

AN ANALYSIS OF THE ECONOMIC IMPACT OF HOSTING THE MEDITERRANEAN GAMES IN THE ORAN COMMUNITY, ALGERIA

تحليل الأثر الاقتصادي لاستضافة الألعاب المتوسطية في مجتمع وهران، الجزائر

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Abstract:

Hosting mega sporting events has become a strategic avenue for economic growth and infrastructural development. This study examines the economic and infrastructural impacts of the 2022 Mediterranean Games in Oran, Algeria, focusing on both short- and long-term effects and their alignment with the Sustainable Development Goals (SDGs) 2030. Using a mixed-method approach, data were collected from 300 respondents through purposive and simple random sampling, employing self-administered questionnaires, interviews, and secondary sources. Descriptive statistics, regression analysis, and correlation techniques were applied for data analysis. Findings revealed significant short-term economic benefits, particularly in tourism and local business investments. A strong positive correlation ($r=0.72$, $p<0.05$) was found between event-driven infrastructural improvements and local economic development. Key infrastructure upgrades included transport and accommodation, enhancing Oran's international reputation. However, challenges such as financial constraints, underutilization of infrastructure, and limited stakeholder engagement in strategic planning were identified. The study underscores the need for sustainable event planning to maximize long-term benefits.

Keywords: Mediterranean Games, Mega-sporting events, Sustainable Development, Economic Impact, Oran.

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أصبحت استضافة الأحداث الرياضية الضخمة وسيلة استراتيجية للنمو الاقتصادي وتطوير البنية التحتية. تبحث هذه الدراسة في الآثار الاقتصادية والبنية التحتية لألعاب البحر الأبيض المتوسط 2022 في وهران بالجزائر، مع التركيز على الآثار قصيرة وطويلة الأجل ومواءمتها مع أهداف التنمية المستدامة 2030.

باستخدام منهج متعدد الأساليب، تم جمع البيانات من 300 مستجوب من خلال أخذ عينات عشوائية مقصودة وبسيطة باستخدام استبيانات ذاتية ومقابلات ومصادر ثانوية. تم تطبيق الإحصاءات الوصفية وتحليل الانحدار وتقنيات الارتباط لتحليل البيانات. كشفت النتائج عن فوائد اقتصادية كبيرة على المدى القصير، لا سيما في مجال السياحة والاستثمارات التجارية المحلية. تم العثور على علاقة ارتباط إيجابية قوية ($r=0.72$)، ($p<0.05$) بين تحسينات البنية التحتية التي يحركها الحدث والتنمية الاقتصادية المحلية. وشملت التحسينات الرئيسية في البنية التحتية النقل والإقامة، مما عزز سمعة وهران الدولية. ومع ذلك، تم تحديد تحديات مثل القيود المالية، وقلة استخدام البنية التحتية، ومحدودية مشاركة أصحاب المصلحة في التخطيط الاستراتيجي. تؤكد الدراسة على الحاجة إلى التخطيط المستدام للفعاليات لتحقيق أقصى قدر من الفوائد على المدى الطويل.

الكلمات المفتاحية: ألعاب البحر الأبيض المتوسط، الأحداث الرياضية الكبرى، التنمية المستدامة، الأثر الاقتصادي، وهران.

1/Introduction

For over a decade, the global discourse on economic development and urban transformation has increasingly emphasized the role of mega sporting events as catalysts for growth. Under the umbrella of the 2030 Sustainable Development Goals (SDGs), such events have been recognized as having the potential to build economic resilience, boost infrastructure, and promote job opportunities (United Nations, 2015). By hosting global investment and enhancing tourism, such events will have the potential to contribute meaningfully to local economies, making the host cities business and cultural hubs for the broader area (Nicholson, Hoye, & Houlihan, 2010).

According to Preuss (2015), the Mediterranean Games, as an elite-level multi-sporting event, gives a unique opportunity to study such economic dynamics. The 2022 Games that took place in Oran, Algeria, were expected to accelerate infrastructure development, improve business conduct, and give employment opportunities. However, the real economic impact of such events remains a subject of debate, particularly in emerging economies where long-term sustainability is a key concern. While some studies (Baade & Matheson, 2002; Owen, 2008) highlight positive short-term economic gains, others caution against financial risks, infrastructure underutilization, and uneven economic distribution post-event.

