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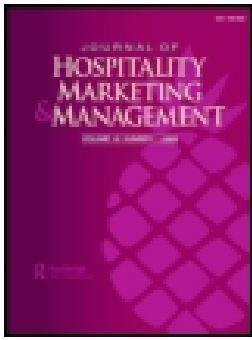
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Residents' Support for the Olympic Games: Single Host-City versus Multiple Host-City Bid Arrangements

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ABSTRACT

This study explored the efficacy of an extant resident support model developed by Gursoy and Kendall (2006) in a hypothetical Olympic Single Host-City and Multiple Host-City bid arrangement. Participants were undergraduate students enrolled in two Ontario universities and randomly assigned into one of two hypothetical 2028 Summer Olympic Games bid arrangements: (1) SHC – Toronto, and (2) MHC – Toronto and Montreal. Results revealed the extant model did not perform well in the MHC bid arrangement. Findings suggest the relative importance of perceived benefits and costs in garnering support from residents may differ between SHC and MHC bid arrangements. Implications for the design and exploration of MHC resident support models for the Olympic Games are discussed. This is

the first study to explore resident support in a MHC bid context. The study sets the scene for research following this new IOC development and informs future studies on this important topic.

Keywords: mega-events; Olympics; resident support; sustainable tourism

INTRODUCTION

Can multiple cities host the Olympic Games? For over a century the International Olympic Committee (IOC) has produced mega-sport events that have captivated the global community. These mega-sport events have the potential to transform a city into a global tourism destination, improve community transportation, infrastructure, and generate economic growth (Gursoy & Kendall, 2006). However, with growing concerns associated with hosting the Olympics, such as negative economic and social impacts (Vetitnev & Bobina, 2015), less cities seem able to garner resident support to bid for and host an Olympics. Given these sources of resistance and declining number of bids in an age of global austerity, the IOC has changed policy regarding host-city structures to better attract bids. Community support is one of the key selection factors used by the IOC to assess a potential host-city (IOC, 2016) and evidence of such support can be used as a strong foundation for an Olympic bid. In contrast, failing to garner resident support may result in negative impacts on the city and its residents (Gursoy & Kendall, 2006). Hosting an Olympic Games has increasingly been associated with strong resident resistance, thereby making it difficult for potential bid cities to make a case to host the games. As was observed during the 2024 Olympic Games Candidature Process, the city of Boston, Massachusetts was forced to retract its Olympic bid as a result of resident protest (Bird, 2015).

Failure to garner residents' support can stem from various factors, including lack of transparency between bid stakeholders and residents (Baade & Matheson, 2002; Kasimati, 2003),

misused resources, and degree of taxpayer contribution (Coates & Matheson, 2011). In an attempt to emphasize the importance of resident support, the IOC previously stated that only host-city bids utilizing public funding would be endorsed (Gursoy & Kendall, 2006). Since the 1984 Summer Olympic Games, event governing bodies and bid stakeholders have employed taxpayer contributions (Gursoy & Kendall, 2006). Though originally designed to generate resident support, factors such as high taxpayer contributions may create strong resident resentment towards hosting. In response to strong resistance from residents and declining bids, the IOC (2014) has mandated policies to allow for multiple host-city (MHC) bid arrangements. Hence, the IOC now allows for three distinct bid arrangements: (1) single host-city (example: Toronto, Canada), (2) multiple host-city put forward by one National Olympic Committee (example: Toronto, Canada and Montreal, Canada), and (3) multiple host-city put forward by multiple National Olympic Committees (example: Toronto, Canada and New York City, USA). By providing MHC bid possibilities, partnerships may be able to diffuse costs and potentially increase resident support to hosting.

Resident support for the Olympic Games has been explored extensively in tourism and event management related literature (Chen & Tian, 2015; Gursoy & Kendall, 2006; Prayag, Hoasany, Nunkoo, & Alders, 2013; Ritchie, Shipway, & Cleeve, 2009; Vetitnev & Bobina, 2015; Zhou & Ap, 2009). However, since MHC bid arrangements were not allowed until recently, research has focused exclusively on the development of resident support models in the single host-city (SHC) bid context. As such, no previous study has explored resident support in a MHC bid arrangement. Factors that contribute to resident support may differ between these two contexts. Therefore, it is important for researchers to explore how residents' support and its antecedents may differ in these two contexts. This study is exploratory in nature, and represents a first

empirical examination of the nuanced differences that may exist between residents' support models for SHC bids and MHC bids.

A study of residents' support in a MHC bid arrangement is important for several reasons. From a practical perspective, elected officials and bid stakeholders must understand what factors/antecedents are salient for garnering residents' support in a MHC bid arrangement. It is important for elected officials and bid stakeholders to understand that the addition of a partner co-host city may drastically alter residents' perceptions of the social and economic value of hosting the Olympic Games. Indeed, improved knowledge of salient factors which influence residents' support in MHC bid arrangements can inform the development of effective public communication efforts, and increase the likelihood of successful bid outcomes. Second, from a theoretical perspective, researchers must not assume that extant SHC models will naturally hold their predictive value in MHC Olympic bid contexts. Thus, seminal research is required to explore the predictive utility of previously validated resident support models. Such research is an important first step in shaping this area of inquiry in the wake of the new IOC policy.

