

## Sports Event, Economic Effect and Promotion Strategy for Gapyeong County

The purpose of this study was to estimate economic effect of sports event and to suggest promotion strategies for Gapyeong County in Gyeonggi province. Sport market consists of all activities designed to meet the needs and wants of sport consumers through exchange processes. Sport market has developed two major thrusts: the marketing of sport products and services directly to consumers of sport, and marketing of other consumer and industrial products of services through the use of sport promotions. Sports market is expected to grow steadily due to the steady growth of the leisure market.

Gapyeong has been promoted sports tourism by hosting national and provincial sports competitions to revitalize the local economy and establish a foundation for the leisure sports industry, and further contribute to enhancing the image of a sports city. It is promoting the local economy through sports event by attracting more than 20 national competitions in harmony with nature and sports infrastructure. Every year, more than 50 national competitions are held, and 60,000 people including athletes, officials and families visit Gapyeong.

Based on the results of the Input/Output Analysis of Gapyeong County, production inducement effect, value added inducement effect and employment inducement effect were found to be large in agriculture, forestry and fisheries, wholesale and retail and commodity brokerage services, transportation services, professional science and technology services, public administration and defense and social security services. Especially, the high employment inducement effect in the arts, sports and leisure related service industry suggests meaningful results that can promote employment creation through sports event in the local economy.

The impact of the Gapyeong county's local economy by the budget for 23 Gapyeong county's sports events and athletic meet in 2019 is analyzed as 18.08 billion won in production inducement effect, 99.99 billion won in value-added inducement effect, and 69 in employment inducement effect. If the number of participants increases due to

the support of Gapyeong-gun and the activation of sports marketing, the ripple effect on the local economy will be further increased.

This research set the goal of revitalizing the local economy through sports for all can be set as "activating the local economy through sports" as the goal for strategy. And also, suggested some promotional projects, such as preparation he long-term master plan for sports competitions in Gapyeong-gun, The National Senior Olympics, Chinese children's soccer classroom, Establishment of Training Specialized Facilities for Winter,

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**Keyword** Gapyeong, Sports Event, Regional Economy

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