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## **The contribution of hosting sport events in building city brand: Case study of the Mediterranean Games in Oran- 2022**

**Tahri Abdenmour**

Tahri Mohammad Bechar University, Laboratory of Economic Studies and Local Development in the Southwest, Algeria  
Email: [tahri.abdenmour@univ-bechar.dz](mailto:tahri.abdenmour@univ-bechar.dz)

**Kaoudoune Hanane**

University of Hadj Lakhdar Batna 1, Laboratory of Economics of Renewable Energy Investments and Remote Finance Strategies, Algeria  
Email: [hanane.kaoudoune@univ-batna.dz](mailto:hanane.kaoudoune@univ-batna.dz)

**Benali Amina**

Bechar University, Laboratory of Economic Studies and Local Development in the Southwest, Algeria  
Email: [benali.amina@univ-bechar.dz](mailto:benali.amina@univ-bechar.dz)

**Abstract**---This study aimed to examine the relationship between hosting sporting events and the city's brand by examining the contribution of the Mediterranean Games Oran 2022 to building the brand of the city of Oran. A descriptive method was used to survey a sample of 300 people who were present in the city during the games, using an electronic questionnaire analyzed by the SPSS program. The sporting events variable was measured through the visitor's experience, and the city brand variable was measured through six dimensions. The results showed that hosting the Mediterranean Games 2022 had a clear contribution to building the brand of the city of Oran. These findings have implications for event organizers, city planners, and tourism agencies in strategically planning and promoting their events to enhance the city's brand, with significant economic and social implications. This study is relevant to researchers, policymakers, and practitioners interested in event management, tourism, city branding, and destination marketing.

**Keywords**---City brand, sport event, tourism, experience, branding, visitors.

## 1. Introduction

Globalization has dramatically changed the tourism industry and fuelled its growth by expanding the market and creating new opportunities for the destinations to attract visitors from all over the world. With the ease of travel and increased access to information, tourists can now explore a wide range of destinations, which leads to an intense competitive environment. The latter has become one of the characteristics of the tourism industry, especially with the increasing number of destinations that offer similar products and services. This made it difficult for the destinations to stand out in the crowd, here, the concept of destination branding emerged in the 1990s as a response to the trend of increasing competition in the tourism industry and due to the need for destinations to differentiate themselves and create a unique and recognizable mental image. Tourist destinations seek to build brands through several strategies, such as focusing on their cultural and natural characteristics and intensive promotion of them, which may take a long time. Here, new directions have emerged to accelerate the building of the brand of the destination including the organization of the sporting events, Where the image of the latter and the moments of drama and victory... etc. are linked to the image of the hosting destination (Hemmons, Janice, & Tembi, 2018) . We see this clearly in the fierce international competition to host the sporting events, especially the major ones, despite the doubts about their economic feasibility, at least in the short term, as stated in the study of (Baade & Matheson, 2016). Algeria was not isolated from this competition to host this type of event, as it organized in the last two years (2022-2023) the African Cup for locals in several Algerian cities, and the Mediterranean Games in the city of Oran. The latter will be the subject of the case study of our study in order to understand the impact of organizing the sporting events on the brand of the city.

## 2. Theoretical background

Sporting events would suggest occasions in which athletes or teams of athletes compete against each other in a regulated environment and under specific rules (Janelle & Jason, 2003) . The impact of these sporting events stirred up a great debate among economists, as there is a group affirms the negative impact, because the hosting countries (or cities) bear high costs that the revenues from organizing the sporting event cannot cover. For example, the costs of hosting the 2010 Winter Olympics in Vancouver amounted to \$7.5 billion, while the revenues did not exceed \$1.5 billion (Baade & Matheson, 2016). The same applies to the 2012 Summer Olympics in London, where costs amounted to \$11.4 billion, while revenues did not exceed \$3.2 billion (Baade & Matheson, 2016) . Moreover, the actual costs exceeded the planned costs by 150%, on average, between 1968 and 2012 (for the Olympic Games). In addition to the fact that some structures and facilities are not used after the end of the sporting event and are considered excess capacity, for example: after the 1994 Winter Olympics in Lillehammer (Norway), 40% of the hotels in the city went bankrupt (Teigland, 1999). While the second group doubts the negative impact, justifying that hosting sporting events gives positive signals to companies and consumers about the future of the economy in that country. They

gave an example that the countries that hosted the Olympic Games witnessed an increase in exports estimated at 20% (Baade & Matheson, 2016). Added to that, they claim that hosting sporting events contributes to improving the infrastructure (building utilities, improving transportation systems, enhancing the quality of services), which enhances the mental image of the host country or city (Watanabe, Gilbert, Aman, & Zhang, 2018) .

