.012
6	There was a significant opportunity for boosting the image of Green Point Stadiums as tourist destinations during the WCC 2011	3.93	4.03	3.92	3.89	4.10	2.630	0.050

### Contribution of the WCC 2011 on the Promotion of the Sports

To study the contribution of the WCC 2011 in the promotion of the sports in India. It consists of Profile of the Sample, Knowledge about Urban Development, Source of Knowledge, Impact on Indian Society and Impact on Sport Infrastructure.

### Profile of the Sample

Table 10 represents the distribution of sample by their characteristics. Age, profession, gender, experience and qualification are the selected characteristics of the sample under study.

From the table, it can be seen that the highest percentage (45.14 per cent) of samples is in the age group 41-50 years, followed by the age group 31-40 years (28.11 per cent). The representation of those who are less than 30 years are only 4.32 per cents and the representation of samples with age more than 50 are 22.43 per cents.

Also, it can be seen that the highest percentage (52.70 per cent) of samples was in the profession group of administrators with 195 people followed by the second percentage (28.38 per cent) where the profession group of managers are 105 people, the third percentage (16.22 per cent) was the profession group of coaches with 60 people and finally the lowest percentage (2.70 per cent) of the sample was in the profession group of lectures with 10 people. The table showed that the highest percentage (81.62 per cent) of sample was in the gender group of male with 302 people and the lowest percentage (18.38 per cent) was in the group of female with 68 people.

It can also be seen that the highest percentages (40.81 per cent) of the samples was in the experience group of 5-10 yrs with 151 people followed by the second percentage (37.03 per cent) were the experience group of more than 15 yrs with 137 people, the third percentage (19.46 per cent) was the experience group of 10-15 yrs with 72 people and finally the low percentage (2.70 per cent) was the experience group of less than 5 yrs with 10 people.

**Table 10. Distribution of sample by their characteristics**

Characteristics		N	Per cent
Age	Less than 30 yrs	16	4.32
	31-40 yrs	104	28.11
	41-50 yrs	167	45.14
	More than 50 yrs	83	22.43
Profession	Coaches	60	16.22
	Managers	105	28.38
	Administrators	195	52.70
	Lectures	10	2.70
Gender	Male	302	81.62
	Female	68	18.38
Experience	Less than 5 yrs	10	2.70
	10-15 yrs	72	19.46
	5-10 yrs	151	40.81
	More than 15 yrs	137	37.03
Qualification	Diploma	16	4.32
	Bachelor's degree	190	51.35
	Post-graduation	142	38.38
	Doctoral degree	22	5.95
Total		370	100.00

Finally, the table showed that the highest percentage (51.35 per cent) of the sample was in the qualification group of bachelor's degree with 190 people followed by the second percentage (38.38 per cent) was the qualification group of

post-graduation with 142 people, the third percentage (5.95 per cent) was the doctoral degree with 22 people and finally the lowest percentage (4.32 per cent) was the diploma with 16 people.

### Knowledge about Urban Development

The table 11 represents the distribution of sample by their characteristics. Age, profession, gender, experience and qualification are the selected characteristics of the sample under study. Also the table declared to be updated on urban development in the region related to the WCC 2011.

From the table 11 it can be seen that out of the total 370 maximum response of 342, the total sample responded that updated on urban development in the region related to the WCC 2011, only 28 people of total sample responded did not update on urban development in the region during the WCC 2011.

When the responses of the sample were analyzed with regards to their age, profession, gender, experience and qualification, the Chi-square test indicated that there is no significant difference in the opinion of different category of respondents about the updated on urban development in the region related to the WCC 2011 as the significance level is greater than 0.05.

Therefore, all the characteristics of the total sample had similar opinions about updated on urban development in the region related to the WCC 2011 and there was no significant difference in all categories.

