

Senior Secondary Liberal Studies
Learning and Teaching Exemplar
for NCS students (9)

Major Sports Events in Hong Kong



Major Sports Events in Hong Kong

A. Basic information of the lessons

Topic Major Sports Events in Hong Kong

Relevant modules, themes and issues for enquiry

Leading Module 2: Hong Kong Today



Theme 1: Quality of Life

- Which aspects of the quality of life are seen to be more important? Which are seen to be immediate needs? Who might make the decisions? Why?
- How can individuals or organisations contribute to the maintenance and improvement of the quality of life? What are the obstacles to their efforts? Which groups of people are most affected if these obstacles are not removed?

Related Module 4: Globalization



Theme: Impact of globalization and related responses

- How do people from different parts of the world react to globalization? Why?

Overall design rationale



This exemplar aims at using the case of Hong Kong Rugby Sevens to investigate the major sports events in Hong Kong. This exemplar covers the curriculum content of Physical Education (PE) as an elective subject in the HKDSE, combining Part 1 (Physical Education, Sport, Recreation, Leisure and Wellness: History and Recent Development) and Part 8 (Social Aspects of PE, Sport and Recreation). It also explores how major sports events in Hong Kong impact the city through a debate about whether to keep holding the event in Causeway Bay or to construct a new stadium in Lantau Island as an alternative.



Different e-learning tools are used to cater for learner diversity. An LMS (Learning Management System) which incorporates different learning activities could motivate students' interest in learning. Functions including polling, short quiz and message board provide a platform for teachers to check students' understanding and opinions. Even quiet students are able to engage in the lessons. In a classroom with students of different language ability and ethnicity, e-learning could provide them with instant translation or search of information, which further makes their learning easier.



**Time
required**



3 lessons (40 minutes per lesson), around 120 minutes in total

**Learning
objectives**



Knowledge:

- To understand the sports policy in Hong Kong
- To explore the challenges posed by holding major sports events
- To understand the benefits of organising major international competitions
- To understand the stances of different stakeholders related to the major sports events



Skills:

- To collect and summarise information from different sources.
- To apply relevant knowledge and concepts when studying issues.
- To interpret data from different perspectives.
- To communicate in oral and written expression.



Values and attitudes:

- To adopt an open and tolerant attitude towards other people's views and values.
 - To appreciate the value of sports.
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**Basic
Concepts
for
application**



Promotion of sports, sustainable development, globalization



B. Design of classroom learning and teaching

Lesson

Learning and teaching strategies and flow

1&2



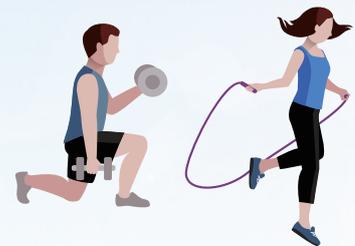
Lead in (around 10 minutes)

● Activity 1: Pop-up quiz

→ Ask students to conduct a quiz to test their understanding on the basic concept about sustainable development. The quiz is conducted using e-learning tools which give instant result-checking (e.g. Kahoot, Quizizz).

→ Suggested questions:

1. Which of the following are the sports development strategies of Hong Kong since the 2006-2007 Government Policy Address?
 - 1) Making Hong Kong a major location for international sports events
 - 2) Developing elite sports
 - 3) Promoting sports in the community
 - A. (1) and (2) only
 - B. (1) and (3) only
 - C. (2) and (3) only
 - D. (1), (2) and (3) ✓
2. Which of the following organisations is responsible for sports development in Hong Kong?
 - A. PE Section, Curriculum Development Institute, Education Bureau
 - B. Leisure and Cultural Services Department
 - C. Hong Kong Sports Institute
 - D. Home Affairs Bureau ✓
3. Which of the following are the reasons why commercial corporations in Hong Kong are willing to invest in recreational programmes for employees?
 - 1) To increase employees' productivity.
 - 2) To nurture elite athletes.
 - 3) To decrease absenteeism. ✓
 - 4) To improve employees' health.
 - A. (1), (2) and (3) only
 - B. (1), (2) and (4) only
 - C. (1), (3) and (4) only ✓
 - D. (2), (3) and (4) only



- **Activity 2: The Sports Events in Hong Kong**

→ Ask students to search for sports events in Hong Kong on the Internet.