Many studies confirmed the impact of sporting events on the brand image of the city, for example in our context Rojas-Méndez (2019) confirmed that the World Cup Games held in Brazil had a significant positive impact on the image of Brazilian cities. While Hemmonsbey and Tembi (2018) explain that the co-branding between the sporting event and the destination enhances the synergy between them, and that the organization of the sporting events enhances the economic movement of the country. While there are an ambiguity about the relationship between the sporting events and the security situation of the host destination.

A Study by (Puente & Rogelio, 2018), the descriptive approach was used and both the desktop survey tool (some media documents) and interviews with the stakeholders (specialists in tourism and sports marketing). The study reached a set of results, the most important of which are: organizing the sporting events reduces the fears of tourists. Moreover, organizing the sporting events has economic effects in the long term represented in enhancing the construction of the destination brand, but in the short term, these effects are represented in enhancing the economic movement activity temporarily due to the tourists' purchases of goods and services.

A study by (Lee, Choong-Ki, Taylor , Lee, Y. K., & Lee, 2005) where a questionnaire was adopted that measures the impact of the sporting events on the mental image based on 19 statements containing questions regarding the natural attractions, historical monuments, community culture, security entertainment, ease of access. The questionnaire was distributed to a sample of foreign tourists in South Korea during the 2002 World Cup, amounting to 415. The study concluded that: Tourists' perceptions of security in South Korea have changed for the better, and they want to recommend their acquaintances to visit South Korea. In general, the organization of the World Cup enhanced the image of tourists heading to South Korea.

-A study by (Candrea, Adina , & Ana , 2012) aimed to understand the role of the sporting events tourism in promoting tourist destinations. The article uses a case study on Brasov, which hosted the winter edition of the European Youth Olympic Festival in 2013. The study concluded that the festival brings various benefits to the city and the region, including the economic growth and increased tourism. The public relations activities, such as press conferences, press releases, and invitations to events for key stakeholders, help maintain a positive image of the event and destination; Effective merchandising requires coordination between destination marketers and event marketers.

Our study seeks to obtain results that are more honest. Therefore, it adopted the marketing approach in measuring the study variables, that is, the judgment on the study variables comes from the customers (tourists in our case) according to each study (Hemmonsby, Janice, & Tembi, 2018) . (Puente & Rogelio, 2018), (Lee, Choong-Ki, Taylor , Lee, Y. K., & Lee, 2005) and (Candrea, Adina , & Ana , 2012) . Where I used questions directed to the tourists that measure their experience of the sporting event and the brand of the city, and we also measured the variable of the brand of the city through five indicators (community culture, security and stability, historical identity, infrastructure, economic condition and natural characteristics). This scale is similar to the scale used in the study (Lee, Choong-Ki, Taylor , Lee, Y. K., & Lee, 2005), although the concept of branding the city is more comprehensive than the concept of the image of the destination. Our study is considered as the only study that adopted the activities of the Mediterranean Games in Oran Summer 2021 as a case study. Hence, our study model was as follows:(see Fig. 1).