**Table 11. Updated on urban development in the region related to the WCC 2011**

Characteristics		Yes	No	Total	Chi-Square	Sig.
Total		342	28	370		
Profession	Coaches	60	0	60	8.082	0.044
	Managers	93	12	105		
	Administrators	179	16	195		
	Lectures	10	0	10		
Age	Less than 30 yrs	16	0	16	1.413	0.703
	31-40 yrs	96	8	104		
	41-50 yrs	154	13	167		
	More than 50 yrs	76	7	83		
Gender	Male	284	18	302	6.069	0.014
	Female	58	10	68		
Experience	Less than 5 yrs	10	0	10	9.187	0.027
	5-10 yrs	72	0	72		
	10-15 yrs	138	13	151		
	More than 15 yrs	122	15	137		
Qualification	Diploma	16	0	16	3.467	0.325
	Bachelor's degree	174	16	190		
	Post graduation	130	12	142		
	Doctoral degree	22	0	22		

### Source of Knowledge

Table 12, represents the distribution of sample by their characteristics. Age, profession, gender, experience and qualification are the selected characteristics of the sample under study. Also the table indicated is to be updated about the development of the WCC 2011. According to respondents, main updated elements included in e-mail, newspaper, internet, television, SMS, friends, community meetings and radio.

From the table 12 it can be seen that maximum updated element according to respondents was about email with a response of 240 people, after that newspaper with 217 people; internet with 212 people; television with 190 people; SMS with 175 people; friends with 127 people; community meetings with 109 people and finally the lowest updated element belonged to radio with 72 people.

Similarly, when the sample was analyzed with regards to their age, profession, gender, experience and qualification, the Chi-square test indicated that there is a significant difference in the opinion different category of respondents, to be updated about the development of the WCC 2011 as the significance level is less than 0.05.

Therefore, all the characteristics of total sample have different opinion about getting updates in the development of the WCC 2011 and there were significant differences in all categories.

**Table 12. Distribution of sample by their characteristics as to be updated about the development of the WCC 2011**

Characteristics		Television	Newspaper	Internet	Community Meetings	Radio	SMS	E- mail	Friends	Chi-square	Sig.
Total		190	217	212	109	72	175	240	127		
Profession	Coaches	35	32	46	26	30	51	47	13	129.69	.000*
	Managers	52	65	42	33	13	41	55	44		
	Administrators	101	116	119	48	28	76	130	66		
	Lectures	2	4	5	2	1	7	8	4		
Age	Less than 30 yrs	9	8	9	6	5	6	12	9	39.95	.022*
	31-40 yrs	54	67	58	27	19	38	60	36		
	41-50 yrs	87	89	98	59	28	84	120	57		
	More than 50 yrs	40	53	47	17	20	47	48	25		
Gender	Male	164	178	178	91	70	144	197	108	18.31	.019*
	Female	26	39	34	18	2	31	43	19		
Experience	Less than 5 yrs	5	5	6	3	3	5	7	4	96.86	.000*
	10-15 yrs	36	50	59	19	29	44	61	27		
	5-10 yrs	92	97	80	55	23	51	95	47		
	More than 15 yrs	57	65	67	32	17	75	77	49		
Qualification	Diploma	7	8	10	6	8	11	12	3	74.88	.000*
	Bachelor's degree	110	116	111	66	41	76	125	72		
	Post graduation	62	77	79	32	13	78	87	37		
	Doctoral degree	11	16	12	5	10	10	16	15		

### Impact on Indian Society

Table 13, indicated that the distribution of sample by their characteristics. Age, profession, gender, experience and qualification are the selected characteristics of the sample under study. Also the table indicated opinions of the respondents during WCC 2011 on Indian society.

From the table 13 it can be seen that maximum score 303 of the total sample responded that the World Cup Cricket 2011 had an influence on Indian society, but 67 people of total sample responded that the WCC 2011 had not influenced the Indian society.

When the responses of the sample were analyzed with regards to their profession, age, gender and experience the Chi-square test indicated that there is no significant difference in the opinion different category of respondents about the impact on Indian society during the WCC 2011 as the significance level is greater than 0.05.

But when the responses of the sample were analyzed with regards to their qualification, the Chi-square test indicated that there is a significant difference in the opinion different category of respondents about the impact on Indian society during the WCC 2011 as the significance level is lesser than 0.05.