In order to better understand the differences that may be present between a SHC and MHC bid arrangement, support factors need to be explored in both contexts. This study positions itself as exploratory in nature, utilizing experimental samples to explore factors which influence residents' support to host the 2028 Summer Olympic Games as part of a SHC and MHC bid arrangement. To achieve this, an extant resident support model developed by Gursoy and Kendall (2006, Figure 1) was tested in two experimental and hypothetical bid arrangements: (1) SHC bid arrangement (2028 Summer Olympic Games hosted by Toronto) and (2) MHC bid arrangement (2028 Summer Olympic Games co-hosted by Toronto and Montreal). The factors/antecedents of resident support employed in the present investigation are consistent with

Gursoy and Kendall's (2006) model of resident support for a mega-sport event. As such, Gursoy and Kendall's (2006) model is used as a tool to compare and contrast residents' support across both bid contexts. In doing so, the findings may shed insights into how support mechanisms and the antecedents/factors differ between SHC and MHC bid arrangements.

LITERATURE REVIEW

While early studies on the topic were of a theoretical nature, the empirical testing of theoretical frameworks to assess residents' support and attitudes towards tourism has gathered momentum in recent years (Nunkoo, Smith, & Ramkissoon, 2013). Social exchange theory (SET) has been one of the most widely utilized theoretical frameworks used to develop and test residents' support models in the tourism and related literature (e.g. Gursoy & Kendall, 2006; Gursoy, Chi, & Dyer, 2010; Gursoy, Chi, & Chen, 2011; Nunkoo & Gursoy, 2012; Nunkoo & Ramkissoon, 2010a, 2010b; 2011a, 2011b, 2012; Nunkoo, Ramkissoon, and Gursoy, 2012; Nunkoo & So, 2016; Park, Nunkoo, & Yoon, 2015; Ramkissoon & Nunkoo, 2011). SET, which is grounded in a sociological and social psychological perspective, explains exchange as a social behaviour (Cook, Cheshire, Rice, & Nakagawa, 2013). Social exchange models indicate that benefits and costs drive relationship decisions (Lambe, Wittmann, & Spekman, 2001). SET posits that all individuals' decisions to engage in an interaction process are based on the use of a subjective cost-benefit analysis and the comparison of alternatives. Individuals engage in an exchange process once they have judged the rewards and the costs, and will enter relationships in which they can maximize benefits and minimize costs. Actors will engage in an exchange if the resulting rewards are of value to them and the perceived costs do not exceed the perceived benefits (Ap, 1992; Kim, Poulston, & Sankaran, 2017; Wang, Kim, & Milne, 2017). Interactions

are likely to continue only if both parties feel they are benefitting more from the exchange than they are giving up.

Revisiting Gursoy and Kendall's (2006) Model of Residents' Support

With the new possibility for cities to submit MHC bid arrangements, the process of bidding for the Olympic Games is likely to change. In the past, cities have only been able to put forth a sole bid (SHC bid arrangement). Consequently, resident support has only ever been studied from a SHC perspective. To begin understanding what factors may affect MHC resident support, SHC resident support factors and models need to be examined. Using SET, Gursoy and Kendall (2006) developed a model to understand the factors influencing residents' support for a mega-sport event – the 2002 Winter Olympic Games, hosted in Salt Lake City, Utah. To gather the responses of local residents, an intercept approach was used to administer on-site questionnaires throughout Salt Lake City, Utah (Gursoy & Kendall, 2006). The city was divided into quadrants and traffic intersections were chosen within each quadrant to administer the questionnaires (Gursoy & Kendall, 2006). The questionnaire contained items relating to overall tourism development support, resident perceptions to hosting, environmental practices, and community focused items. Basing themselves on the premise of SET, Gursoy and Kendall (2006) proposed that residents' support for the event is influenced by perceived benefits and perceived costs of the event which in turn are predicted from community concern, community attachment, and ecocentric attitudes.

Perceived Benefits and Perceived Costs: Perceived benefits (PB) and perceived costs (PC) relate to the positive and negative impacts residents perceive as a result of hosting a mega-sport event. Such impacts are usually classified as the positive and negative economic, socio-cultural, political, and environmental ones (Prayag et al., 2013). Residents view mega-events as an

opportunity to bring communities closer, meet new people, promote the city, strengthen community socio-cultural fabrics, as well as create new jobs and businesses for local people (Hall, 1989; Kim, Gursoy, & Lee, 2006; Kim & Petrick, 2005; Lee, Lee, Kang, Lee & Jeon, 2012; Lorde, Greenidge, & Devonish, 2011; Waitt, 2003; Zhou & Ap, 2009). However, mega-events also result in law enforcement problems, prostitution (Prayag et al., 2013), unused infrastructure (Kasimati & Dawson, 2009), mismanagement of taxpayer contributions (Bird, 2015), and cultural conflicts (Tosun, 2002). Gursoy and Kendall (2006) reported a positive relationship between PB and resident support and an inverse relationship between PC and resident support for the mega event. Such relationships have been validated in several other studies, although some contradictions exist pertaining to the latter relationship (Gursoy & Rutherford, 2004; Nunkoo & Gursoy, 2012, 2017; Nunkoo & Ramkissoon, 2011a, 2011b 2012; Nunkoo & So, 2016). Researchers also consider that perceptions of tourism and event impacts are not mutually exclusive. Accordingly, PB have been found to be inversely related to PC. Drawing from the study of Gursoy and Kendall (2006) and the other empirical studies reviewed above, the following hypotheses are proposed:

Hypothesis 1: There is a direct positive relationship between PB and residents' support for hosting mega events.