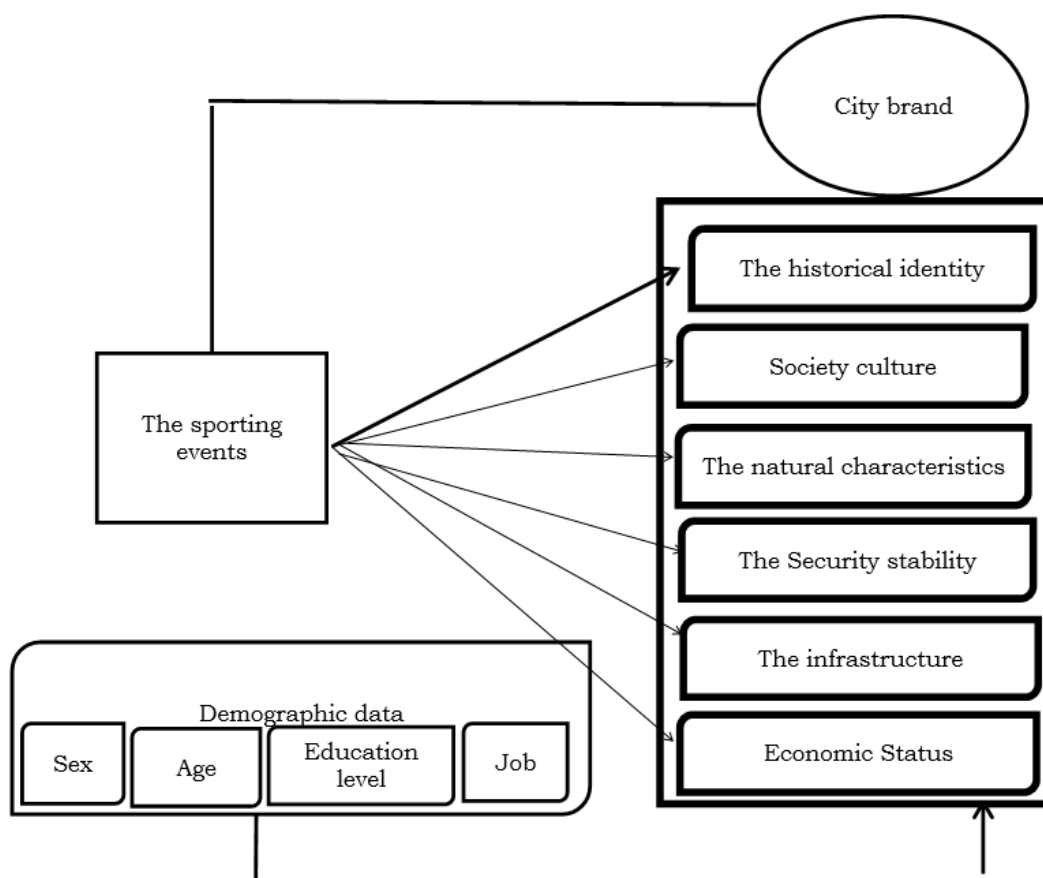


Figure 1. Conceptual model of how sporting events contribute in promoting the brand of the city

### 3- Method:

Since the study describes two variables (the organization of the sporting events and the brand of the city) and tests the relationship between them, the method used is the descriptive method, as a questionnaire was distributed electronically to the study sample and then analysed by the SPSS program.

#### 3-1. The population and sample of the study:

Our study population is represented in the tourists who attended the Mediterranean events in Oran. The sample of our study was made of 300 individual. The table represents the personal characteristics of the study sample (sex, age, educational level, and profession)

Table No. (01): Distribution of the sample drawn from consumers according to the demographic variables

demographic variables		repetition	percentage
Genre	male	167	55.7
	female	133	44.3
	total	300	100
Age	Less than 20 years old	19	6.3
	From 20 to 35 years old	243	81
	From 36 to 50 years old	33	11
	From 51 to 65 years old	5	1.7
	total	300	100
Educational level	Less than secondary	6	2
	secondary	25	8.3
	Undergraduate	171	57
	Postgraduate	98	32.7
	total	300	100
Profession	unemployed	95	31.7
	A freelance worker.	51	17
	employee	118	39.3
	Business owner	30	10
	Freelancer + business owner	3	1
	Employee + owner of a business	3	1
	total	300	100

Source: Prepared by the researchers based on the outputs of the statistical analysis

It is clear from the table that the number of males is 167, estimated at 55.7%, while the number of females is 133, estimated at 44.3%. We note that the percentage of males is higher than the percentage of females. The table also shows a discrepancy in the number of respondents according to age. The category between the ages of 20 and 35 years is considered the most responsive, with a number of 243 individuals, equivalent to 81%, followed by the category between the ages of 36 and 50, with a number of 33, equivalent to 11%. Those categories

were followed by the category under 20 years, with 19, which is equivalent to 6.3%, and finally the category from 51 to 65 years old, whose number is five, which is equivalent to 1.7%. As for the educational level, we note that the university level is the most participating, with a number of 171, which is equivalent to 57%, then followed by postgraduate studies, who reached 98, which is equivalent to 32.7%. Finally, the level is less than secondary and secondary in close proportions, as the number of each reached 25 and 6, i.e. the equivalent of 8% and 2%, respectively. As for the profession, we notice that the employees are more responsive, as their number reached 118, equivalent to 39.3%, followed by the unemployed at 31.7%, then each of the self-employed and the owner of commercial activity in close proportions, respectively, 17% and 10%. Finally, each of the freelancer practicing a commercial activity and the employee practicing a commercial activity at the same rate of 1%.