**Table 13. Distribution of sample by their characteristics as impact on Indian society during the WCC 2011**

Characteristics		Yes	No	Total	Chi-Square	Sig.
Total		303	67	370		
Profession	Coaches	48	12	60	1.454	0.693
	Managers	90	15	105		
	Administrators	157	38	195		
	Lectures	8	2	10		
Age	Less than 30 yrs	12	4	16	2.122	0.548
	31-40 yrs	89	15	104		
	41-50 yrs	133	34	167		
	More than 50 yrs	69	14	83		
Gender	Male	241	61	302	4.843	0.028
	Female	62	6	68		
Experience	Less than 5 yrs	7	3	10	7.462	0.059
	10-15 yrs	53	19	72		
	5-10 yrs	132	19	151		
	More than 15 yrs	111	26	137		
Qualification	Diploma	14	2	16	13.665	0.003
	Bachelor's degree	154	36	190		
	Post graduation	123	19	142		
	Doctoral degree	12	10	22		

### Impact on Sport Infrastructure

Table 14, described the distribution of sample by their characteristics. Age, profession, gender, experience and qualification are the selected characteristics of the sample under study. Also the table indicated, opinions of the respondents about sport infrastructure which declared whether the stadiums were used after the event or not?

From table 14, it can be seen that 84.86 per cent of the total sample responded that they could use the stadiums after the WCC 2011, but 15.14 per cent responded that they could not use the stadiums after the WCC 2011.

When the responses of the sample were analyzed with regards to their profession, the Chi-square test indicated that there is no significant difference in the opinion different category of respondents about the use of stadiums after the WCC 2011 as the significance level is greater than 0.05.

Similarly, when the sample was analyzed with regards to their age, experience and qualification, the Chi-square test indicated that there is no significant difference in the opinion different category of respondents about the use of stadiums after the WCC 2011 as the significance level is greater than 0.05.

But when the responses of the sample were analyzed with regards to their gender, the Chi-square test indicated that there is a significant difference in the opinion different category of respondents about the use of stadiums after the WCC 2011 as the significance level is less than 0.05.

**Table 14. Distribution of sample by their characteristics as impact on sport infrastructure in the WCC 2011**

Characteristics		Opinion				Total		Pearson Chi-Square	Sig.
		Yes		No					
		N	%	N	%	N	%		
Profession	Coaches	50	83.33	10	16.67	60	100.00	5.554	0.135
	Managers	92	87.62	13	12.38	105	100.00		
	Administrators	166	85.13	29	14.87	195	100.00		
	Lectures	6	60.00	4	40.00	10	100.00		
Age	Less than 30 yrs	12	75.00	4	25.00	16	100.00	3.963	0.265
	31-40 yrs	85	81.73	19	18.27	104	100.00		
	41-50 yrs	142	85.03	25	14.97	167	100.00		
	More than 50 yrs	75	90.36	8	9.64	83	100.00		
Gender	Male	264	87.42	38	12.58	302	100.00	8.334	0.004
	Female	50	73.53	18	26.47	68	100.00		
Experience	Less than 5 yrs	10	100.00	0	0.00	10	100.00	3.090	0.378
	10-15 yrs	63	87.50	9	12.50	72	100.00		
	5-10 yrs	124	82.12	27	17.88	151	100.00		
	More than 15 yrs	117	85.40	20	14.60	137	100.00		
Qualification	Diploma	14	87.50	2	12.50	16	100.00	2.090	0.554
	Bachelor's degree	157	82.63	33	17.37	190	100.00		
	Post graduation	125	88.03	17	11.97	142	100.00		
	Doctoral degree	18	81.82	4	18.18	22	100.00		
Total		314	84.86	56	15.14	370	100.00		

## RESULTS

Spectators are the economic goal of every sports events conducting on commercial basis. Therefore, the result of the analysis indicates spectators are the economic goal of every sports event; spectators can broadly be classified into two, namely tangible and intangible spectators. Tangible spectators are those who directly participate in the stadium for watching matches. Intangible spectators are those who indirectly involve and supporting matches from the way of the multimedia and broadcasting system such as TV, cable internet, large screen which was attached in many streets during the world cup cricket, cinema theatre etc. The total number of tangible spectators of the WCC 2011 was 1,361,000. The number of intangible spectators estimated by the ICC as 180,000,000 and media estimated a little higher number of 200,000,000. Among the intangible spectators, the numbers of Indian viewers were 25,000,000 which come about 6.5 per cent. The world cup cricket has grown as a media event with every tournament. The ICC had sold the rights for broadcasting of the 2011 cricket world cup for around US \$ 2 billion to ESPN Star Sports and Star Cricket.

