

## **Sport events and their impact to regional development**

Sport events are becoming an increasingly important these days and they are take part of our culture, which affects a whole society, not only in social but also in economic terms. These events bring together members of different social strata who would not meet in everyday life. It is also due to these events that infrastructure is being built (premises, accommodation facilities, roads and associated buildings), which would normally not even be built in a given region.

Several important publications and articles (Bale, Dehoorne, ...) are devoted to the issue of sport geography and sport events in general. However, most of them deal in particular with the economic impact directly related to the organization of the sport events (eg Haddad and Haddad, 2016). They do not look at the issue of sustainability of built or revitalized sports facilities or pay no attention to the opinion of the local population.

The aim of my dissertation is to capture the impact of organizing major sport events on the development of the region, from a social and economic perspective. The focus will be on the sustainability of investments associated with organizing these events and assessing the importance of the region. I choose Nové Město na Moravě as a model region where regular international sporting events (mountain bikes and biathlon) are organized

The outcome of the work should be the evaluation of the following research questions:

- Can sport events affect the region's development?
- Are the events associated with organizing sport events beneficial and sustainable for the region and beyond?

The work will also include an article devoted to the irritation index (Doxey index), which will monitor the negative aspects of sport events from the perspective of local people.

The main research methods will be questionnaires and structured interviews, which will be supplemented by statistical data obtained from the interviewed organizations and the Municipal Authority of Nové Město na Moravě. As part of the analysis of the local population's view of organizing sport events, I would like to use mental maps to get a picture of the spatial barriers that these events present to residents.