### 3.2-Analysing the level of reliability and validity of the scale used:

- **Stability level analysis:** The following table shows the results of the study using Cronbach's alpha stability coefficient

**Table (03): Summary of the results of Cronbach's alpha coefficient test for the variables of the study**

Cronbach's alpha coefficient	Study variables
The sporting events	0.946
The City brand	0.895

Source: Prepared by the researchers based on the outputs of the statistical analysis

Through the results shown in the table, the alpha-Cronbach coefficients for the study variables exceeded 0.8, and thus we conclude that the measures adopted in the questionnaire have a high degree of stability and confidence sufficient to reach the targeted results.

- **Validity level analysis:** To ensure the validity of the scale used, the graphic validity of the study tool, that is, the internal consistency was tested by calculating the correlation coefficients between each of the expressions of the questionnaire dimensions and the total score of the dimension itself. It is showed in the table.

Table (04): The results of the constructive validity test of the study tool

the independent variable	paragraph	SIGN	correlation	dimensions of the dependent variable	paragraph	SIGN	correlation
The sporting events	1	0.000	0.776	The historical identity of the city	15	0.000	0.953
	2	0.000	0.630		16	0.000	0.959
	3	0.000	0.626	Society's culture	17	0.000	0.846
	4	0.000	0.854		18	0.000	0.880
	5	0.000	0.794		19	0.000	0.879
	6	0.000	0.810	The natural characteristics of the city	20	0.000	0.798
	7	0.000	0.754		21	0.000	0.821
	8	0.000	0.741		22	0.000	0.767
	9	0.000	0.835	The security stability of the city	23	0.000	0.921
	10	0.000	0.760		24	0.000	0.926
	11	0.000	0.844	city infrastructure	25	0.000	0.823
	12	0.000	0.743		56	0.000	0.849
	13	0.000	0.869		27	0.000	0.931
	14	0.000	0.809	The economic status of the city	28	0.000	0.812
					29		

Source: Prepared by the researchers based on the outputs of the statistical analysis

We note from the table that there is a statistically significant correlation between all the items of the questionnaire and the total score for each variable at the level of significance 0.05, which indicates the validity of the scale used in the study. This indicates a strong positive correlation between all the paragraphs and the average of the total number of paragraphs, which indicates the existence of internal consistency of the variables under study.

### 3.3- The Descriptive analysis of the study variables:

The following table represents the results of the mean and standard deviation of the study variables.

Table (05): Summary results of the arithmetic mean and standard deviation of the study variables

Variables	The Arithmetic mean	The standard deviation	The general direction
The sporting events	3.8590	0.75042	agree
The City brand	3.7807	0.70608	agree
The historical identity of the city	4.2683	0.77081	Totally agree
Society's culture	3.9878	0.82793	agree

Variables	The Arithmetic mean	The standard deviation	The general direction
The natural characteristics of the city	3.7433	0.77855	agree
The security stability of the city	3.7700	0.98675	agree
city infrastructure	3.4567	0.93567	agree
The economic status of the city	3.4583	0.90839	agree

Source: Prepared by the researchers based on the outputs of the statistical analysis

We note from the table that the average of the sporting events and the brand of the city with its dimensions (society culture, natural characteristics, security stability, infrastructure, economic status) were respectively 3.85, 3.78, 3.98, 3.74, 3.77, 3.456, 3.458, which fall within The category ranges from [3.40-4.20) on the five-point Likert scale. This indicates that the respondents' answers tended towards agreement, while the historical identity dimension tended towards agreement strongly, while the standard deviations of the study variables were considered acceptable and did not express a significant dispersion in the results of the study.

#### 4- Results

##### 4-1 Results of testing hypotheses related to the impact of sporting events on the dimensions of the brand of the city

##### 4-2

To test the hypotheses of the study, we use Carl Pearson correlation coefficient analysis. We also perform simple linear regression analysis and ANOVA test to see the results shown in the table below.