Hypothesis 2: There is a direct negative relationship between PC and residents' support for hosting mega events.

Hypothesis 3: There is a direct negative relationship between PB and PC of hosting mega events.

Community Attachment: Community attachment (CA) refers to the sense of belonging a resident feels towards their community. Research on the relationship between CA and residents' perceptions of tourism and mega-event impacts have produced mixed results. For example,

Gursoy and Kendall (2006) reported a positive relationship between CA and PB from the mega-event. However, the researchers noted an insignificant relationship between CA and PC. Deccio and Baloglu (2002) also reported similar results. Partially contradicting these findings, Andereck, Valentine, Knopf, and Vogt (2005) found no relationship between residents' level of CA and their attitudes to tourism impacts. Based on the preceding discussion, the following hypotheses are proposed:

Hypothesis 4: There is a direct relationship between CA and PB from the mega-event.

Hypothesis 5: There is a direct relationship between CA and PC of the mega-event.

Community Concern: Community concern (CC) refers to the concern a resident feels about, and for, their community, including concern towards community environment, crime, recreation, culture, economic development, and infrastructure (Gursoy & Kendall, 2006). While Gursoy and Kendall (2006) found CC to positively influence PB, the researchers were unable to establish a statistically significant relationship between CC and PC. Other studies suggest that CC has a significant influence on residents' attitudes toward tourism and related development (Deccio & Baloglu 2002; Gursoy, Jurovski, & Uysal, 2002). However, the direction of the relationships between CC and PB and between CC and PC have yet to be established by studies. Accordingly, the following hypotheses are formulated:

Hypothesis 6: There is a direct relationship between CC and PB from the mega-event.

Hypothesis 7: There is a direct relationship between CC and PC from the mega-event.

Ecocentric Attitude: Ecocentric individuals are those who value the environment and believe that resources should be preserved because of their intrinsic value (Thompson & Barton, 1994). Empirical studies suggest that residents' level of ecocentric attitudes (EA) influences their perceptions of tourism and mega-event impacts. Gursoy and Kendall (2006) reported that

residents' EA was significantly related to the perceived impacts of the event. Similar results have been found in other studies (Gursoy et al., 2002; Jurowski, Uysal, & Williams, 1997). However, contradicting these findings, in their study on non-host community resident reactions to the 2002 Winter Olympics, Deccio and Baloglu (2002) noted an insignificant relationship between EA and residents' perceptions of the event impact. Accordingly, the following hypotheses are formulated:

Hypothesis 8: There is a direct relationship between the residents' level of EA and the PB from the mega-event.

Hypothesis 9: There is a direct relationship between the EA of residents and the PC from the mega-event.

RESEARCH METHODOLOGY

This study employed a quasi-experimental survey design using an experimental SHC and MHC bid arrangement. Participants were students enrolled in undergraduate courses at University of Waterloo and George Brown College, Toronto, during the 2015-2016 school year ($N = 200$). Respondents were randomly assigned to one of two hypothetical bid arrangements: (1) 2028 Summer Olympic Games hosted by Toronto or (2) 2028 Summer Olympic Games co-hosted by Toronto and Montreal. Each phase of the data collection process is described below.

Experimental Design

To better understand how support factors may differ between SHC and MHC bid arrangements, participants were randomly assigned to either a control group (SHC) or experimental group (MHC). For the purpose of this study, the extant model (Gursoy & Kendall, 2006) needed to be tested in SHC and MHC bid arrangements relevant to each other. Therefore,

the chosen year (2028) of the hypothetical SHC and MHC Olympic Games needed to be the same. Toronto was made a common city in the SHC and MHC hypothetical bids but the samples for SHC and MHC were different. In doing so, resident support factors between SHC and MHC could be compared under similar variables. A Canadian city with previous Olympic bid history (Toronto) was selected for the experimental design. For the purpose of the MHC experimental bid arrangement, Toronto was paired with the nearest Canadian city with previous Olympic bid history (Montreal).

Participant Recruitment

Data collection took place in the form of an onsite questionnaire in undergraduate university classes at the University of Waterloo (Waterloo, Ontario) and George Brown College (Toronto, Ontario). Given the size of scope of hosting a mega-event such as the Olympics, the sample encompassed a “buffer” area (Waterloo), which included some people who resided outside the Greater Toronto Area (GTA), but who lived within relatively close proximity of the GTA (i.e. within approximately 100km). As the present study is exploratory in nature, the age group most interested in sports has been targeted as being more likely to engage in a survey about hypothetical Games. Students have been targeted as being those with potential for higher earnings and tax contributions in the future. Furthermore, use of students samples is common in sport and event-related research (e.g. Cunningham, & Kwon, 2003; Koo, Quarterman, & Flynn, 2006; Mao & Zhang, 2013; Sun, & Paswan, 2017; Trail, Robinson, & Kim, 2008). In total, 200 participants agreed to take part in the survey. A quasi-experimental questionnaire design was employed and participants were randomly assigned into one of two hypothetical scenario groups, namely (1) Single host-city bid arrangement: 2028 Summer Olympic Games hosted by Toronto; and (2) Multiple host-city bid arrangement: 2028 Summer Olympic Games co-hosted by Toronto

and Montreal. Half of the participants ($n=100$) were randomly assigned to complete the SHC bid arrangement questionnaire and half ($n=100$) were randomly assigned to complete the MHC bid arrangement questionnaire.

