

# 2009世運會對高雄市整體社會發展影響之研究

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## 摘要

“A chance to lead change” The 8th World Game, held in Kaohsiung, was the moment of historic significance. Hundreds of millions audience along with 103 participated nations had witnessed the glory of Kaohsiung City, and International World Games Association (IWGA) had shown their highly praise to Kaohsiung. The effect of The World Game upon Kaohsiung is great and long-term. To make a compressive survey, the preparatory work, opening and closing ceremony, competitions and the maintenance of tourism for driving the development of local industry are the main issues that Kaohsiung City government should put into considerations. As a result, this research focus three topics, including the international city marketing and city image, economic influences, participation of citizens and behavior of volunteers; besides, this research will also make an integrated investigation in order to know the effects and the benefits.

### 1. The analysis of city marketing and city image

The purpose of city marketing lies in changing a city and offering the person's image, so a city can utilized through the hardware construction, culture and already had natural resources etc. to change the image, setting up one and can bring the progressive new image to the city again, its course is not that short time can be finished. The goal of city marketing lies in people, lie in changing people's impression and image on a city, so the marketing tactics in the city must regard people as the centre and set out, choose the approach that has relations with people's top, go to transmit the new urban image, construct out four research, such as image marketing, attraction marketing, infrastructure marketing and people marketing ,etc. Utilize media exposure method help commenting amount of benefit, cooperate ' quality analyses software Nvivo8 ' carry on 2009 World Games and the 2009 Summer Deaflympics emerge news content analyses, in order to probe into the relevant topic and development

tactics.

## 2. Economic perspective of 2009 World Games

Total spending of 2009 World Games participants and spectators in Kaohsiung city is estimated to be NT\$ 345 million dollars, around US\$11 million dollars. Domestic tourists contributed 41% of the total spending, followed by local residents (25%), World Games participants (20%), and international tourists (14%). Items receiving the greatest expenditure are shopping (NT\$92.2 million, 27%), food and beverage (NT\$70.8 million, 21%) and World Games admission fee (NT\$63.6 million, 18%). After excluding World Games admission fee and souvenir royalties (\$66.8 million), the total economic impacts of WG participants and spectators expenditure to the Kaohsiung City is estimated to be NT\$289 million, which supported 226 jobs, NT\$96 million of personal income, NT\$41 million of business profit, NT\$4.8 million of tax dollars and NT\$156 million of value added in terms of direct and indirect effects.

## 3. The change of citizens' participation and volunteers' behavior

Involvement types of Kaohsiung residents at the 2009 World Games were diversified, but residents had few opportunities of expressing opinions. Thus, the civic involvement should be intensified. About only 20% of residents took part in the World Games and relevant activities, while most residents were proud of the city' s hosting the 2009 World Games and highly satisfied with the results. Totally 4443 volunteers participated in the World Games. They came from many sources and students were the most. The economic value of volunteer labor at the World Games was about NT 25 million. In the beginning, the organizers failed to retain those volunteers due to lack of experiences. Later, "Volunteers Command Center" , established in Sep. 2009, took chief charge of recruitment, training, placement, etc., which led to the successful supporting role at the World Games. The primary motive to volunteer at the World Games was "the chance of a lifetime" . Besides, most volunteers had positive feedback from involving at the mega event, which was a beneficial prospect for promoting volunteerism in Kaohsiung city.

關鍵字：The World Games, City Marketing, Economic Influences, Behavior of Volunteers, City Image