Table (06): Results of testing the study hypotheses

study hypotheses	correlation coefficient R	Interpretation coefficient R <sup>2</sup>	ANOVA analysis of variance			
			F	SIGN	T	SIGN
Hypothesis1	0.695	0.483	278.77	0.000	8.996	0.000
Hypothesis2	0.656	0.430	224.65	0.000	6.306	0.000
Hypothesis3	0.649	0.421	216.62	0.000	6.373	0.000
Hypothesis4	0.627	0.394	193.49	0.000	2.514	0.12
Hypothesis5	0.614	0.377	180.22	0.000	2.243	0.026
Hypothesis6	0.573	0.328	145.34	0.000	3.467	0.01

Source: Prepared by the researchers based on the outputs of the statistical analysis

**Hypothesis 1:** There is a statistically significant effect of the sporting events on the historical identity of the city of Oran at the level of significance 5%, as it is clear to us through the results shown in the table that the correlation coefficient



amounted to a value of 0.695. This indicates that there is a strong positive relationship between the sporting events and the dimension of the historical identity of the city under study, which was reflected in the interpretation coefficient, which reached 0.48, meaning that 48% of the variation in the dimension of the historical identity is due to the sporting events. As for the ANOVA analysis of variance, it turns out that the F value was 278.77, while the T value was 8.99, which are statistically significant values at the 5% level of significance. The level of significance of these results is lower than the level of significance of the study, which indicates that the model for this hypothesis is statistically significant, and based on the above. Therefore, we accept the first hypothesis.

**Hypothesis 2:** There is a statistically significant impact of the sporting events on the society culture of the city of Oran at the level of significance of 5%, as it is clear to us through the results shown in the table that the correlation coefficient amounted to 0.65. This indicates the existence of a strong positive relationship between the sporting events and the society culture dimension of the city under study. Which was reflected in the interpretation coefficient, which amounted to 0.43, meaning that 43% of the variation in the society culture dimension is due to the sporting events. As for the ANOVA analysis of variance, it turns out that the F value reached 224.65, while the T value reached 6.30, which are statistically significant values at the 5% level of significance. The level of significance of these results is lower than the level of significance of the study, which indicates that the model for this hypothesis is statistically significant. Based on the above, we accept the second hypothesis.

**Hypothesis 3:** There is a statistically significant effect of the sporting events on the natural characteristics of the city of Oran at the level of significance of 5%, as it is clear to us through the results shown in the table that the correlation coefficient amounted to 0.64. This indicates the existence of a strong positive relationship between the sporting events and the dimension of the natural characteristics of the city under study. Which was reflected in the interpretation coefficient, which amounted to 0.42, meaning that 42% of the variance in the dimension of the natural characteristics is due to the sports events. As for the ANOVA analysis of variance, it turns out that the F value reached 216.62, while the T value reached 6.37, which are statistically significant values at the 5% level of significance. The level of significance of these results is less than the level of significance of the study, which indicates that the model for this hypothesis is statistically significant. Based on the foregoing, we accept the third hypothesis.

**Hypothesis 4:** There is a statistically significant impact of the sporting events on the security stability of the city of Oran at the level of significance of 5%, as it is clear to us through the results shown in the table that the correlation coefficient amounted to 0.62. This indicates the existence of a strong positive relationship between the sporting events and after the security stability of the city under study. Which was reflected in the interpretation coefficient, which amounted to 0.39, meaning that 39% of the variance in the security stability dimension is due to the sporting events. As for the ANOVA analysis of variance, it turns out that F has a value of 193.49, which indicates that the model for this hypothesis is statistically significant, while T has reached a value of 2.51, which is a non-

statistically significant value at the 5% level of significance. In addition, the level of significance of these results is greater than the level of significance of the study. Based on the foregoing, we reject the fourth hypothesis.

**Hypothesis 5:** There is a statistically significant impact of the sporting events on the infrastructure of the city of Oran at the level of significance of 5%, as it is clear to us through the results shown in the table that the correlation coefficient amounted to 0.61. This indicates a strong positive relationship between the sporting events and the dimension of the infrastructure of the city under study. Which was reflected in the interpretation coefficient, which amounted to 0.37, meaning that 371% of the variance in the infrastructure dimension is due to the sporting events. As for the ANOVA analysis of variance, it turns out that F has a value of 180.22, which indicates that the model for this hypothesis is statistically significant, while T has a value of 2.24, which is a non-statistically significant value at the 5% level of significance. In addition, the level of significance of these results is greater than the level of the significance of the study. Based on the foregoing, we reject the fifth hypothesis.