At least 2 billion people from more than 180 countries around the world watch the matches. The important E-media that covered the WCC 2011 were ESPNCricInfo.com, Yahoo and ESPNStar.com. ESPNCricInfo.com is found to cover the maximum number of visitors, which amounts to 1,800,000. Yahoo is the second important E- site which covers 1,700,000 visitors. The coverage of ESPNStar.com is the lowest which amount to 1,300,000 visitors. The TV viewers' world wide was 1,000,000,000 which covered 13.95 of the World population. The TV viewers in India



were 67,300,000 which covered 5.56 of the total Indian population. From the top sites in semi-final ESPNcricInfo.com had 3,000,000 visitors, which covered 0.042 per- cent of the World Population. In the final day Yahoo had 1,800,000 visitors, covered 0.025 per- cent. ESPNStar.com had 1,300,000 visitors, covered 0.013 per cent and ESPNcricInfo.com had 1,700,000 visitors covered 0.024 per cent. It is to be noted that ESPNcricInfo.com could cover in the Final only with 1300000 viewers less than in the Semifinal between India and Pakistan.

One reason that cities continue to be interested in hosting the world cup cricket is the opportunity for urban development and renewal that a successful bid brings. In bidding for the world cup cricket, a city hopes for a affirmative association, improved infrastructure, improved economy and an overall better standard of life for its citizens, such events increase tourism, increases employment, renews and develops infrastructure. Urban development was studied through dimensions such as (1) economic impacts of hosting the WCC 2011, (2) price /cost of living, (3) social impacts of hosting WCC 2011, (4) community benefits.

Relation with economy of hosting the WCC 2011, in the regions where the stadiums were located, business was strengthened, the business was increased their sales and profits; Black economic empowerment was not improved, benefited small businesses, increased the status of Indian, boosted foreign investment. The price of some things such as food, cost of living, transport and hotel values around the stadium locations was increased. In case of the social impacts of hosting the WCC 2011 created many inconveniences such as traffic congestion and parking difficulties as well as made the delay in basic services in the poorest areas, but the WCC 2011 was successful because of the support of the people and Locals were benefited from entertainment opportunities created by the WCC 2011. In areas of the community benefits of hosting the WCC 2011, respondents have a difference of opinion that hosting of the WCC 2011 boosted the image of green point stadiums, the community was benefited directly from the event, the standard of living in communities located close to the stadiums increased, public funds in support of this event was acceptable also have a difference of opinion that only some members of the community benefited.

Sample surveys were conducted on a sample size of 370 respondents related to the cricket and urban development. Distribution of sample by their characteristics: Age, profession, gender, experience and qualification are the selected characteristics of the sample under study. The representatives of those who are less than 30 years are only 4.32 percent and the representations of samples with age more than 50 years are 22.43 per cents. The highest percentage (52.70 per cent) of respondents was in the profession group of administrators with 195 people and the low percentage (2.70 per cent) of respondents was the experience group of less than 5 yrs with 10 people. The highest percentage (81.62 per- cent) of respondents was in the gender group of male with 302 people and the low percentage (18.38 per cent) of respondents were in the group of female with 68 people.

The highest percentages (40.81 per cent) of respondents were in the experience group of 5-10 yrs with 151 people and the low percentage (2.70 per cent) of respondents was in the experience group of less than 5 yrs with 10 people. The highest percentage (51.35 per cent) of the respondents was in the qualification group of bachelor's degree with 190 people and the low percentage (4.32 per cent) of respondents was in the diploma, with 16 people. 241 people of the respondents were spectators of the 2011 WCC and 129 people of respondents were not spectators of the 2011 WCC the highest percentage (25.31 per cent) of respondents was in the M. Chinnaswamy stadium and the lowest percentage (2.49 per cent) was in the Punjab cricket association stadium.