In the African context, the African Union's Agenda 2063 identifies sports as a catalyst for economic integration and sustainable development (African Union, 2020). Aligning with this vision, Algeria leveraged the 2022 Mediterranean Games in Oran to position itself as a regional sports and tourism hub while addressing infrastructure deficits and fostering economic diversification (Gabriel & Ihezue, 2021). The event required significant public and private investments in stadiums, transportation networks, hotel accommodations, and municipal facilities, prompting critical discussions on the economic return on investment and long-term benefits for the host community.

This study, therefore, contributes to the broader discourse on the viability of hosting mega sporting events in developing economies by

empirically assessing their actual economic impact. Focusing on the 2022 Mediterranean Games in Oran, it provides insights into both the short- and long-term economic effects, offering policy recommendations for future large-scale event planning and hosting in Algeria and similar contexts.

Algeria is an important model for developing countries seeking to leverage major sporting events as engines for economic growth. Within the framework of the African Union Agenda 2063, which emphasizes the role of sports in economic integration and sustainable development (African Union, 2020), Algeria's experience in hosting the 2022 Mediterranean Games in Oran provides valuable insights for similar economies.

The broader potential value of these events extends beyond direct economic returns in tourism and infrastructure investment. Research has shown that international sporting events can be a long-term economic stimulant by attracting foreign investments, stimulating urban renewal, and enhancing global awareness (Preuss, 2015). These effects are only possible, however, with strategic planning, financial viability, and intelligent utilization of the event's residual infrastructure. The study's results will increase the understanding of these drivers and provide actionable policy recommendations to Algeria and other emerging economies.

2. Methods

A mixed-method research design (a convergent parallel mixed method) that mixes qualitative and quantitative methods was used for this study. According to Creswell (2014), integrating both qualitative and quantitative methods enhances the understanding of research problems while overcoming the limitations of individual study designs. On both independent and dependent variables, data were gathered to examine the economic impact of hosting the 2002 Mediterranean Games in Oran. Precisely, the study emphasized employment generation, infrastructure development, business growth, and tourism revenue as important economic indicators. The mixed-method approach was employed due to the event's complexity in the short-term and long-term economic

outcomes, guaranteeing comprehensive analysis through both statistical data and qualitative results from primary stakeholders.

This study comprised a 300-person sample, including local business owners, tourism operators, event organizers, government officials, and residents of Oran. The sampling process was conducted using a multistage technique, with different methods applied at each stage: Business owners, whose businesses were in existence and operating during the hosting of the 2022 Mediterranean games were chosen through purposive sampling. City officials who are directly involved during the games were enumerated, while simple random sampling and snowball sampling was applied to select residents and those that got casual work during the games. City officials, business leaders, and sports and tourism board members with extensive knowledge of the event's economic implications were used in the key informants' interview sessions.

Data collection included quantitative and qualitative methods. A self-designed questionnaire was used to gather data on the economic benefits of the Games, including employment created, tourism incomes, business investment, and infrastructure. The questionnaire had Likert-scale questions (1–5) for measuring the attitude of the respondents towards economic benefits and losses. For qualitative information, Key Informant Interviews (KII) of government officials, business leaders, and tourism board members were conducted to gather policy impact, risk financial, and investment long-standing information post-event. Informative opinions were collected using open-ended interviewer-administered questionnaires.

The tools were also checked for validity by the professionals, and the reliability was ascertained by the test-retest, and the correlation coefficients were 0.78 and 0.81 for the closed-ended and open-ended questionnaires, respectively. The tools were pilot-tested in the field with a different sample of 20 participants to determine the clarity and accuracy of the tools. Ethical clearance was provided before data collection and each of the volunteers acquired informed permission. who were assured of confidentiality. Data collection was eased by the employment of a

letter of introduction and research assistants to enable free access to stakeholders.

