

XIX COMMONWEALTH GAMES - AN ANALYTICAL STUDY

¹MR. KAUSHIK J. UMRANIA

²DR. MANOHAR M. MANE

¹ Sports teacher, Dhirubai Ambani International School, Mumbai

²Assistant Professor, Department of Physical Education,
University of Mumbai, Maharashtra, India.

ABSTRACT

The main aim of the study was to analyze the organization of the XIX Commonwealth Games. To investigate the “XIX Commonwealth Games”, its benefits and drawbacks towards the promotion of sports culture in the country of India. A case study has been designed in which analytical in nature, based on the survey were utilized to collect the relevant data. The collected data has been analyzed based on the information furnished.

The study was purely descriptive in nature, based on the survey method. Interview techniques were adapted to employ the questionnaires and thus, the investigator gathered the necessary information. The data was collected through a carefully conducting interview and the information received from the newspaper, internet. The researcher personally conducted interview with the participants, coaches and spectators.

KEY WORDS: commonwealth game, analytical study etc.

INTRODUCTION:

The Commonwealth Games is a multinational, multi-sport event which features competitions involving thousands of elite athletes from members of the Commonwealth of Nations. Organized every four years, they are the third-largest multi-sport event in the world, after the Summer Olympic Games and the Asian Games.

There are currently 54 members of the Commonwealth of Nations, and 71 teams participate in the Games. The four Home Nations of the United Kingdom – England, Scotland, Wales and Northern Ireland – send separate teams to the Commonwealth Games, and individual teams are also sent from the British Crown dependencies of Guernsey, Jersey and the Isle of Man (unlike at the Olympic Games, where the combined "Great Britain" team represents all four home nations and the Crown dependencies). Many of the British overseas territories also send their own teams. The Australian external territory of Norfolk Island also sends its own team, as do the Cook Islands and Niue, two states in free association with New Zealand. It has been reported that Tokelau, another dependency of New Zealand will be sending a team to the 2010 Games in Delhi, India.

OBJECTIVES OF THE STUDY:

The following are the objectives of the study

- To study the XIX Commonwealth Games.
- To study the finance and legal aspects of the Games.
- To study the bidding process for the Games.

- To study the Games Village of the Games.
- To study about the participating countries and events of the Games.
- To study the Baton and the Baton Route in India.
- To study the Opening ceremony of the XIX Commonwealth Games.
- To study the support from the government sectors for the Games.
- To study the games schedule of the XIX Commonwealth Games.
- To study the Records of the XIX Commonwealth Games.
- To study India's performance at the XIX Commonwealth Games.
- To study the Benefits and Drawbacks of the Games.
- To study the Closing ceremony of the XIX Commonwealth Games.

METHODOLOGY:

○ *Design of the study*

To investigate the “XIX Commonwealth Games”, its benefits and drawbacks towards the promotion of sports culture in the country of India. A case study has been designed in which analytical in nature, based on the survey were utilized to collect the relevant data. The collected data has been analyzed based on the information furnished.

The study was purely descriptive in nature, based on the survey method. Interview techniques were adapted to employ the questionnaires and thus, the investigator gathered the necessary information.

○ Tools for collection of data

Primary Sources:

Primary sources are eyewitness accounts. They are reported by an actual observer or participant in an event.

- Questionnaire
- Pictorial records

Secondary Sources:

Secondary Sources are accounts of an event not actually witnessed by the researcher. The researcher may have talked with an actual observer or read an account by an observer, but his or her testimony is not that of an actual participant or observer.

- Published materials
- Websites

Methods for analyzing data

The data received was mainly descriptive type analysis by interview and interview technique using questionnaire as the tool.

Previous research provides evidence that the researcher is familiar with what is already known and what is still unknown and untested. Because effective research is based on past knowledge, the step helps to eliminate the duplication of what has been done and provided useful hypothesis and helpful suggestions for significant investigation.

ANALYSIS OF THE DATA:

• The Benefits and Drawbacks

It is a fact that the countries bidding for hosting the Games need to be equipped with sound infrastructure in the host city, as well as adequate sports facilities, in order to win the bid

for hosting the event. India, therefore, had intensively prepared for the event and as a result, a number of projects were developed which has proved beneficial for the people and the community at large.

A number of benefits have been listed below.