In the field of impact on Indian society maximum score with 303 people of the total sample responded that the WCC 2011 had an influence on Indian society, but 67 people of the total sample responded WCC 2011 had not influenced them. In the field of impact on sport infrastructure in the WCC 2011, 84.86 per cent of the total sample responded that they could use the stadiums after the WCC 2011, but 15.14 per cent responded that they did not use it.

### **Hypothesis**

The study is based on the following hypotheses:

- 1- The results reject the null hypothesis that 'there is no significant impact on the contribution of the WCC 2011 in the promotion of the sports in the India.' So, the finding supports the alternative hypothesis that 'there is a significant impact on the contribution of the WCC 2011 in the promotion of the sports in the India.'
- 2- The results reject the null hypothesis that 'there is no significant relationship between sporting mega-events and urban development in India' and accept the alternate hypothesis that 'there is significant relationship between sporting mega-events and urban development in India'.
- 3- It rejects the null hypothesis that 'there is no significant effect of the number of Indian as well as international spectators attracted to the city.' Therefore, the finding supports the alternative hypothesis that 'there is a significant effect of the number of Indian as well as international spectators attracted to the city.'

## DISCUSSION

WCC 2011 has played a key role in the regeneration of the downtown area for the host cities. The constructions of stadiums and new infrastructures, environmental improvement, tourism development, city image improvements and district development are positive outcomes that can result. This research adds a new study on the relationship between sporting mega-events and urban development in India, spectators attracted to the event, and the contribution of the WCC 2011 in the promotion of the sports through examining the roles of actors and impacts on urban planning and urban image. Research on Indian cities has been concentrated on the impacts of economic reforms, including changing population structure, economic structure, land use conversion, and reshaping the urban spatial structure; this research adds the impacts of sporting mega-event in Indian society.

The public participation is a very important part in organizing the sporting mega-events where the public had a chance to participate as a tangible spectator such as spectators and intangible spectator by internet or other media during the WCC 2011. For private sector like sponsors, WCC 2011 brought them more business and more development. One of the most visible characteristics of the cricket event is that the locations of main stadiums are selected in new development districts. This shows that hosting WCC 2011 in India has been a strategy to stimulate new district development and city renewal.

Infrastructure construction will be boosted in India's cities. As the mega-sports center construction is completed, there are additional benefits such as improvement of city image and increasing quality of life for local communities. Land price and value will be increased. The city will have an enormous boost to real estate market. Cities were catalyzed as a new representative of the provinces and the country. The sporting mega-events will bring new attractions and more visitors to inspire urban tourism.

## CONCLUSION

The 2011 WCC which held in India and neighbors is one of the most important sporting events that held on the Asian continent. It promises to be a catalyst for future events of this magnitude to be exploited by other Asian countries. Specially it provided India with the opportunity to showcase its ability during commonwealth youth games 2008 and commonwealth games 2010 to host major sporting and cultural events in a bid to attract other mega-sports events like the WCC 2011 in India and the Olympic Games in future. Sporting mega-events have played a key role in the regeneration of the downtown area for the host cities. As cities comprehensive plan is a blueprint instead of a legislative regulation of the development, as a driver, WCC 2011 has brought the city's more opportunities for land development, transportation improvement, and other infrastructure promotions. Both advantages and disadvantages exist. Although, evidence has shown the wide diversity studies in economic and intangible benefits from sports event. But there is a need to concentrate more on the tangible and long-term benefits that cricket has the potential to deliver. This is due to requirement of huge money for construction, maintenance, and ancillary construction. However, in the recent years, sustainability has assumed increasing importance. The use of innovative financing mechanisms causes the establishment of visual and physical connections between crickets' facilities and their districts, and the emergence of district-level planning. Instead of simply putting crickets' facilities and expecting for development, sports facilities development for hosting events like WCC 2011 are necessitating for including as a part of the longer development strategy. An innovative legacy programme use in conjunction with the major event to ensure that the games left a lasting legacy for host cities.

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