

**THE STRAIN OF MEGA EVENTS ON LOCAL RESOURCES: A CASE
STUDY OF 2023 AFCON HOSTED BY COTE D'IVOIRE**

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ABSTRACT	KEYWORDS
This paper investigated the strain of mega events on local resources: A case study of 2023 AFCON in Cote d'ivoire. The research design adopted for this study is descriptive and survey-based, which enabled the systematic collection of primary data through the administration of a structured questionnaire. The study focused on a sample of 150 respondents, selected from various communities within the Local Government Area. Descriptive analysis was employed to analysis the data. Result from the study revealed that hosting the AFCON competition will positively impact on Nigeria's economy. It will increase local tourism and cultural exchange in Nigeria. Hosting the AFCON competition will increase creation of job opportunities for the locals. It will promote peace and unity through sports amongst Nigerians. Result also showed that hosting the AFCON competition has more benefits than concerns on Nigerians and Nigeria.	Sports, Tourism, Resource, Strain, Mega, AFCON.

Introduction

Sports tourism, broadly defined as travel undertaken to observe or participate in sporting events, has evolved into a significant driver of global socio-economic development. It encompasses a wide range of activities, from mass spectator events to elite competitions, and contributes substantially to local and national economies through tourism receipts, infrastructure investments, employment creation, and enhanced international visibility (Tichaawa & Swart, 2018). As nations increasingly leverage sports as

a tool for national development, sports tourism has assumed a strategic position within public policy, especially in emerging and developing economies aiming to diversify their economic base and stimulate new growth sectors.

One of the most prominent manifestations of sports tourism is the hosting of mega-sporting events, defined as large-scale sporting occasions that require substantial investment, attract global audiences, and yield broad socio-economic effects. The Africa Cup of Nations (AFCON), as Africa's premier football competition, has grown to rival other continental tournaments in its scale, prestige, and potential for transformation. Beyond the immediate sporting spectacle, events like AFCON serve as powerful vehicles for nation branding, infrastructure development, and regional integration (Hemmonsby & Tichaawa, 2018; Nyikana & Tichaawa, 2023). They also offer countries a platform to demonstrate political stability, institutional capacity, and socio-economic ambition to the international community.

In recent decades, emerging economies, particularly in sub-Saharan Africa, have pursued the hosting of mega-events such as AFCON with increased vigour. This approach is rooted in the belief that such events can accelerate modernization, attract foreign direct investment (FDI), stimulate tourism, and inspire civic pride and unity (Bob & Swart, 2010; Marumo et al., 2015). Moreover, hosting these events provides an opportunity to upgrade infrastructure—roads, airports, stadiums, hotels, and communication systems—that might otherwise lack investment. In essence, mega-events are seen not only as sports competitions but as development catalysts that can help address deep-rooted structural challenges.

The 2023 AFCON in Côte d'Ivoire is a striking example of this trend. The Ivorian government reportedly allocated over \$1 billion to prepare for the tournament, channelling funds into the construction of new stadiums, modernization of transportation networks, expansion of health facilities, and enhancement of urban amenities to meet the standards required by the Confederation of African Football (CAF) (Adebayo & Akinlabi, 2023; IMF, 2023). These investments were intended to deliver a wide array of long-term benefits, including job creation, increased tourism, improved international image, and national cohesion. There was an implicit expectation that such spending would yield a positive legacy—one that would transcend the tournament itself and deliver lasting value to Ivorian society.

However, while the anticipated benefits of hosting mega-events are often foregrounded in policy rhetoric and promotional discourse, there is a growing body of literature that urges caution. Numerous studies have pointed to the opportunity costs associated with such large-scale investments, particularly in countries where public resources are scarce and basic services remain underfunded (McCullough et al., 2020; Salgado-Barandela et al., 2021). In many cases, the influx of capital into mega-event preparation comes at the expense of critical sectors such as healthcare, education, and housing. Furthermore, while infrastructure development is often framed as a public good, the benefits may be unevenly distributed, with rural areas, marginalized communities, and vulnerable populations seeing little to no gain from the event (Kim & Petrick, 2005; Johnston et al., 2021).