Data Collection Procedure

Data were collected by means of two questionnaires containing 49 items for each of SHC and MHC. The items in the MHC questionnaires were adapted to fit the MHC scenario where needed. To ensure that results can be compared to those found by Gursoy and Kendall (2006), questions and Likert-scale measuring tools were aligned with their previous study. Each of the two questionnaires consisted of one of two hypothetical scenarios (SHC or MHC) and the following six sections: (1) demographics, (2) overall resident support, (3) perceived benefits and costs, (4) community concern, (5) community attachment, and (6) ecocentric attitude. The first section of each questionnaire asked respondents about their age, gender, hometown and their knowledge of Olympic Games. All items used in both questionnaires for sections (2)-(6) were formulated as statements, and respondents were asked to indicate their level of agreement on the respective 5-point Likert scale presented. The first page of the questionnaire included one of two scenarios dependent on whether the questionnaire was for the SHC scenario or for the MHC scenario. The SHC scenario read as follows:

“This survey focuses on the hypothetical scenario of the Greater Toronto Area (GTA) hosting the 2028 Summer Olympic Games. We are asking people, like you, to share their perceptions and opinions about a possible bid to host the Olympics in this area.”

The MHC scenario read as follows:

“This survey focuses on the hypothetical scenario of the Greater Toronto Area (GTA) and Greater Montreal (GM) co-hosting the 2028 Summer Olympic Games. We are

asking people, like you, to share their perceptions and opinions about a possible bid to host the Olympics in these two areas.”

Measures of Model Variables

Overall resident support (ORS) included six items. Three items were taken from Gursoy and Kendall (2006) to align with their study’s original aim of measuring residents’ support for tourism development. Participants were presented with the statements including: “Hosting the Olympics in the GTA is likely to create more information services for visitors (example: maps and guidebooks)”. In addition, three items were employed from previous resident support research (Vetitnev & Bobina, 2015; Zhou & Ap, 2009). Participants were presented with the statements including: “I would support the idea of hosting the Olympics in the GTA”. Participants indicated the degree to which they strongly disagree (1) to strongly agree (5). PB and PC contained a total of 18 questions measured on a 5-point Likert scale ranging from strongly disagree to strongly agree. Three items each related to economical-, cultural-, and social perceived benefits. Additionally, three items each related to economical-, cultural-, and social-perceived costs.

CC was measured using a modified scale. Gursoy and Kendall (2006) investigated local conditions using a scale that assessed concern over community crimes, recreation, culture, and roads/transportation on a 4-point anchor scale. To create consistency throughout the questionnaire for respondents, scales were modified to a 5-point Likert scale ranging from 1 (not at all) to 5 (very much). This section asked respondents to indicate their answers relative to their hometown, which they identified being from in the first section of the questionnaire. CA was measured using Gursoy and Kendall’s (2006) scale adopted from McCool and Martin (1994) as well as Goudy (1990). These 5-point Likert scales ranged from strongly disagree to strongly

agree and evaluated community attachment using three items. Aligned with CC, respondents were asked to indicate answers relative to their hometown. Ecocentric Attitude (EA) was measured using three items on a 5-point Likert scale ranging from strongly disagree to strongly agree. The scales and questions used in this research and Gursoy and Kendall's (2006) study were adapted from previous research on modeling resident attitudes (Gursoy et al., 2002). Scores for items were averaged to form an overall measure of each variable. For example, the score of all nine items for PB were averaged together to measure perceived benefits. Thus, scores on PB ranged from 1 (a low perception to benefits of hosting) to 5 (a high perception to benefits of hosting). Items for ORS, PB, and PC were directly linked to the specific questionnaire scenario (SHC or MHC). Table 1 presents examples of the descriptors of the variables included in this study.

RESULTS

The profile of the study sample is presented in Table 2. The majority of the respondents were female ($n = 118$, 59.30%) while the remaining were male ($n = 81$, 40.70%). The age distribution of the sample profile is as follows: between 20-24 years ($n = 117$, 59.10%); between 17-19 years ($n = 57$, 28.80%); between 25-29 years ($n = 15$, 7.58%); and above 30 ($n = 9$, 4.55%). Table 3 presents the means and standard deviations across all three study samples (overall, SHC, and MHC). When comparing results of the SHC to the MHC samples, similar mean and standard deviation scores were found across all factors. The mean level of resident support for the SHC and MHC experimental bid arrangements was 3.92 ($SD = .85$) and 4.05 ($SD = 1.19$) respectively which suggest favourable support for both experimental bid arrangements.