**Hypothesis 6:** There is a statistically significant effect of the sporting events on the economic situation of the city of Oran at the level of significance of 5%, as it is clear to us through the results shown in the table that the correlation coefficient amounted to 0.57. This indicates the existence of a strong positive relationship between the sporting events and after the economic situation of the city under study. Which was reflected in the interpretation coefficient, which amounted to 0.32, meaning that 32% of the variance in the dimension of the economic situation is due to the sporting events. As for the ANOVA analysis of variance, it turns out that the F value reached 145.34, while the T value reached 3.46, which are statistically significant values at the 5% level of significance. The level of significance of these results is less than the level of significance of the study, which indicates that the model for this hypothesis is statistically significant. Based on the foregoing, we accept the sixth hypothesis.

• **The results of the hypothesis test related to the change of the brand of the city in terms of the demographic variables:** The following table shows the results of the sixth hypothesis, which states that there are statistically significant differences between the brand of the city in terms of demographic variables (sex, age, educational level, and profession).

Table (07): Summary results of testing the sixth hypothesis

Variable	Contrast basis		Sum of squares	F-test	SIGN
Trademark of Oran	Genre	Between the sexes	0.494	0.992	0.320
		among individuals of the same sex	147.571		
	Age	between the ages	6.473	4.479	0.04
		among the same age group	142.592		
	Educational level	Between the academic levels	0.902	0.6	0.615

Variable	Contrast basis		Sum of squares	F-test	SIGN
		among individuals of the same level	148.164	0.755	0.583
	Profession	between profession levels	1.889		
		between members of the same profession	147.176		

Source: Prepared by the researchers based on the outputs of the statistical analysis

**Hypothesis 7:** There are statistically significant differences between the brand of the city in terms of the demographic variables (sex, age, educational level, and profession) at the level of significance of 5%. It is clear to us through the results shown in the table that the discrepancy in the brand of the city for individuals of the same sex exceeds the discrepancy between the sexes, as well as the discrepancy in the brand of the city for individuals of the same age exceeds the discrepancy between ages. Moreover, the discrepancy in the brand of the city for individuals of the same educational level exceeds the discrepancy between Academic levels, the differences in the brand of the city for individuals of one profession exceed the differences between profession levels, and the level of significance of these results exceeds the level of significance of the study. Based on the foregoing, we reject this hypothesis.

#### 4.2- Study model test results:

To test the significance of the model, we use multiple linear regression to study the relationship between the study variables. This is what the following table shows:

Table (8): Summary of the results of testing the study model

Study variables		R coefficient of selection	R coefficient of interpretation	ANOVA analysis of variance	
Independent	The sporting events	0.778	0.606	F	SIGN
Follower	City brand			458.021	0.000

Source: Prepared by the researchers based on the outputs of the statistical analysis

It is clear from the results presented in the table that the correlation coefficient according to the regular entry between the brand of the city and the sporting events amounted to a value of 0.778. This was reflected in the coefficient of determination, which amounted to 0.606 or 60.6% for the variation in the brand due to the sporting events, as it turns out that F reached 458.02. It is a statistically significant value at the level of significance of 5%, and that the level of significance of these results exceeds the level of significance of the study. Based on the aforementioned results, the results of the multiple linear regression

analysis, which shows the effect of the dependent variable represented by the brand of the city on the sporting events according to the systematic approach, are statistically significant. Thus, we summarize the relationships included in the study in the study model shown in the following figure:

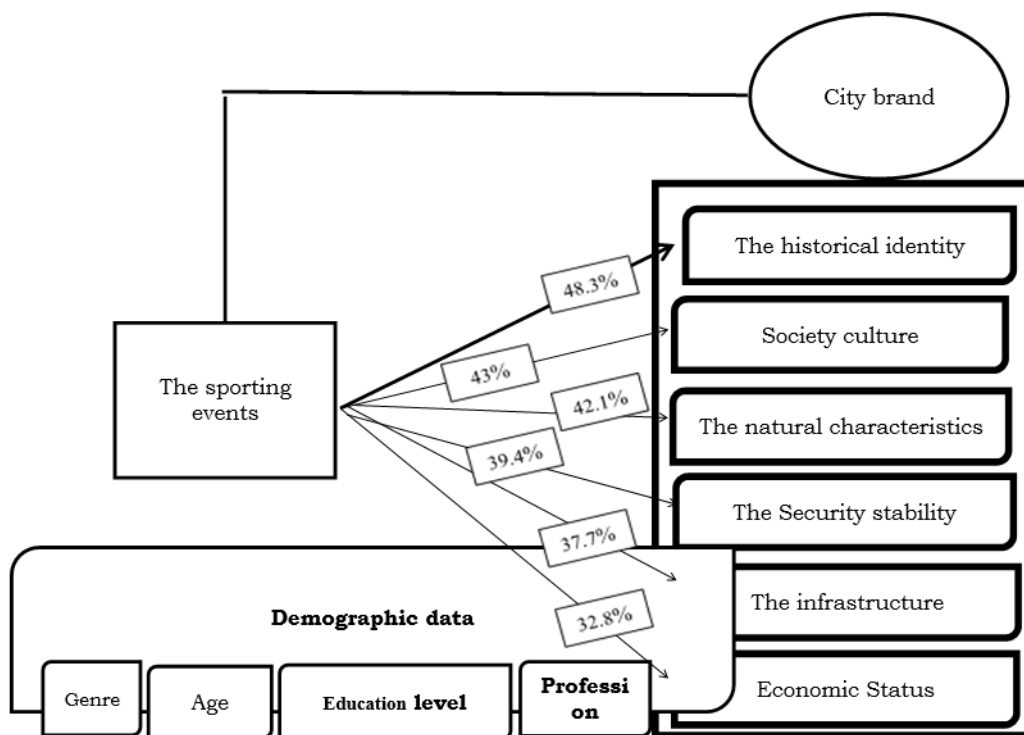


Figure 2: Results of the study model

Source: Prepared by researchers

## 5- Discussion

The visitors' experience of the Mediterranean Games event in Oran was generally positive, as they confirmed their satisfaction with the physical environment (attractiveness and spaciousness of the halls and stadiums) despite the presence of some criticism on their part of the way the matches were organized. They also emphasized the uniqueness of the event and its ability to impress them, which will lead to a positive behavior (loyalty) after the experience. Their intention is to re-visit Oran as well as share their experiences with others personally or through the social media platforms, and this will certainly enhance the awareness of the Oran brand as well as its image in front of the audience.

The visitor's evaluation of the brand of the city of Oran in all its dimensions was high, which gives it a competitive advantage in the tourism market, and this may be due to two reasons. First, the investments that were pumped in order to make the event a success, and secondly, the intensive promotion of the culture and heritage of the city that was made by influencers (some of them influential at the level global) and the local population. Without ignoring the timing of the event,

which came at a stage of political tension between Algeria and its neighbours, which turned the event into a national issue that must be defended and promoted, in other words, the matter shifted from defending the tourist destination brand to the nation's brand. The latter is more comprehensive than the first. It refers to the country's reputation and image in terms of several variables (political, economic, value, tourism) in front of the world.

Hosting the Mediterranean Games had a positive impact on the historical identity of the city of Oran, as it was exploited as a marketing opportunity to present the city's history and cultural heritage to visitors and spectators around the world. This has done through the promotion of the event and the media coverage associated with it, which enhances visibility and recognition of the (tangible and intangible) heritage of the city. In addition to making investments to restore the historical buildings and monuments and organizing trips to them, especially for athletes.

Hosting the Mediterranean Games had a positive impact in promoting the culture of the Oranian society, as it took advantage of the peak time (the opening and closing ceremonies) to present some of the local artistic performances (rai songs as an example). In addition to the establishment of nine cultural festivals in conjunction with the activities of the Mediterranean Games. Added to this, the marketing opportunity created by this event for the local artists and artisans and the rest of the contributors to the cultural matter to display their works and reach a wider audience. The interaction of the local community with visitors (athletes or fans) contributes to the dissemination of culture.

Hosting the Mediterranean Games had a positive impact in enhancing the natural (environmental) characteristics of the city of Oran. This is due to the intensive afforestation campaigns that affected the Olympic Village (where the athletes and visitors live) and to the revival and rehabilitation campaigns that affected the tourist attractions such as beaches and forests, in addition to newly created parks.