Environmental sustainability is another critical concern. Mega-events often demand rapid urban transformation, leading to environmental degradation, increased carbon footprints, and overexploitation of natural resources. Temporary surges in population and activity can strain water supplies, waste management systems, and energy infrastructure, particularly in cities already grappling with the effects of rapid urbanization (Fredline, 2004; Chen, 2011). These impacts are frequently

overlooked or minimized in planning processes, resulting in unsustainable development trajectories that may be difficult to reverse post-event.

This is where the Triple Bottom Line (TBL) framework becomes especially useful for evaluating the true impact of mega-events. The TBL approach encourages a holistic analysis of economic, social, and environmental outcomes (Elkington, 1997; Chen, 2011). While economic gains such as FDI inflows, increased consumption, and tourism receipts are more easily quantifiable and often receive substantial media and political attention, the social and environmental dimensions—such as community displacement, noise pollution, social exclusion, and ecological degradation—are frequently underreported, undermeasured, or entirely overlooked. This results in an incomplete understanding of the actual costs and benefits of hosting mega-events.

In the African context, where developmental aspirations must be weighed carefully against pressing social needs, the issue becomes even more pronounced. Studies have documented instances where event-driven infrastructure lies idle after competitions conclude—so-called "white elephants"—while countries continue to service debts accrued during preparation (Achu, 2019; Ohmann et al., 2006). Such outcomes not only compromise fiscal sustainability but also erode public trust in government priorities and long-term planning capacities.

Côte d'Ivoire's hosting of the 2023 AFCON thus presents a timely and critical case study for exploring these complex dynamics. The country's commitment to the event came at a time of growing demands for improved public services, increased access to education, and better healthcare delivery. Understanding how the intensive financial and logistical requirements of the tournament impacted local resource allocation, service delivery, and community well-being is vital for assessing whether such events genuinely contribute to development or serve more symbolic and political functions.

This study is theoretically anchored in the Social Exchange Theory (SET), which posits that people evaluate events and interventions based on a cost-benefit analysis of personal and communal outcomes (Gursoy & Kendall, 2006; Prayag et al., 2013). Within this framework, residents are more likely to support mega-events when they perceive that the benefits—such as jobs, improved infrastructure, and international exposure—outweigh the associated costs, including congestion, displacement, or misallocation of funds. By applying SET, this study investigates how Ivorian citizens, particularly those in host cities, perceived and were affected by the hosting of AFCON 2023.

Despite the high expectations placed on mega-sporting events as catalysts for development, there is limited empirical evidence on their actual impact in African countries. The 2023 AFCON involved massive financial and infrastructural commitments by the Ivorian government. However, the extent to which these investments delivered tangible and equitable benefits to local communities remains unclear. This research therefore seeks to investigate whether the hosting of the 2023 AFCON in Côte d'Ivoire disproportionately strained local resources and public services, potentially undermining national development goals and displacing critical social priorities. Therefore, the study will aim at critically examining the strain of mega-events on local resources, using the 2023 Africa Cup of Nations in Côte d'Ivoire as a case study, with a focus on economic, infrastructural, social, and environmental impacts within a developing country context. However, the importance of creating awareness for sports tourism should also be emphasized (Aina, Osuoha, Aremu, Oladapo & Popoola, 2025).

Materials and Methods

This study was undertaken in Ado-Ekiti, the capital of Ekiti State, situated in the southwestern region of Nigeria. Recognized as one of the most developed urban centers within the state, Ado-Ekiti holds significant historical and contemporary relevance. Formerly the administrative seat of the pre-colonial Ekiti Kingdom, the city is renowned for its rich cultural heritage. It is predominantly inhabited by members of the Yoruba ethnic group and has an estimated population exceeding 500,000, positioning it among the more densely populated cities in Nigeria.

Ado-Ekiti possesses a vibrant sports culture, with football emerging as the most prominent and widely supported sport. The presence of various sports facilities and numerous active fan clubs—spanning both urban and rural contexts—demonstrates a strong community engagement with sporting events. This high level of participation and interest in sports renders Ado-Ekiti a strategically appropriate location for investigating public awareness of sports tourism and its related impacts.