Predictors of Overall Support in SHC Bid Arrangement

Three multiple linear regression analyses were performed to test Gursoy and Kendall's (2006) model in the SHC bid context: (a) the degree to which PB and PC predicted respondents' ORS to hosting the hypothetical 2028 Summer Olympic Games in Toronto, (b) the degree to which CA, CC and EA predicted respondents' PB to the hosting, and (c) the degree to which CA, CC, EA, and PB predicted respondents' PC to hosting. Standardized beta weights (β) and adjusted R^2 values for these analyses are presented in Table 4. Results of the first multiple linear regression analysis indicated a statistically significant regression model ($F = 32.07, p < 0.001$). The model explained around 39% (Adjusted $R^2 = 0.393$) of the variance in ORS. Results indicated a statistically significant positive relationship between PB and ORS ($\beta = 0.568, p < 0.001$) and a statistically significant negative relationship between PC and ORS ($\beta = -0.185, p < 0.05$). Results of the second multiple linear regression analysis revealed that the three resident constructs of CA, CC, and EA explained 20% (Adjusted $R^2 = 0.204$) of the variance in PB ($F = 7.230, p < 0.001$). CA ($\beta = .297, p < 0.01$) and EA ($\beta = 0.33, p > 0.001$) were found to positively influence PB. CC was not a significant determinant of PB ($\beta = -0.168, p > 0.05$). Results of the third multiple linear regression analysis revealed that the CA, CC, and EA explained 18% (Adjusted $R^2 = 0.177$) of the variance in PC ($F = 6.221, p < 0.001$). In this model, CC ($\beta = 0.07, p > 0.05$) and CA ($\beta = -0.014, p > 0.05$) were found to be insignificant determinants of PC. EA ($\beta = 0.408, p < 0.001$) was found to be positively related to PC while PB ($\beta = -0.328, p < 0.001$) was inversely related to PC. The implications of the results for the hypotheses proposed are presented in Table 5.

Predictors of Overall Support in MHC Bid Arrangement

Similar to the analyses performed for the SHC sample, three multiple linear regression analyses were performed to test Gursoy and Kendall's (2006) model in the MHC bid context: (a) the degree to which PB and PC predicted ORS to co-hosting the hypothetical 2028 Summer Olympic Games in Toronto and Montreal; (b) the degree to which CC, CA and EA predicted respondents' PB to the co-hosting, and (c) the degree to which CC, CA, EA, and PB predicted respondents' PC to co-hosting. Standardized beta weights (β) and adjusted R^2 values for this analysis are presented in Table 4. Results of the first multiple linear regression analysis indicated that the PB and PC explained 27.3% (Adjusted $R^2 = 0.273$) of the variance in ORS ($F=18.990, p < 0.001$). PB ($\beta = 0.553, p < 0.001$) was a significant positive predictor of ORS to co-hosting. In contrast, PC ($\beta = 0.108, p > 0.05$) was not found to be a significant predictor of ORS to co-hosting. Results of the second multiple linear regression analysis indicated a statistically insignificant model ($F = 1.305, p > 0.05$). None of the three constructs, CA ($\beta = 0.12, p > 0.05$), CC ($\beta = -0.12, p > 0.05$), EA ($\beta = 0.09, p > 0.05$) were found to be significant predictors of respondents' PB. The third multiple linear regression analysis also resulted in a statistically insignificant model (Adjusted $R^2 = 0.01, F = 0.86, p > 0.05$). CC ($\beta = -0.19, p > 0.05$), CA ($\beta = 0.03, p > 0.05$), EA ($\beta = 0.066, p > 0.05$), and PB ($\beta = -0.19, p > 0.05$) had insignificant influence on PC. The results are presented in Table 4.

DISCUSSION

This study evaluated the effectiveness of a well-utilized extant SHC resident support model placed in SHC and MHC bid arrangement contexts. Table 5 presents a comparison of the results of Gursoy and Kendall (2006) to those obtained for the SHC context and the MHC context. As noted from the table, six of the nine hypotheses proposed were supported in the SHC context while only one of the hypotheses was supported in the MHC context. The SHC model was able to explain around 39% of the variance in residents' support for SHC while the MHC model explained 27% of the variance. Furthermore, the two regression models predicting perceived benefits and perceived costs in the MHC context were statistically insignificant. Based on these findings, it seems reasonable to suggest that Gursoy and Kendall's (2006) model of residents' support is relevant to the SHC context only.

Hypothesis 1 which proposed a direct positive relationship between perceived benefits and ORS was supported by Gursoy and Kendall's (2006) study as well as in the SHC and MHC contexts. These results confirm those of several studies that found perceived benefits to be among the strongest determinants of residents' support for mega-events and other tourism related development (Gursoy & Rutheford, 2004; Nunkoo & Gursoy, 2017; Nunkoo & Ramkissoon, 2011a, 2011b; Nunkoo & Smith, 2013). The findings also confirm the postulates of the SET, suggesting that individuals are likely to engage in an exchange (i.e. by supporting the industry) if they perceive the exchange to result in benefits to them. Hypothesis 2 proposing an inverse relationship between perceived costs and residents' support for the mega-event development, was supported in the SHC context but not in the MHC context. While the significant inverse relationship noted in the SHC is consistent with the postulate of SET and a number of empirical findings (e.g. Nunkoo & Gursoy, 2017; Nunkoo & Ramkissoon, 2011a), the result of the

hypothesis in the MHC contradicts the SET. This may be because in a MHC perceived costs may be diffused as residents may develop a “shared-cost” perception and/or perceive less risk (i.e. costs) to a MHC bid arrangement. Indeed, cognitive appraisal of the perceived benefits and perceived costs of hosting the Olympic Games and the respective antecedents may look drastically different when considering a MHC bid arrangement.