Descriptive statistics were used in data analysis for the description of demographic information and economic trends, whereas Pearson Product Moment Correlation (PPMC) and regression analysis were used in the hypothesis testing of the research. The correlation test examined the effect of event-related improvement in infrastructure on economic growth ($r = 0.72$, $p < 0.05$), whereas regression determined the relative share of employment, business development, and tourism in overall economic sustainability. Qualitative data from the Key Informant Interviews (KII) were content-analyzed and transcribed to corroborate the quantitative findings.

The following objectives serve as guides to the successful completion of this study:

This study aims to conduct an in-depth economic analysis of the impact of the 2022 Mediterranean Games in Oran based on primary data, which will be collected from 300 individuals through questionnaires, interviews, and secondary data. Descriptive statistics, regression, and correlation techniques are employed in this study to quantify some economic variables, such as:

1. To analyze the short-term and long-term economic impacts of hosting the Mediterranean Games in Oran.
2. To assess the effects of the Games on employment and business investment.
3. To evaluate inflationary pressures and changes in the cost of living resulting from the event.
4. To identify challenges associated with the economic sustainability of mega sporting events.
5. To provide policy recommendations for optimizing economic benefits from future events.
6. To propose strategies for maximizing the positive economic impact of mega-sporting event

3.1 Hypothesis

The following hypotheses were tested in this study:

Hosting of the Mediterranean Games 2022 has a significant positive economic (Short-term entrepreneurship, long-term entrepreneurship, a net increase of new jobs, and an increase in the cost of living) impact on the Oran Community, Algeria.

H_0 : Hosting the Mediterranean Games in 2022 has no significant economic impact on the Oran community.

H_1 : Hosting the Mediterranean Games in 2022 has a significant economic impact on the Oran community

By addressing these research questions and hypotheses, this study provides an in-depth analysis of the economic dynamics associated with hosting mega-sporting events, specifically focusing on Oran, Algeria.

3.2 Research Questions

1. What are the short-term and long-term economic impacts of hosting the Mediterranean Games in Oran?
2. How has the event affected employment opportunities and business investments in the region?
3. To what extent has inflation and the cost of living changed due to the event?
4. What are the key economic challenges faced by Oran after hosting the Mediterranean Games?
5. How can policymakers ensure the economic sustainability of mega sporting events?

4. Result

4.1 Demographic Data Analysis

Table 1 . Distribution of the Respondents by Sex

Sex	Frequency	Percent
Female	114	38.0
Male	186	62.0
Total	300	100

Source: Survey data analyzed by the author using SPSS.

Table 1 The data analysisrevealedthat 114 respondents (38.0%) werefemale, while 186 (62.0%) were male. This indicates a predominance of male respondentswithin the sample.

Table 2. Distribution of the Respondents by Age

Age	Frequency	Percent
Under 18	32	10.7
18-25	68	22.7
26-35	94	31.3
36-45	78	26.0
56 and above	28	9.3
Total	300	100.0

Source: Survey data analyzed by the authorusing SPSS.

Table 4.2 It wasrevealedthat 32 (10.7%) of respondents have lessthan 18 years, 68 (22.7%) have between 18-25 years, 94 (31.3%) have 26-35 years, 78 (26.0%) have 36-45 years and 28 (9.3%) have more than 56 years. This meansthatmostrespondentswerebetween 18 and 45 years of age.

Table 3. Distribution of the Respondents by Category of Job

Category of Job	Frequency	Percent
Business Owners	24	8.0
Senior Officer/Policy Maker	78	26.0
Residents	78	26.0
TourismBoardmembers	107	35.7
Others (pleasespecify)	13	4.3
Total	300	100.0

Source: Survey data analyzed by the author using SPSS.

Table 4.3 revealed that 24 (8.0 %) of participants were Business Owners, 78 (26.0%) Senior Officers/Policy Makers, 78 (26.0%) Residents, 107 (35.7%) Sports and Tourism board members, and 13 (4.3%) others. That means most of the respondents were Sports and Tourism Board members.

Table 4. Distribution of the Respondents by Educational Background

Educational Background	Frequency	Percent
High School or below	55	18.3
Bachelor's Degree	64	21.3
Master's Degree	126	42.0
Doctorate or above	55	18.3
Total	300	100.0

Source: Survey data analyzed by the author using SPSS.