The research adopted a descriptive survey design, which facilitated the systematic collection of primary data through the administration of a structured questionnaire. This methodological approach was chosen to effectively capture the perceptions of residents regarding the strain imposed by mega-events on local resources, with particular reference to the 2023 Africa Cup of Nations (AFCON) held in Côte d'Ivoire. Data collection was carried out across multiple communities within the Ado-Ekiti Local Government Area (LGA). Owing to logistical and resource constraints, it was impractical to survey the entire population. Consequently, a sample of 150 respondents was drawn from various communities within the LGA using purposive and stratified sampling techniques to ensure diversity and representation.

To comprehensively address the research objectives and analyze the variables of interest, the study employed a mixed-methods approach, incorporating both quantitative and qualitative data collection and analysis techniques. This methodological triangulation enhanced the depth, validity, and reliability of the findings by capturing a broader spectrum of perspectives.

While the study is geographically limited to Ado-Ekiti, the insights generated may have broader applicability to other Nigerian urban centers that share similar socio-cultural characteristics, urbanization patterns, and levels of public engagement in sports. These parallels suggest potential relevance for policy and academic discussions concerning the implications of mega-events on local communities in similar contexts.

Cochran's equation of finite population was used to determine the sample of the study. The formula is stated below:

$$N_0 = \frac{Z^2 pq}{e^2 N}$$

$$N_0 = \frac{SS}{1 + \frac{(SS-1)}{Pop}}$$

Where

SS = Sample size

Pop = Population

n = sample size

Z = Z value of confidence level.

P = Estimated proportion of an attribute present in the population

q = 1-p

e = Desired level of precision expressed in decimal.

N= Population size.

Using a 90% confidence interval; $Z = 1.645$

$e = \pm 10\% = 0.1$

$p = 0.5$ (maximum variable)

$q = 1 - 0.5 = 0.5$

$N = 0.5$

$$N_0 = \frac{(2.53)^2(0.5)(0.5)}{(0.10)^2} = 160$$

$$N_0 = \frac{160}{1 + \frac{(160-1)}{4300}} = 153.85 \approx 150$$

The sampling procedure employed in this study involved the random selection of residential divisions within the Ado-Ekiti Local Government Area. A simple random sampling technique was adopted to ensure that each unit of the population had an equal chance of being selected, thereby enhancing the representativeness of the sample.

Primary data served as the main source of information for this study. This data was collected using a structured questionnaire, which was administered to residents across various communities within the study area. The questionnaire served as the principal research instrument and was designed to elicit responses relevant to the research objectives.

The questionnaire consisted of both close-ended and open-ended questions. The close-ended questions formed the structured core of the instrument and were primarily used to facilitate quantitative analysis. The open-ended questions, on the other hand, were incorporated to capture more nuanced responses and to provide a more holistic understanding of the participants' perspectives.

The items in the questionnaire addressed key issues related to the strain of Mega Events on local resources: A case study of 2023 AFCON in Cote d'Ivoire. The questionnaire utilized a five-point Likert scale ranging from Strongly Agree (SA) to Strongly Disagree (SD), allowing respondents to express the degree of their agreement with each statement. For the purpose of data analysis, the study employed the Spearman's Rank Correlation Coefficient. This statistical technique was selected due to the quantitative nature of the data collected, which comprised ordinal variables that could be ranked. Spearman's correlation is particularly appropriate when assessing the strength and direction of association between two ranked variables.

This method was deemed suitable as the study fulfilled the required conditions for its application, including: an adequate sample size (minimum of 10 observations), independent observations, data presented in frequency form, and use of the entire dataset without omissions. The technique also allows for the testing of hypotheses by comparing observed values against expected values under the assumption that the null hypothesis is true.

Moreover, degrees of freedom, determined by sample size, were considered in interpreting the significance of the correlation coefficients. The use of this technique enabled the researcher to examine the strength of association between variables and provided insights into the overall distribution of responses in relation to the research hypotheses.

Due to the nature and number of the variables involved in this study, quantitative data analysis was used to process the data. For the quantitative analysis Statistical Package for Social Sciences (SPSS version 17) was used to process the data. For the lower version of analysis for the perception of respondent's percentages were used to analyse the data. This means that the analysis was done on the content of the data which were collected.