- Infrastructure:

- The city's monuments, an integral part of the rich heritage of the country's past, were cleaned and revitalized.
- Yamuna riverfront developed.
- The stadiums which were old got a new facelift and there were new constructions.
- Entertainment facilities.
- Delhi's Indira Gandhi International airport was modernized, upgraded and expanded to handle the larger volume of passenger traffic. A new terminal was constructed for the passengers. The modernisation of the IGI Airport treble its capacity and has played a significant role in improving connectivity within India as well as of India with the rest of the world.

- Generation of Employment:

The hosting of the Games provided abundant employment opportunities for various offices, even catering to the masses, ranging from positions of a labourer to a technical engineer. This boosted the economic cycle of the country. Delhi had visitors from all over the country in search of work. The people found work in all the different areas of the industry. This included the event management companies.

- Investment in the region

The announcements of the event itself lead to anticipatory investment. The growth and encouragement of sports culture in India was brought about on account of the given facilities, served to attract more investors even in the post Games scenario.

- Transport and Road Network

Another sector that is slated to witness immense improvement is transportation: flyovers, bypasses, broader roads, a larger metro system, an integrated Rail Bus Transport system and a High Capacity Bus system. All these served to ease traffic congestion and enable smoother transit for the Games and also for Delhi's citizens.

- Sporting Legacy

The Games has improved world-class sports facilities that the coming generations of Indian sportspersons and aspirants can use in the future. The establishment of an Olympic-size pool as well as a gym in Delhi University will boost sports among the Delhi youth as well.

Above all, the legacy of the Commonwealth Games Delhi 2010 has been a boost to a near-absent sports culture as a part of the daily life of every Indian, of all classes, regions, and all ages as well, with special emphasis on the youth, the future of the nation.

- Volunteering Culture

- The Games has developed and encouraged a culture of volunteering.

- Preparing the youth with values of hospitality.

- Enhancing life skills, such as self awareness, etiquette, creative and critical thinking, empathy, communication and interpersonal relationships.

- Boost to Tourism Industry

India hopes to attract a large volume of tourists to the country. Renowned globally for its rich cultural traditions as well as its hospitality, India seeks to make use of the Games to encourage its tourism industry, expecting visitors during the games as well as after them, once it

has gained adequate media exposure. There are new fleets for the road transport, the Metro network has been expanded for the games and the terminal three at the Delhi airport can accommodate a large number of passengers.

- Creation of Business Opportunities

- The projects in preparation of the Games were given on contracts to the private firms.
- Event management co's can bid for hosting major sporting events.
- Employees and volunteers can achieve skills and knowledge in event organisation and management, human resource management, security, hospitality and service, etc.
- Provision of a strategic link between the event and regeneration and employment wherever possible.
- Provision of integrated ticketing wherever possible and one stop information on the main event as well as any associated events.
- Provision of efficient transport facilities to and from the venues.
- Provision of a safe, clean and attractive environment for visitors.

following are the drawbacks of the Games.

- Under utilization of the facilities post the games:
- The facility which has been developed for the games belongs to the government and so special permission is required to use the facilities.
- Inability to attract a large number of spectators:
- The games did not attract the expected number of people due to the controversies and the security reasons. Along with this, in order to attract young audience, some concession for students may be applied to draw them to the event.
- High infrastructure development cost:
- The Games were awarded in 2003, most projects taken up in 2007. Due to the delay in the completion of the project the cost of construction and the number of laborers employed to complete the job had to be increased. This ultimately increased the cost of production.
- Absence of long term vision:
- Adaptive reuse of the structures can help in gaining returns without creating new structures for various other activities. No real public consultation or democratic transparency in the planning process.
- Not having accounted carefully for all post games expenses:
- As seen on the news channels and the critics published in the news papers the authorities do not come out in the open to speak about the games and
- High opportunity cost of capital:
- It is a known fact that the cost involved in the construction of the infrastructure is way beyond the estimated cost.
- Problem of access:
- The games village is located outside the city of Delhi. So the access of the village where lot of other facilities are provided are out of the reach of the common man.

CONCLUSION:

On the basis of the descriptive research, the investigator of the present study has drawn the following conclusion.

- The Games were organised at a very high standards which has been proved to the world.

- The teams and athletes participated in large numbers. There were some good compliments from the athletes regarding the organising of the Games.
- The Baton was warmly welcomed throughout its journey for the games. It took various means of transport such as air, water, roads to reach the final destination at the J N Stadium in Delhi.
- The Indian athletes made a significant progress in their events. They put their heart and soul to bring laurels to the country.
- Through all the ups and downs the Games was a huge success in the end.

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