Table 4.4 revealed that 55 (18.3%) of the respondents had obtained High School or below, 64 (21.3%) possessed a Bachelor's Degree, 126 (42.0%) obtained a Master's Degree, and 55(18.3%) had a Doctorate or above. This implied that most of the respondents had a Master's Degree.

Table 5. Distribution of the Respondents by Duration of Residency in the Oran Community

Duration of residency in the Oran community	Frequency	Percent
Less than 1 year	35	11.7
1-5 years	115	38.3
6-10 years	31	10.3
More than 10 years	119	39.7
Total	300	100.0

Source: Survey data analyzed by the author using SPSS.

Table 4.5 reveals that 35 (11.7%) of respondents have lived in the Oran community for less than 1 year, 115 (38.3%) have lived between 1 and 5 years, 31 (10.3%) have lived 6 to 10 years, and 119 (39.7%) have lived more than 10 years. This means that most respondents have lived in the Oran community for more than 10 years.

4.2 Test of the Relationship between each of the variables

Table 6. Distribution of Responses on the Economic Impact of the Mediterranean Games in Oran

N	Question	Yes	No	Total	Percentage Yes	Percentage No	Mean	Std. Deviation
1	Economic Impact (Short-term)	54	6	60	90%	10%	1.1000	.30253
2	Economic Impact (Long-term)	20	40	60	33.3%	66.7%	1.6667	.47538
3	Decrease Short-term Economic Activities	21	39	60	33.3%	66.7%	1.6500	.48099
4	Decrease Long-term Economic Activities	22	38	60	36.7%	63.3%	1.6333	.48596
5	Increased Tourist Visits	54	6	60	90%	6%	1.1000	.30253
6	Increased Tourist Spending	46%	14%	60	76.7%	23.3%	1.233	.4265
7	Inflation	35	25	60	58.3%	41.7%	1.4167	.49717
8	High Cost of Living	17	43	60	28.3%	71.7%	1.7167	.45442

Source: Survey data analyzed by the author using SPSS.

The table above shows the distribution of responses regarding the impact of the Mediterranean Games on economic activity in Oran and includes a set of questions related to short-term and long-term economic effects, increased tourism activity, inflation, and the rise in the cost of living. Through analyzing the results, it can be observed that most of the participant agreed that there is a positive impact of Mediterranean Games on economic activity in Oran in the short term, with (Q1.1): the data from.

Table 4.6 on Short-Term Economic Impact shows that 90% of participants perceive a positive short-term economic impact from hosting the games, with a high mean of 1.10 and a low standard deviation of 0.30, indicating a consensus that short-term economic benefits existed.

(Q1.2): Long-Term Economic Impact - In contrast, only 33.3% of participants believe in positive long-term economic benefits, with a mean

of 1.67 and a standard deviation of .47538. This suggests skepticism about sustained economic advantages, reflecting concerns over the durability of the event's economic impact on Oran. Whereas for negative economic impact the table indicates that there are concerns about a decrease in economic activities both in the short term (Q1.3) and long term (Q1.4) are relatively low. Only 33.3% to 36.7% of participants express concerns about potential economic downturns following the event, which suggests a generally optimistic outlook on the economic impacts of the games.

Analysis on the economic impact of the games on Tourism Activity shows that there is increased Tourist Visits (Q1.5): The findings show that 90% of participants agreed that there was an increase in tourist visits, with a mean of 1.10 and a standard deviation of .30253, indicating high increase in tourism growth due to the games.

The result also shows that there was increased Tourist Spending during the hosting of the games. (Q1.6): Similarly, 76.7% of respondents anticipate an increase in tourist spending, as evidenced by a mean of 1.23 and a standard deviation of .4265. This positive outlook aligns with expectations of increased economic activity driven by tourism during the games.

A sizeable number of the participants however believed that there was inflation in the economy as a result of hosting the games. (Q1.7): Approximately 58.3% of participants stated that there was a rise in inflation, with a mean of 1.42 and a standard deviation of .49717, indicating moderate concerns regarding potential price increase linked to the event.

Cost of Living (Q1.8): For the cost of living, only 28.3% of participants believed that there was an increase, while 71.7% do not. The mean of 1.72 and a standard deviation of .45442 suggest relatively low concern about this factor.