Results and Discussion

Figure 1 illustrates the response rate recorded during the data collection phase of this study. Out of a total of 150 questionnaires distributed across the selected study locations, 143 questionnaires were successfully retrieved, representing a response rate of 95.33%, while 7 questionnaires (4.67%) were not returned. This high response rate was facilitated by the method of administration. The researcher personally distributed the questionnaires and waited while participants completed them, enabling immediate collection. This approach minimized loss and ensured that the intended sample size was maintained, thereby preserving the representativeness of the target population and enhancing the validity and reliability of the study's findings.

All retrieved questionnaires were subsequently organized, coded, and entered into the Statistical Package for Social Sciences (SPSS) for systematic analysis. The data were then interpretively analyzed to derive meaningful insights in line with the study's objectives.

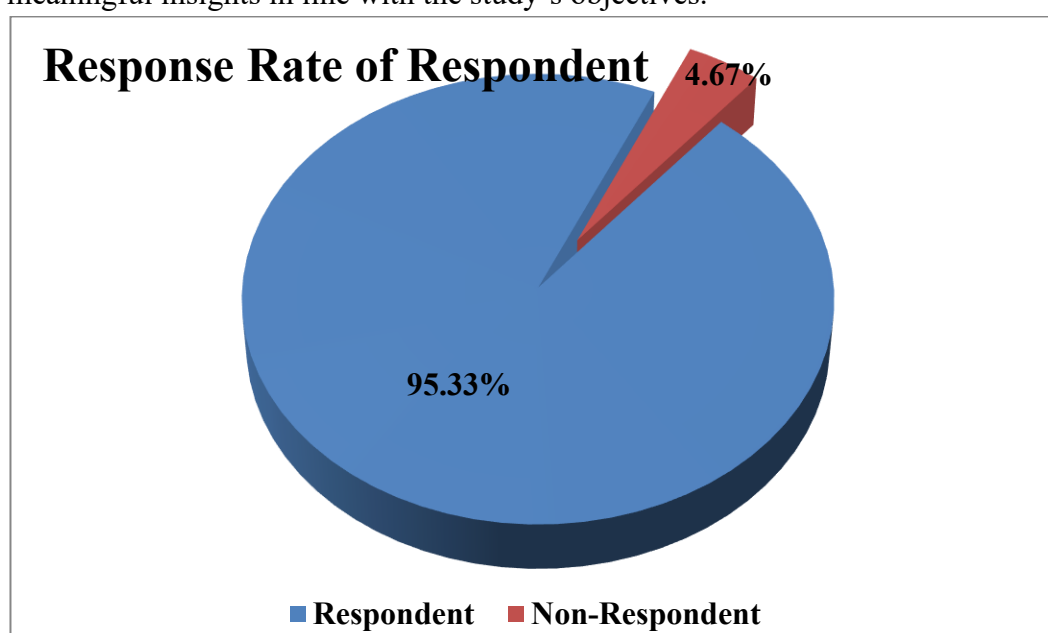


Figure 1. Response rate of respondent during the course of the study

Source: Fieldwork, (2025)

Personal Details of Respondents

Table 1. Personal details of respondent during the course of this study

Variables	Categories	Frequency	Percentage (%)
Sex	Male	91	63.64
	Female	52	36.36
	Total	143	100%
Age bracket	18-30 years	38	26.57
	31-50 years	65	45.46
	51 and above	40	27.97
	Total	143	100%
Educational attainment	SSCE	30	20.98
	NCE/OND	37	25.87
	B.Sc/B.Ed	51	35.66
	Ph.D	5	3.50
	No formal	20	13.99
	Total	143	100%

Nationality	Nigerian	137	95.80%
	Foreigner	6	4.20%
Total		143	100%
Marital Status	Single	56	39.16
	Married	67	46.85
	Divorced	20	13.99
	Total	143	100%
Total		143	100%