Hosting the Mediterranean Games had a positive impact in enhancing security in the city of Oran, and this is due to the security guarantees required by the international sports committees on the countries hosting sporting events. As the influx of large crowds, the international attention puts pressure on the security agencies to mitigate the potential risks; cities typically implement a combination of measures such as the increased patrols, deployment of additional personnel, and the implementation of strict security protocols. These measures can improve the public safety, reduce the crime rates, and increase the sense of security for residents and visitors alike, in addition to the field experiences gained by security men while dealing with major events that enhance their efficiency in dealing with similar security challenges in the future. This is similar to the results of the studies of (Lee, Choong-Ki, Taylor, Lee, Y. K., & Lee, 2005) and (Puente & Rogelio, 2018) and differs from the study of (Hemmonsby, Janice, & Tembi, 2018). This dispute is because Algeria ranks first in Africa in terms of spending on security, with a budget of \$9.7 billion in 2022, which is triple comparing to the security budget of South Africa, which amounted to \$2.9 billion in the same year.

Hosting the Mediterranean Games had a positive impact in strengthening the infrastructure in the city of Oran, because this type of event requires large investments in transportation, communications and other basic systems. 307 million dollars have been allocated for the completion of various projects and structures related to the organization of the tournament, including the Olympic Village to accommodate visitors with 115 million and 95 million dollars for the restoration and construction of some roads. although the process of completing the projects knew several stops and stumbling blocks as a result of technical problems that increased the burden on the allocated financial envelopes for these projects. Added to this, the absence of a clear vision among the supervisory officials, as well as the major shortcomings in the technological aspect, and the disputes between the companies in charge of construction. the miscalculation of the market data regarding the prices of building materials, as well as the repercussions of the Corona pandemic that disrupted some related activities, which raises several questions regarding the efficiency of the authorities concerned with the preparation for this event.

Hosting the Mediterranean Games had a positive impact on enhancing the economic activity in the city of Oran. This effect is evident in the short term, in accordance with what was stated in the studies of (Puente & Rogelio, 2018) and (Hemmonsbey, Janice, & Tembi, 2018); this is due to the increase in demand Temporarily significantly, which prompts business organizations to increase the size of their offer to cover that demand. This is evident in the sectors within the tourism industry, such as hotel, transportation and catering. In the long term, the improvement of infrastructure and the security situation gives positive indicators for business organizations wishing to invest in the city in the future.

## **6- Conclusion**

The aim of this study was to examine the effect of hosting the Mediterranean Games on tourists' perceptions of the brand of the city of Oran, by verifying or refuting the numerous allegations made about the benefits accruing to a tourist destination when holding a major sporting event. These benefits are not only related to generating the direct income and stimulating the local economy, but extend to indirect effects such as strengthening the historical and cultural identity as well as the environmental and security aspects. it is said that The latter effects benefit the local citizens through a better global image, increased post-event tourism and business attractiveness levels. To test these assumptions, we studied the tourists who visited Oran during the activities of the Mediterranean Games, and made sure whether their evaluation of the Oran brand changed during that. We reached several results, the most important of which are:

- The evaluation of Oran visitors to the Mediterranean Games in general was positive in terms of their satisfaction with the physical environment and the impressive atmosphere, which will lead to positive behaviour on their part towards the event and the city.
- Visitors' evaluation of the brand of Oran in all its dimensions was high, which gives it a competitive advantage in the tourism market.
- Hosting the Mediterranean Games had a direct impact on strengthening the historical and cultural identity of the city of Oran, Because of the exploitation

of the media momentum in promoting the heritage and traditions of the city, as well as because of the investments that have been made in the cultural sector.

- Hosting the Mediterranean Games had the effect of enhancing the security in the city of Oran. This is due to the security guarantees required by the international sports committees on the countries hosting the sporting events.
- Hosting the Mediterranean Games had a clear impact on strengthening the infrastructure due to the large investments that were pumped into this sector. It also had an impact on the economic movement in the city, due to the large increase in demand from tourists.

We offer the following suggestions to maximize the benefit of sporting events in building the destination brand:

- Enhancing the participation of the private sector in all relevant sectors, in order to reduce the costs.
- Running stadiums and arenas that were built according to the economic approach in order not to turn into white elephants (a term that refers to projects and assets that require high operating costs that exceed the revenues from them), This is by exploiting it as an advertising interface for companies, as well as in hosting huge festivals. and the Ticket pricing should also be subject to purely economic logic.
- Carrying out strategic tourism planning with the participation of all relevant parties in order to define a vision for Oran city.
- Determine the competitive advantages of the city of Oran in order to use it to promote its brand, which would enable it to gain a strong competitive position in the Mediterranean market.

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