Table 7. A scale of 1 to 5 Short impacts the economic activity

Short impacts on economic activity	Frequency	Percent	Mean	Standard
1.00	14	23.3		
2.00	3	5.0		
3.00	11	18.3		
4.00	20	33.3		
Total	12	20.0	3.2167	1.45079

Source: Survey data analyzed by the author using SPSS.

The table above displays participant responses regarding the perceived short-term economic impacts of hosting the Mediterranean Games, rated from 1 (low impact) to 5 (high impact). This scale captures the level of agreement among participants on the positive short-term economic influences of the event.

The mean score of 3.22 suggests a moderately positive perception of the Mediterranean Games' short-term economic benefits, with most participants indicating that hosting the event had a significant impact. The relatively high standard deviation of 1.45 indicates varying opinions, with some participants showing strong agreement on short-term impacts and others rating them lower.

Table 8. Analysis of the Impact of Hosting the Mediterranean Games on Economic Opportunities, Employment, and Cost of Living (Based on Participants' Responses).

S/N	ITEMS	Strongly Agree		Agree		Disagree		Strongly Disagree		Mean	STD
1	Increase in short-term entrepreneurship opportunities.	10	16.7%	33	55%	-	-	17	28.3%	1.8833	.66617
2	Increase in long-term entrepreneurship opportunities	7	11.7%	6	10%	26	43.3%	21	35%	2.833	1.35411
3	Has resulted in a net increase of new jobs.	13	21.7%	24	40%	19	31.7%	4	6.7%	2.0333	.90135
4	Led to an increase in the cost of living	24	40%	22	36.7%	11	18.3%	3	5%	2.3167	.83345

Source: Survey data analyzed by the author using SPSS.

Table 4.7 revealed that Short-Term Entrepreneurship Opportunities: A moderate number of respondents (55%) agree that the games have increased short-term entrepreneurial opportunities, with a mean of 1.8833 and a standard deviation of .66617.

Long-Term Entrepreneurship Opportunities: Only 11.7% strongly agree about long-term entrepreneurial benefits, with a mean of 2.833 and a higher standard deviation of 1.35411. This disparity highlights uncertainty about the long-term economic effects on local business.

Job Creation: Regarding employment, 21.7% strongly agree that the games have led to job creation, and 40% agree, with a mean of 2.0333 and a standard deviation of .90135. These results indicate that while jobs have been created, opinions are somewhat mixed on the extent of this impact.

Cost of Living: 40% strongly agree that the games have increased the cost of living, while 36.7% agree, with a mean of 2.3167 and a standard deviation of .83345. This indicates that a significant percentage of respondents feel that hosting the event has raised living costs.

4.3 Results of Data Analysis on the Tested Hypothesis

The following hypotheses were tested in this study:

Table 9. Regression Analysis of Relative Contribution of the Economic Impact of Hosting of 2022 Mediterranean Games on the Oran Community, Algeria

Variables	Unstandardized Coefficients		Standardized Coefficients	T	Sig	Remark
	B	Std. Error	Beta			
(Constant)	2.786	.356		7.830	.000	Sig.
Short-term & long-term entrepreneurship	.114	.063	.214	1.801	.077	No Sig.
Net increase in new jobs	-.014	.070	-.023	-.195	.846	No Sig.
Increase in the cost of living	-.269	.070	-.454	-3.817	.000	Sig.

Source: Survey data analyzed by the author using SPSS.

Hypotheses

H₀: Hosting the Mediterranean Games in 2022 has no significant economic impact on the Oran community.

H₁: Hosting the Mediterranean Games in 2022 has a significant economic impact on the Oran community

The Table 4.18 shows the regression analysis to measure the economic impact of hosting the 2022 Mediterranean Games on the Oran community, by studying three main variables: short-term and long-term entrepreneurship, net increase in new job opportunities, and increase in the cost of living. The analysis demonstrates the extent to which these variables affect the local economy and whether this event has a significant impact on the community.

The constant's impact coefficient shows a positive value ($B = 2.786$) with a very high statistical significance ($\text{Sig.} = 0.000$), indicating a general economic impact. However, this does not necessarily mean that the studied independent variables (entrepreneurship, job opportunities, cost of living) are responsible for this impact.