Hypothesis 3, proposing an inverse relationship between perceived benefits and perceived costs, was supported by the study findings in the SHC context only. This result is similar to the finding of Gursoy and Kendall (2006), Nunkoo and Smith (2013), and Gursoy et al. (2010). These results suggest that residents’ perceptions of the impacts of mega-event development are interrelated. Perceptions of one type of impact are likely to influence perceptions of other impacts of the mega event. Given the negative relationship revealed in this research between the two variables, we demonstrate that residents who perceive stronger benefits from the mega-event are likely to view the development as having lesser negative impacts. Hypothesis 4, proposing a direct relationship between community attachment and perceived benefits, was supported by the findings in the SHC context only while hypothesis 5 which proposes a relationship between community attachment and perceived costs was rejected in the SHC as well as in the MHC contexts. Although this finding contradicts previous studies (Gursoy et al., 2002; Gursoy & Kendall, 2006), which suggest the degree of community attachment will significantly affect the individual’s perceived cost, these studies assessed community attachment from samples made solely of host-city residents. Studies conducted targeting ‘non-host-city’ residents (Deccio & Baloglu, 2002; Ritchie, Shipway, & Cleeve, 2009) suggest that community attachment of residents does not hold a significant influence on the perceptions of hosting Olympic events.

Overall, these findings suggest that the relationship between community attachment and perceptions of benefits and costs of mega-events and related development is still fraught with contradictions. It seems that such relationship is highly contextual, significant in some destinations and culture and insignificant in others.

The relationships between community concern and residents' perceived benefits (Hypothesis 6) and perceived costs (Hypothesis 7) of the mega-event were found to be statistically insignificant. Accordingly, both hypotheses 7 and 8 were rejected, contradicting the findings of Gursoy and Kendall (2006), Gursoy et al. (2011), Nunkoo and Ramkissoon (2011b), and Perdue, Long and Allen (1990). Hypotheses 8 and 9 investigated the relationship between ecocentric attitude and perceived benefits and perceived costs respectively. Results provided support for both hypotheses in the SHC context only, suggesting that residents' level of ecocentric attitudes is positively related to the impacts of the mega-event, confirming previous research in the field (Gursoy & Kendall, 2006; Gursoy et al. 2010; Nunkoo & Ramkissoon, 2010; Nunkoo, Gursoy & Juwaheer, 2010; Nunkoo & Gursoy, 2012).

Implications for Theory

This exploratory study provides a strong basis for future research and continued exploration of residents' support for hosting the Olympic Games, and specific factors/antecedents in garnering that support within the MHC bid context. Specifically, the results of this study have important theoretical implications. This study sheds insights into how support and the aforementioned antecedents might differ between SHC and MHC bid arrangements. The findings of this study suggest that new theoretical constructs may need to be developed to improve the predictive validity of the extant residents' support models in the literature, especially for the MHC bid arrangements. As such, the current study provides a foundation for

starting a conversation regarding the development of new theories and models specific to explaining residents' support for MHC Olympic bids in the future. Our study results highlight the importance of perceived benefits in garnering support in both SHC and MHC bid cases. Perceived costs are seen as important in SHC but their importance is not confirmed in MHC cases. This could be due to costs being shared between cities and more research is needed to determine whether residents give less weight to perceived costs in MHC cases.

Community attachment exerts a significant influence on residents' perceived benefits in SHC but not in MHC cases while no support was found for a significant relationship between community attachment and perceived costs in both type of bid arrangements. Community concerns are shown not to impact on either perceptions of benefits or perceptions of costs in both types of bid arrangements. Ecocentric attitude is shown to influence perceived benefits and perceived costs in SHC but not in the MHC bid arrangement. These results provide empirical support for the need to explore new factors/antecedents in MHC bid residents' support contexts. The insignificant relationships noted underline the incompatibility of items and variables used to assess Gursoy and Kendall's (2006) model via-a-vis MHC bid arrangements. Indeed, these findings suggest that existing resident support models, such as Gursoy and Kendall's (2006) may not be effective at predicting resident support in MHC bid contexts. We posit that new items need to be developed, which consider community concerns, community attachment, and environmental attitudes in relation to both participants' home city and the partnering city. New variables, such as effectiveness of communication and use of social media for communication, also need to be considered.

Practical Implications

From a practical perspective, this study provides future bid stakeholders with a robust understanding of what factors/antecedents within a SHC support model may be highlighted in order to garner resident support in a MHC context. In doing so, assessments can be made to determine which factors need to be improved upon, what relationships need to be strengthened, and what factors are potentially overshadowing other necessary antecedents in developing strong resident support, and ultimately a strong Olympic bid. In particular, our findings may be particularly useful for communication efforts aimed at attracting support for Olympic bids among residents. Media narratives, for example, might focus on highlighting benefits that can accrue to co-hosting cities at a fraction of the costs associated with a more traditional SHC bid arrangement. In other words, costs may be perceived to be shared between cities in a MHC bid arrangement. Therefore, this new type of arrangement may create more resident support compared to a SHC bid because residents may perceive considerably lower cost in co-hosting the event. Ultimately, a greater understanding of resident support factors will contribute to a strong mega-sport event bid. Furthermore, in the current context of global insecurity, residents are increasingly concerned about security surrounding events that attract large crowds. MHC could provide an opportunity to deal with such issues by enabling security resources to be mobilized from more than one city or indeed from more than one country onto events of reduced sizes in each location."