Examples:



Standard Chartered
Hong Kong Marathon



FIVB Volleyball Nations
League – Hong Kong
presented by China Life
(Overseas)



BOC Life Hong Kong
Premier League

→ Ask students if they know what “M” Mark Events are and whether they have participated in one of the “M” Mark Events. Students may search relevant information from the following websites:

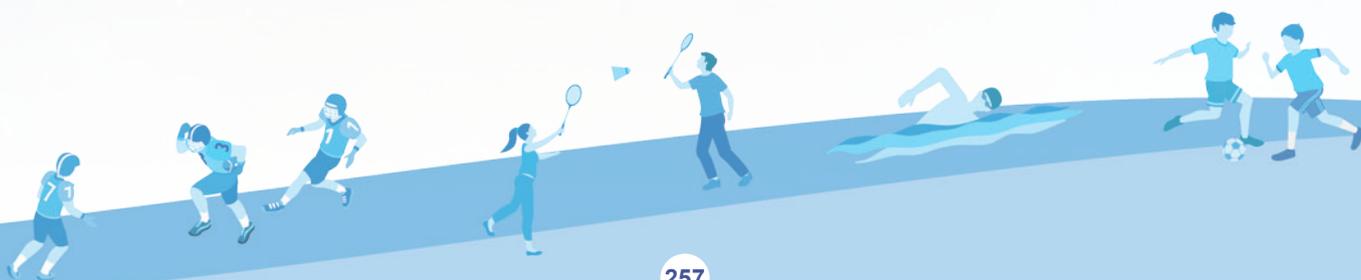
- <https://www.mevents.org.hk/en/index.php>
- https://www.gov.hk/en/residents/culture/events/major_events.htm

→ Discuss with the students the differences between local sports events (e.g. Hong Kong Premier League or Hong Kong Basketball League) and “M” Mark Events.



Problem identification (3 minutes)

- Ask students to rank the difficulty of the following steps in organising a sports event:
 - Promotion of sports event
 - Booking of venue
 - Invitation of participants
 - Management of operating cost
 - Guaranteeing good attendance
- Discuss with students why they think these steps are difficult.





Direct Teaching (12 minutes)

- Brief the students about the development of sports in Hong Kong using the information in **Appendix 1**.
 1. Source A: The function of HAB
 2. Source B: The Major Sports Events Committee (MSEC)
 3. Source C: "M" Mark System
- Watch the video "M Mark System"
→ <https://www.youtube.com/watch?v=UQRs50bh5Mw>
- Ask students whether they have participated in any of the "M" Mark Events and share their experience.



Short Question (10 minutes)

- Ask students to complete the short questions in **Appendix 2**.



Group Discussion and presentation (8 minutes)

- Distribute **Appendix 3**. Ask students to discuss and compare the differences between "M" Mark Sports Event and Local Sports Event based on their understanding.



Instruction (5 minutes)

- Teacher introduces Hong Kong Rugby Sevens using **Appendix 4** & **Appendix 5**.



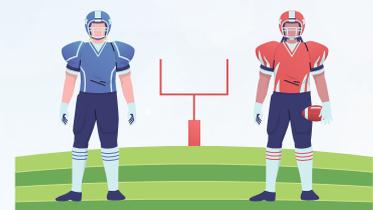
Activity 1: Watching Video about Rugby (17 minutes)

- Students watch the videos listed in **Appendix 6**, including videos of TV advertisements, games, and rugby fans in and outside the stadium.
- Discuss the differences between football and rugby in terms of scoring method, mode of body contact, direction of passing and number of players etc.
- Discuss the reasons why foreign rugby fans come to support their favourite team annually.



Activity 2: Data analysis (5 minutes)

- Read the data in Appendix 7, and answer the short questions to understand the background of the participants of the Rugby Sport Event.





Arrange after-class learning activity (10 minutes)

- Divide students into small groups and ask them to investigate one of the following major sports events:

Examples of major sports events:

- Standard Chartered Hong Kong Marathon
(Source: <https://www.hkmarathon.com/>)
- FIVB Volleyball Nations League – Hong Kong presented by China Life (Overseas)
(Source: <https://www.mevents.org.hk/en/event-volleyball.php>)
- Prudential Hong Kong Tennis Open
(Source: <https://www.hktennisopen.hk/en/>)
- New World Harbour Race
(Source: <https://www.hktennisopen.hk/en/>)
- YONEX-SUNRISE Hong Kong Open Badminton Championships, part of the HSBC BWF World Tour Super 500
(Source: <http://www.hkopenbadminton.org/>)
- CCB (Asia) Hong Kong International Dragon Boat Races
(Source: <https://hkidbr.sportsoho.com/en/page/intro>)
- LONGINES Masters of Hong Kong
<http://www.hkef.org/?news=longines-masters-of-hong-kong-2020-announcement>
- Everbright Sun Hung Kai Hong Kong Squash Open
<http://www.hksquashopen.com/home.php>
- Hong Kong Open (Golf)
<https://thehongkongopen.com/>
- CGSE • Million Tinkle World Men Championships
<http://www.hktbc.org.hk/results/wmc2018-res.htm>



- The guided questions for discussion are as follows:
 - To what extent does the event draw attention from the public? Why?
 - Which organisation runs the event? What is the scale of the event? What human, financial and time resources are involved?
 - How is the event organised? What role does the government play?