Short-term and long-term entrepreneurship:

The unstandardized coefficient ($B = 0.114$) and the standardized beta coefficient ($\text{Beta} = 0.214$) indicate that hosting games may have a slight positive impact on entrepreneurship.

But the statistical value ($\text{Sig.} = 0.077$) is greater than the significance level of 0.05, which means the effect is not statistically significant. This indicates that hosting the event did not significantly enhance entrepreneurship, and the entrepreneurial opportunities may have been short-term or limited, leaving no sustainable impact on the local economy.

Net increase in new job opportunities:

The unstandardized coefficient ($B = -0.014$) and the standardized beta coefficient ($\text{Beta} = -0.023$) indicate a very slight negative effect.

The statistical value ($\text{Sig.} = 0.846$) is very high, which means the effect is not statistically significant. This indicates that hosting the games did not result in permanent, let alone significant, job creation, and most of the jobs were likely associated with putting on the event itself and thus did not survive the close of the event.

Increased cost of living:

The unstandardized coefficient ($B = -0.269$) and the standardized beta coefficient ($Beta = -0.454$) indicate a strong negative influence. This is supported by the statistical value to be very significant, since Sig. equals 0.000. What this means now is that with the hosting of the games the cost of living in Oran increased probably due to a rise in the demand for commodities during the period of the events causing a rise in prices without any economic benefit being felt within the community.

According to the regression analysis results, it is not possible to reject the null hypothesis, H_0 , which states that hosting the Mediterranean Games 2022 did not have a significant positive economic impact on the Oran community. While there was no significant positive impact on either entrepreneurship or job creation, there was a definite negative impact represented by the rise in the cost of living. This would thus show that the hosting had very minimal economic effects, perhaps not sustainable, because there were no long-term economic benefits to be derived by the locals.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error
1	.474 ^a	.225	.185	.56232

a. Predictors: (Constant), short-term and long-term entrepreneurship, net increase in new job opportunities, and increase in the cost of living

The summary indicates that the independent variables explain only 22.5% of the variance in the structural impact of hosting the Mediterranean Games, and the correlation coefficient value $R=0.474$ reflects a moderately strong positive relationship. However, the adjusted $R^2 = 0.185$ shows that the actual effect is lower when the model is adjusted. The standard error of the estimate (0.56232) indicates significant discrepancies between the actual values and the predictions. This model shows a limited interpretation of the relationship, necessitating the inclusion of additional variables to improve the model's explanatory power.

5. Discussion:

Large sports events have, over the past decades, long been regarded as powerful economic impacters of cities that host them, normally causing heavy short-run economic gains and infrastructure creation. However, long-run sustainability of the gains has always been debatable among academicians and policy-makers alike. This segment evaluates the 2022 Mediterranean Games' economic legacy in Oran by comparing pre-event estimations with post-event outcomes and propounding innovative means of ensuring sustainable economic advantages.

1. Comparison of Expectations and Real Outcomes

Prior to hosting the 2022 Mediterranean Games, there were expectations of its economic impact on Oran. Its proponents were anticipating enormous short-term economic gains in tourism, infrastructure investment, and employment. The event was estimated by government projections to contribute significantly to local business expansion and long-term urban growth (African Union, 2020). The reality, however, is as shown by the actual outcomes.

While the short-term economic benefits were obvious—such as a 90% increase in tourist arrivals and increased local business activity—the long-term economic sustainability is questionable. It was found in the research that only 33.3% of the participants believed there were long-term economic benefits, mirroring concerns of infrastructure underuse and lack of post-event economic planning. This is consistent with previous writings of Baade & Matheson (2002) and Owen (2008), who theorized that mega-sporting events often experience brief economic gains but do not see support towards ongoing growth. Such an economic downturn subsequent to this shows that a blueprint plan must be implemented to achieve long-term economic gain.

2. Innovative Solutions for Sustainable Benefits

To gain maximum long-term economic benefits from hosting mega sporting events, governments must adopt innovative and sustainable policies. Based on best international practice and economic theory, several strategies might enhance the economic sustainability of the events:

- **Diversification of Infrastructure Use:** One of the principal post-event concerns is the underutilization of new infrastructure. Governments must adopt a multi-purpose infrastructure plan, allowing stadiums and facilities to host conferences, concerts, and local events (Preuss, 2015).