Study Limitations and Future Research

In the conduct of this research project, three limitations related to the study sample and sampling frame are identified. First, our results should be interpreted cautiously given the use of a small student sample to test the theoretical model of the study. Furthermore, a small sample

size made it less likely to detect statistically significant relationships among the variables of the proposed model. In addition, while we have explained the use of a student-based sample in the context of hypothetical bid arrangements, research related to actual bid arrangements need to make use of a stratified sample of residents. These issues limit the extent to which findings can be generalized to the wider population. In addition, sampling citizens who are not resident in the host city or host cities would provide an additional dimension of knowledge in the light of recourse to public funding. Thus, future studies should test the model using a larger and heterogeneous sample to validate the findings of the present study.

Second, the current study aimed to assess support of residents from one of the two cities within the experimental MHC bid arrangement, namely Toronto. Future research assessing resident support of a MHC bid arrangement should examine respondents' perspectives from all cities included in the arrangement. As noted, 'Recommendation 1' from the IOC created the opportunity for a MHC bid arrangement to be executed by one country/NOC, or multiple countries/NOCs. This study utilized an experimental MHC bid arrangement, Toronto and Montreal, which are situated under one country/NOC, namely Canada. Though seemingly more complex, it may be more practical for several cities in the same country or in different countries to co-host an Olympic Games. This may be due to economic, political, cultural, proximity and/or security factors. As such, future research should be pursued assessing resident support of a MHC bid arrangement between cities in the same country and between cities in different countries. Specifically, questions pertaining to which factors affect ORS (proximity of the cities, international vs. national, two cities vs. three cities, etc.) need to be explored.

Third, our experimental study, based on a sample from the Toronto area, has not surveyed non-host city residents. This is in line with resident support having been traditionally evaluated

by the IOC using host-city residents only (IOC, 2016). However, taxpayer contributions would be collected from residents throughout the entire country, host-city and ‘non-host city’ residents combined. As the Olympic Games have quickly grown through the turn of the century, the number of individuals and residents impacted have grown too. Therefore, ORS and the factors outlined in the Gursoy and Kendall (2006) model should be tested comparing host-city resident support to ‘non-host city’ resident support.

CONCLUSION

This study sheds insights into how support (and extant antecedents/factors) might differ between SHC and MHC bid arrangements. Moreover, our results suggest that the relative importance of perceived benefits and perceived costs in garnering overall residents’ support may differ between the types of bid arrangement. Based on the findings of the present study, it may be suggested that the extant resident support model (Gursoy & Kendall, 2006) can be effectively employed to assess resident support in a SHC mega-sport bid arrangement. In contrast to the findings of the SHC context, the model proposed by Gursoy and Kendall (2006) was not supported by the multiple linear regression results for the MHC sample except for the relationship between perceived benefits and resident support. The results from the two samples provide evidence that the significance of PB and PC associated to hosting the Olympic Games differs considerably in SHC and MHC contexts. In a new context of resident support research, this exploratory study provides a foundation to build upon. The study advocates that future research continues to develop and refine MHC resident support models and frameworks. In particular, researchers should conceptualize and validate support related items and antecedents that may be unique to MHC bid arrangements. Constructs that assess the perceived

complimentary nature of co-hosting cities might be particularly effective in this regard. Indeed, the extent to which residents perceive a favourable “match” or “fit” with other co-host cities might significantly influence their overall perceived support for a MHC bid arrangement. No previous study has explored resident support in a MHC bid context. Results of this study support the proposition that there is a need to develop and test new models of residents’ support in MHC bid contexts. A better understanding of resident support for hosting mega-sport events is of critical importance for elected officials, bid, and host-city stakeholders. This pioneering study provides researchers with a foundation to build upon for the development of new models and frameworks of residents’ support in MHC bid arrangements.

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Table 1. Measures of Selected Questionnaire Variables.

Variable	Items
Overall Support – SHC	“The city of Toronto should bid to host the 2028 Summer Olympic Games” (SHC)
	“The city of Toronto should bid to co-host the 2028 Summer Olympic Games with the city of Montreal” (MHC)
Perceived Benefits	“Hosting the Olympics in the GTA is likely to result in more cultural exchange between tourists and residents” (SHC)
	“Co-hosting the Olympics in the GTA and Greater Montreal is likely to result in more cultural exchange between tourists and GTA residents” (MHC)
Perceived Costs	“Hosting the Olympics in the GTA is likely to result in noise and pollution” (SHC)
	“Co-hosting the Olympics in the GTA and Greater Montreal is likely to result in noise and pollution in the GTA” (MHC)
Community Concern	“How concerned are you about the following aspects of your hometown community: environment?”
Community Attachment	“I feel at home in my hometown community.”
Ecocentric Attitude	“The balance of nature is strong enough to cope with the impacts of modern industrial nations.”

Table 2. Study Sample Profile

Characteristics	Overall Sample		Single Host-City Sample		Multiple Host-City Sample	
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%
Gender						
Male	81	40.70	38	38.00	43	43.40
Female	118	59.30	62	62.00	56	56.60
Age Cohort						
17-19	57	28.80	29	29.00	28	28.60
20-24	117	59.10	61	61.00	56	57.14
25-29	15	7.58	5	5.00	10	10.20
30 +	9	4.55	5	5.00	4	4.08

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Table 3. Study Sample Descriptive Statistics.