Demographic Profile of Respondents

The presentation and analysis of the demographic characteristics of respondents are summarized in Table 1. The study sought to determine the gender distribution of participants. As indicated, 63.64% (n = 91) of the respondents were male, while 36.36% (n = 52) were female. Regarding age distribution, 26.57% (n = 38) of respondents fell within the 18–30-year age bracket, 45.46% (n = 65) were aged between 31 and 50 years, and 27.97% (n = 40) were aged 51 years and above. In terms of educational attainment, 20.98% (n = 30) of respondents held a Senior Secondary School Certificate (SSCE), 25.87% (n = 37) possessed an Ordinary National Diploma (OND) or Nigeria Certificate in Education (NCE), while 35.66% (n = 51) held a Bachelor's degree (B.Sc./B.Ed). A smaller percentage, 3.50% (n = 5), were Doctor of Philosophy (Ph.D.) holders, and 13.99% (n = 20) had no formal education. The nationality of respondents revealed that the vast majority, 95.80% (n = 137), were Nigerian citizens, whereas 4.20% (n = 6) were non-Nigerians. Marital status distribution showed that 39.16% (n = 56) of respondents were single, 46.85% (n = 67) were married, and 13.99% (n = 20) were divorced at the time the study was conducted.

As it is expected of any population sample, the sample reflected the population distribution of the study area as questionnaires were apportioned in line with the population distribution and thus the study revealed that the male formed the majority of the total respondents. This correlates with the findings of Tunde (2012) who recorded more males than female with a male percentage of about 56.7% to 43.3% of female. Most of the respondents are between the age of 31-50 years. The study also revealed that more respondents are B.Sc/B.Ed holders more than any other degree. This is in line with the findings of Edet *et al.* (2014) and Agbu and Raji (2020) who reported that more respondents are B.Sc/B.Ed holders more than any other degree.

Knowledge of the respondents on the negative and positive impacts of hosting AFCON footballing competition

Table 2. Respondents' view on whether Hosting the AFCON competition will positively impact on Nigeria's economy.

Hosting the AFCON competition will positively impact on Nigeria's economy		
Responses	Frequency	Percentage (%)
Strongly Agree	64	44.76
Agree	58	40.56
Disagree	19	13.28
Strongly Disagree	2	1.40
Total	143	100%

Table 2 shows respondents' view on whether hosting the AFCON competition will positively impact on Nigeria's economy. It was observed from the result that 44.76% (64) of the respondents strongly agreed, 40.58 (58) agreed, 13.28% (19) of the respondents disagreed while the remaining 1.40% (2) of the respondents strongly disagreed that hosting the AFCON competition will positively impact on Nigeria's economy. Majority of the respondents strongly agreed that hosting the AFCON competition will positively impact on Nigeria's economy.

Table 3: Respondents' knowledge on whether hosting the AFCON competition will increase local tourism and cultural exchange in Nigeria.

Hosting the AFCON competition will increase local tourism and cultural exchange in Nigeria		
Responses	Frequency	Percentage
Strongly Agree	58	40.56
Agree	47	32.87
Disagree	21	14.69
Strongly Disagree	17	11.89
Total	143	100%

Table 3 above, shows respondents' view on the notion that hosting the AFCON competition will increase local tourism and cultural exchange in Nigeria. 40.56% (58) of the respondents strongly agreed, 32.87% (47) agreed, 14.69% (21) of the respondents disagreed while the remaining 11.89% (17) of the respondents strongly disagreed. Majority of the respondents strongly agreed, this depicts that hosting the AFCON competition will increase local tourism and cultural exchange in Nigeria.

Table 4: Respondents' view on whether hosting the AFCON competition will increase creation of job opportunities for the locals.

Hosting the AFCON competition will increase creation of job opportunities for the locals		
Responses	Frequency	Percentage
Strongly Agree	50	34.97
Agree	62	43.36
Disagree	21	14.69
Strongly Disagree	10	6.99
Total	143	100%

Tables 4, shows respondents' view on whether hosting the AFCON competition will increase creation of job opportunities for the locals. Result showed that 34.97% (50) of the respondents strongly agreed, 62% (43.36) of the respondents agreed, 14.69% (21) of the respondents disagreed, while the remaining 6.99% (10) of the respondents strongly disagreed. Majority of the respondents agreed, this affirmed that hosting the AFCON competition will increase creation of job opportunities for the locals.