Barcelona's post-1992 redevelopment of Olympic infrastructure is a good example to follow.

- **Public-Private Partnerships (PPPs):** Encouraging private sector involvement in financing and managing sports infrastructure can reduce financial burdens on the government. This approach has been successfully implemented in the UK and South Korea (Coates & Humphreys, 2008).

- **Tourism and Branding Strategies:** Hosting an event offers an opportunity to brand a city as a global tourist destination. The government should establish long-term tourism campaigns leveraging the international exposure gained from the event. Studies on the FIFA World Cup (Fourie&Santana-Gallego, 2011) highlight how effective marketing strategies can maintain a city's global appeal even after an event.

- **Local Business Support Programs:** To extend economic benefits beyond the event, governments should create business incubation programs that help local enterprises scale up and integrate into international markets. This has been observed in the legacy of the London 2012 Olympics (Müller, 2015).

- **Incorporating Sustainability and Green Economy:** Incorporating sustainable practices such as green event management and renewable power utilization has the potential to enhance long-term economic returns and decrease environmental impacts (United Nations, 2015). Carbon-neutral practices incorporated in the 2020 Tokyo Olympics provide a model for future events.

6. Findings on from the Qualitative Data

This section presents the findings from the qualitative data collected on the economic impact of hosting the 2022 Mediterranean Games in Oran, Algeria. The study explored short-term and long-term economic effects, including employment generation, business investment, infrastructure development, tourism growth, and financial sustainability. Data was collected through key informant interviews (KII) of entrepreneurs, representatives of the local government, and stakeholders in the tourism industry, who provided information on the economic burdens, financial gains, and policy gaps of hosting the event.

There are several important economic subjects under analysis of qualitative data. They are as follows:

Employment and Business Investment

Qualitative evidence shows that the entrepreneurs and local business leaders experienced short-term economic gains from increased demand for transport services, retailing, and hospitality. However,

according to most of the respondents, they noted the problem of sustainability of the gains

Interviewee No. 1 (Hotel Manager): "Our hotel was fully booked during the Games, and we saw revenue increase. However, after the event, the demand fell off a cliff, and we are struggling to maintain the occupancy rate."

Interviewee No. 2 (Local Business Owner): "We hired temporary staff for the duration of the event, but we could not retain them because we did not experience any long-term business increase. The impact was short-lived."

These findings indicate that while the event had raised short-run employment, a lack of post-event economic planning limited job creation in the long run. This is congruent with work by Baade and Matheson (2002), which asserts the short-term nature of short-run employment boosts from mega sports events.

Infrastructure Development and Economic Sustainability

Probably the most important economic impact of the Games was the construction of new sporting venues, road networks, and hospitality facilities. There were concerns, however, regarding long-term usage and maintenance of these investments.

Interviewee No. 3 (Urban Planner): "The city gained access to tremendous infrastructure improvements, such as new stadiums and transportation. The challenge now is to make sure that these venues are not left unused after the Games".

Interviewee No. 4 (Government Official): "There ought to be a long-term plan for applying these investments to sectors other than sporting events like conferences, exhibitions, and national tournaments".

These result findings are in line with the legacy theory (Preuss, 2015) where effective post-event planning is important to make it possible for investments in infrastructure to benefit the economy in the long term.

Tourism Growth and Economic Spillover Effects

The tourism sector benefited greatly from tourist arrivals and receipts during the period when the Games were staged, with restaurants, transport facilities, and hotels having increased incomes. Whether, however, this increase in tourism will be lasting is doubtful.

Interviewee No. 5 (Tourism Board Official): "The Games put Oran on the map, but the problem is how to maintain this visibility and attract tourists once the event is over."

Interviewee No. 6 (Owner of Restaurant): "We saw an enormous crowd of visitors, but the moment the Games concluded, things resumed

normally. There needs to be a sequel plan so that Oran remains a place of tourist attraction".

This is evident according to Owen (2008), who shows that if tourism promotion is not long term, then the economic benefits of mega events are short lived.

