

The gross product of the World Game 2009 in Taiwan

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Abstract

The World Game 2009 has been the first mega sport event hosted by Taiwan. This study is concerned about the economic benefits contributed by this game. This paper analyzed its gross product by investigating the total amount of all the participants, including Estimated Consumption of domestic and foreign of this game. The conclusions of 2009 World Games held in Kaohsiung area business economy has been a positive influence.

Keyword : world game 2009; gross product; economic benefits