Table 5: Respondents' knowledge on whether hosting the AFCON competition will promote peace and unity through sports amongst Nigerian

Hosting the AFCON competition will promote peace and unity through sports amongst Nigerian		
Responses	Frequency	Percentage
Strongly Agree	58	40.56
Agree	41	28.67
Disagree	29	20.28
Strongly Disagree	15	10.49
Total	143	100%

Table 5 above, shows respondents' view on the notion that hosting the AFCON competition will promote peace and unity through sports amongst Nigerian. 40.56% (58) of the respondents strongly agreed, 28.67% (41) agreed, 20.28% (29) of the respondents disagreed while the remaining 10.49% (15) of the respondents strongly disagreed. Majority of the respondents strongly agreed, this depicts that hosting the AFCON competition will promote peace and unity through sports amongst Nigerian.

Table 6: Respondents' Knowledge on whether the hosting the AFCON competition has more benefits than concerns on Nigerians and Nigeria

Hosting the AFCON competition has more benefits than concerns on Nigerians and Nigeria		
Responses	Frequency	Percentage
Strongly Agree	47	32.88
Agree	45	31.47
Disagree	48	33.57
Strongly Disagree	3	2.10
Total	143	100%

Table 6 shows respondents' knowledge on whether hosting the AFCON competition has more benefits than concerns on Nigerians and Nigeria. 32.88% (47) of the respondents strongly agreed, 33.57% (48) agreed, 31.47% (45) of the respondents disagreed while the remaining 2.10% (3) of the respondents strongly disagreed. Majority of the respondents disagreed; this affirms that hosting the AFCON competition has more benefits than concerns on Nigerians and Nigeria.

Hypothesis Testing

Variables	ΣX	ΣX^2	ΣY^2	ΣXY	r-val
The Strain of hosting Mega Events	519	3301		5079	0.92
Local Resources of Nigeria	106	2011			

Significant 0.05 level, critical $r=0.217$, $df=412$.

From the result above Table 7, the calculated r-value of 0.92 is higher than the critical r-value of 0.217 at 0.05 levels of significance and 412 degree of freedom. The null hypothesis is rejected, while the alternate hypothesis is accepted.

Model	R	R Square	Adjusted R Square		Std. Error of the Estimate	Change Statistics				
	R Square Change	F Change				df1	df2	Sig. F Change		
1	0.219 ^a	0.118	0.15	0.782	.00000	6.109	11	452	.000	0.123.

a Predictors: (Constant): The Strain of hosting Mega Events

b Dependent Variable: Local Resources of Nigeria

The result of the regression analysis on Table 8 shows a yielded coefficient of regression (R) of 0.219 and a multiple regression R-square (R^2) of 0.118, and adjusted R^2 of 0.15, at 0.01 level of significance, the result is significant, the result also shows that an analysis of variance (ANOVA) of the multiple regressions produced an F-ratio of 6.109, while the f-critical value is 1.91 (2-tailed), since the calculated F-value of 6.109 is greater than the critical F-value of 1.91, at 0.05 significant level, (2-tailed), the result is also significant at 0.05 level. The significance of this result is that mega event has a strain on local resources.

Discussion of Findings

The assessment of respondents' views revealed a strong consensus that hosting the African Cup of Nations (AFCON) competition would yield predominantly positive outcomes for Nigeria. Respondents strongly agreed that the event would significantly benefit the nation's economy, largely through increased tourism, job creation, and the stimulation of local businesses. In particular, hosting AFCON was perceived as a driver for boosting domestic tourism and encouraging cultural exchange. Such activities can foster a greater appreciation for Nigeria's rich cultural heritage while providing avenues for international visibility and national branding.

One of the core arguments emerging from the responses is the belief that the AFCON competition could serve as a unifying force in a country often characterized by ethnic and regional divisions. Sports, particularly football, are known for their integrative capacity, and respondents recognized this potential by highlighting the likelihood of increased social cohesion, national pride, and unity among Nigerians during and after the tournament. Moreover, the creation of temporary and potentially permanent job opportunities in sectors such as hospitality, transportation, construction, and event management was emphasized as a major socioeconomic benefit.