Characteristics	Overall Sample		Single Host-City Sample		Multiple Host-City Sample	
	Mean	<i>SD</i>	Mean	<i>SD</i>	Mean	<i>SD</i>
Overall Support	3.98	1.03	3.92	0.85	4.05	1.19
Perceived Benefits	3.85	0.70	3.87	0.71	3.83	0.70
Perceived Costs	3.41	0.67	3.42	0.69	3.41	0.65
Community Concern	3.58	0.96	3.58	0.99	3.57	0.93
Community Attachment	4.18	0.81	4.18	0.85	4.17	0.77
Ecocentric Attitude	3.64	0.69	3.63	0.74	3.65	0.64

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Table 4. Regression Analysis

DV	IVs	Standardized β Model fit		Standardized β Model fit	
		Single Host-City		Multiple Host-City	
Overall support	Perceived benefits	0.568***	Adj. R ² = 0.393	0.553***	Adj. R ² = 0.273
	Perceived costs	-0.185*	F = 32.070***	0.108	F = 18.990***
Perceived benefits	Community Attachment	0.297**		0.121	
	Community Concern	-0.168	Adj. R ² = 0.204	-0.117	Adj. R ² = 0.013
	Ecocentric Attitude	0.332***	F = 7.230***	0.087	F = 1.305
Perceived Costs	Community Concern	0.070		-.187	
	Community Attachment	-0.014	Adj. R ² = 0.177	.033	Adj. R ² = 0.006
	Ecocentric Attitude	0.408***	F = 6.221***	.066	F = 0.864
	Perceived Benefits	-0.328***		-.187	

* $p < .05$. ** $p < .01$. *** $p < .001$

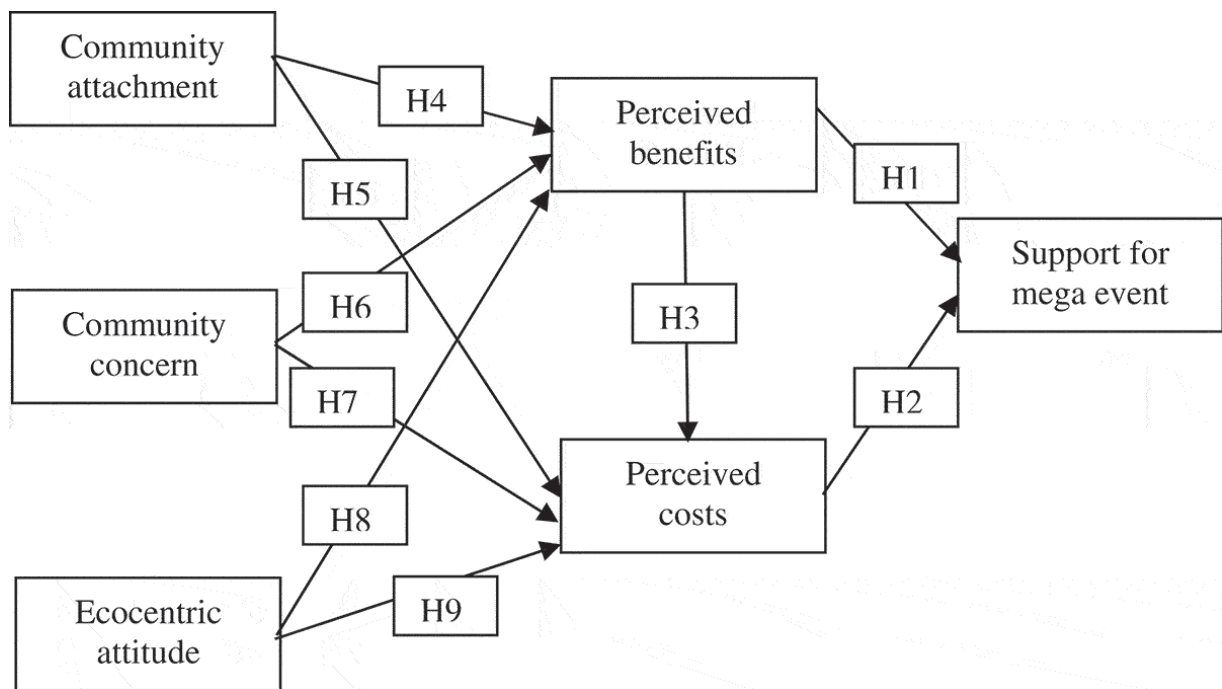
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Table 5. Comparison of Gursoy & Kendall (2006) results, SHC results, and MHC results

Hypothesis	Gursoy & Kendall (2006)	Single Host-City	Multiple Host-City
H1: PB → ORS	Significant relationship	Significant relationship	Significant relationship
H2: PC → ORS	Not supported	Significant relationship	Not Supported
H3: PB → PC	Significant relationship	Significant relationship	Not supported
H4: CA → PB	Not supported	Significant relationship	Not supported
H5: CA → PC	Significant relationship	Not supported	Not supported
H6: CC → PB	Significant relationship	Not supported	Not supported
H7: CC → PC	Significant relationship	Not supported	Not supported
H8: EA → PB	Significant relationship	Significant relationship	Not supported
H9: EA → PC	Significant relationship	Significant relationship	Not supported

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Figure 1. The theoretical model of the study (Gursoy & Kendall, 2006).



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