Inflation and Cost of Living Implications

Several respondents raised concerns about **the rising cost of living in Oran** due to increased demand for goods and services during the Games.

Interviewee No. 7 (Resident): "During the Games, everything became more expensive – rent, food, transport. Even after the event, prices have not fully returned to normal."

Interviewee No. 8 (Retail Store Owner): "While we had higher sales during the Games, inflation also affected operational costs, making it difficult to maintain stable pricing."

This finding is consistent with event-induced inflation models in economics, which stipulate that most demand spikes tend to produce price increases that are going to endure for long intervals after the event phase (Preuss, 2007).

Policy Gaps and Financial Challenges

Despite the economic benefits, certain financial problems and policy gaps were observed, such as funding allocation, financial disclosure, and post-event economic planning.

Interviewee No. 9 (Economist): "One problem is that it's putting a burden on public purse. More farsighted planning should be done in terms of the economy so that investment can be directed towards long-term gains."

Interviewee No. 10 (Government Representative): "Hosting such an event is costly. We should have more public-private partnerships to share the cost and not heavily depend on government funds."

This aligns with findings by Gabriel and Ihezue (2021), which emphasizes better financial handling of staging major sporting events in order to preserve economic viability.

7.Summary of Key Findings

The qualitative findings of this study indicate that:

- Employment gains were largely short-term, with very few long-term jobs creation resulting.
- High investments in infrastructure, but their post-event use is still a problem.

- Tourism saw a temporary boom, but long-term visitor appeal has to be maintained through planning.
- Businesses and residents felt the inflationary pressures on the cost of living.
- Financial sustainability is a challenge, requiring enhanced policy frameworks and funding mechanisms.

These findings underscore the necessity of long-term economic planning and policymakers to guarantee that the best out of mega sporting events is realized. Future events would be better served by incorporating sustainable business models that extend beyond the short-term economic gains of the event itself.

8. Conclusion

After analyzing the economic impact of hosting the 2022 Mediterranean Games in Oran, the study concludes that the event had a significant short-term economic impact but limited long-term sustainability. The findings revealed that employment generation, business investments, tourism growth, and infrastructure development were positively affected during the event. However, challenges such as post-event economic stagnation, inflationary pressures, and financial sustainability issues raise concerns about the lasting economic benefits of such mega sporting events.

The study found that tourism and local businesses benefited from increased demand, with 90% of respondents confirming a short-term economic boost. However, 33.3% of the respondents were sure of long-term economic benefits, doubting the ability of the event to bring about long-term growth. Investment in infrastructure, while necessary, must be coupled with long-term planning to avert underutilization. Inflationary pressures were also experienced, as 58.3% of the respondents had increased cost of living during and after the event.

Overall, while Mediterranean Games 2022 contributed to injecting economic activity into Oran, long-term benefits rely on enhanced financial management, prudent marketing of tourism, and effective policy implementation in order to maximally benefit from the economic legacy of mega sporting events.

9. Recommendations:

Based on the findings of this study, the following recommendations were proposed to improve the economic sustainability of future big athletic events:

1. Government should formulate a comprehensive economic strategy to optimise the use of sports infrastructure and facilities beyond the duration of events, guaranteeing sustained cash production.

2. Government and city councils should encourage PPPs to split the cost and attract sustainable investments in tourism, hospitality, and local businesses.

3. Government should launch policies favoring entrepreneurs and SMEs prior to, during, and subsequent to the event to ensure long-term economic impacts.

4. The tourism board should develop post-event tourism marketing tactics to ensure sustained international prominence and attract tourists following the event.

5. Government should enact rules to control inflation and raised cost-of-living brought on by increased demand during large events with an eye towards maintaining resident economic stability.

6. Government should foster financial transparency and accountability in event-related expenditures, minimizing the threat of budget overruns and effective public spending.

Government should utilize training programs to improve the effectiveness of the local labor force in event management, tourism, and sporting sectors in a bid to secure future job opportunities

1. Government should carry out post-event economic impact analysis to determine if the event has met its desired economic objectives and make the necessary arrangements in the future.

By implementing these recommendations, policymakers, event organizers, and stakeholders can leverage mega sporting events as sustainable economic drivers rather than temporary economic boosts.

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