Importantly, the positive perception among respondents aligns with the broader scholarly discourse on sports tourism as a catalyst for development. For instance, the findings of González-García et al. (2022), Njoroge et al. (2017), and Acha Anyi (2023) all underscore the multifaceted impacts of sports tourism on host communities. These studies collectively emphasize that sports tourism enhances and diversifies a locality's tourism offerings, contributing to sustainable local development and economic diversification. Such events, when well-organized, can draw international attention, stimulate foreign direct investment, and spur infrastructural development.

However, while the respondents predominantly focused on the positive impacts, it is important to critically consider the potential negative consequences of hosting mega-events such as AFCON. González-García et al. (2022) caution that while sports tourism contributes to economic activity and local development, it also carries inherent risks, such as environmental degradation, over-

commercialization, and the overburdening of infrastructure in areas not adequately prepared to handle large-scale influxes of visitors. Additionally, temporary economic booms may not translate into long-term gains if planning and investment are not strategically managed. These findings suggest a need for balanced and inclusive planning processes that anticipate both the benefits and challenges of hosting such events.

Furthermore, Njoroge et al. (2017) and Acha Anyi (2023) emphasize the critical role of collaboration between public institutions and private stakeholders in ensuring that investments into sports tourism yield sustainable outcomes. This includes not only infrastructural development but also the integration of cultural heritage preservation into tourism initiatives, ensuring that modernization does not erode the very cultural identity that attracts tourists.

Conclusion

In conclusion, the respondents' strong support for hosting the AFCON tournament in Nigeria highlights a prevailing sense of optimism regarding the event's potential to drive national development, foster socio-cultural integration, and enhance the country's international profile. The anticipated benefits ranging from economic stimulation through tourism and employment to the promotion of unity and national pride paint a promising picture of the transformative potential of hosting such a prestigious event.

However, while this positive outlook is encouraging, it must be approached with strategic foresight and a critical awareness of the challenges that often accompany mega-events. History has shown that the success of hosting international sports competitions is not guaranteed by enthusiasm alone. The realization of long-term benefits requires a holistic and inclusive approach to planning that addresses both infrastructural readiness and social impact. Investments must prioritize sustainable development, ensuring that new infrastructure does not become underutilized post-event and that the environmental consequences of increased human activity are mitigated through effective environmental management policies.

Moreover, policies must be implemented to ensure that the gains from hosting AFCON are equitably distributed among all segments of the population, including marginalized communities. Local content participation, community engagement, and public-private partnerships are essential to fostering ownership and maximizing social returns. Institutional transparency and accountability will also play a crucial role in preventing the mismanagement of resources and ensuring that the legacy of the event contributes positively to Nigeria's developmental agenda.

In essence, while the AFCON tournament presents a valuable opportunity for Nigeria to showcase its capacity and potential on the continental and global stage, the real measure of success will lie in its ability to convert short-term excitement into long-term socioeconomic advancement. By embedding principles of sustainability, inclusivity, and strategic planning into the event's framework, Nigeria can position itself not just as a host nation, but as a model for leveraging sports tourism as a driver of lasting development. On the other hand, Osuoha, et al (2025) noted that sports tourism should be properly managed to reduce the incidence of negative environmental impacts such as overcrowding and pollution.

Recommendations

The following recommendations have been provided:

1. Host countries should invest in sustainable infrastructure—such as transport, water supply, and healthcare systems—that can support both event demands and long-term community use.
2. Before hosting mega events, governments should carry out detailed assessments of how local resources (e.g., energy, water, waste services) may be affected and plan mitigation strategies accordingly.
3. Local residents should be actively involved in the planning process to ensure that their needs are considered and to reduce social tension caused by resource competition.
4. Set up temporary healthcare, waste management, and sanitation services that can be scaled to accommodate large crowds without overwhelming existing local systems.
5. Encourage organizers and vendors to adopt practices that minimize resource use—such as using energy-efficient lighting, water-saving technologies, and digital ticketing.
6. To avoid inflation and shortages, authorities should monitor the availability and pricing of food, transport, and housing during events and implement fair regulation where necessary.
7. Train local service providers and emergency responders to manage increased demand during mega events, enhancing both preparedness and long-term community benefits.
8. After the event, conduct a thorough review of how local resources were impacted to inform future planning and ensure infrastructure investments yield long-term value

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