- What kinds of marketing strategies are adopted?
- How can the gains and losses of the event be evaluated? What are the comments from various sectors?

3



Student presentation of preparation work before class (10 minutes)

- Students present the information about the major sports events they searched. Briefly discuss the impact of the events.



Stakeholders' conflicts (20minutes)

- Assign students into groups with different stakeholders and give them relevant sources with different level of difficulties. With the use of the sources provided and online information, each group collaborates to discuss the impact on different stakeholders if Hong Kong Rugby Sevens is cancelled this year.
- With the use of **Appendix 9**, arouse students' awareness that Hong Kong Rugby Sevens might be cancelled due to COVID-19 pandemic.
- Use the analytical framework in **Appendix 10** to discuss the impact on different stakeholders if Hong Kong Rugby Sevens is to be cancelled this year. Teachers choose individual groups to present their discussion results. Make sure that students are able to identify the stances of different stakeholders and the values that different persons hold.
- Each group could input their discussion result in a share document (Discussion table in **Appendix 10**) using the e-learning tools to prepare for presentation.



Debriefing and after-class work (10 minutes)

- Comment on students' presentation and their explanations. Round up the lesson by using **Appendix 11**.
- Students answer the Short Questions in **Appendix 12**.



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Appendix I – Activity 2: The development of sports in Hong Kong

SOURCE A The Home Affairs Bureau (HAB)

The Home Affairs Bureau (HAB) is committed to promoting the development of sports in Hong Kong. The Recreation and Sport Branch is responsible for the promotion and implementation of the Government's three objectives in sports development, namely to promote sports in the community, support elite sports development and promote Hong Kong as a centre for major international sports events. HAB will also increase and enhance sports and recreation facilities, as well as encourage collaboration among communities in fostering a strong sports culture in Hong Kong.

Sports Policy

Promoting Sports in the Community

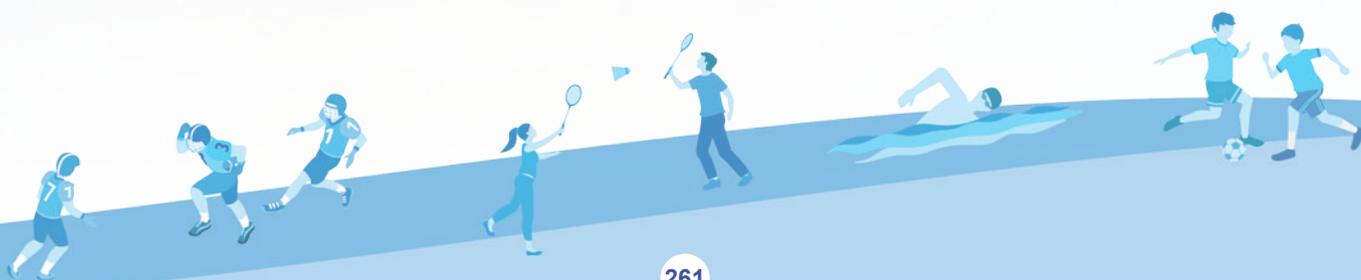
HAB has been promoting community sports to encourage the public to participate in various types of sports activities and build a sports culture in the community, helping them develop a healthy lifestyle and enhance their overall quality of life.

Promotion of sports in the community accounted for a majority of the Government's recurrent expenditure on sports development. In 2017-18, 86% of our recurrent expenditure on sports development, or \$4.2 billion, was allocated to this objective.

HAB and other government departments as well as related organisations, including the LCSD, the Department of Health, the Education Bureau, the Sports Federation and Olympic Committee of Hong Kong, China (SF&OC), "national sports associations" (NSAs), district sports associations, other sports organisations and schools provide a wide range of community sports activities at various levels, encouraging people of different backgrounds, age groups, abilities and interests to participate in sports activities regularly, so as to promote the culture of "Sport for All".

Promoting Major International Sports Events

HAB actively promotes Hong Kong as a centre for major international sports events. "M" Mark System was launched in November 2004, with the aim to gain greater participation and support from the commercial sector as well as the community to help NSAs for holding major sports events, in order to nurture more sustainable major international sports events in Hong Kong. This will not only give a chance for the local athletes to compete on home ground, but also give Hong Kong audience more opportunities to enjoy top level performance sports and to cultivate a sports culture in the community. In recent years, the number and the scale of the major sports events hosted in Hong Kong has been increasing. The level of participation has also significantly increased.



Major Sports Events Matching Grant Scheme

The Government announced in its Budget in 2018 an allocation of \$500 million to the “Major Sports Events Matching Grant Scheme” to enhance the existing matching grant under the “M” Mark System 9 with a view to encouraging more sponsorships from the business and private sector, and further enhance the existing funding mechanism in order to provide better support.



Photo credit: Standard Chartered Hong Kong Marathon

SOURCE B

The Major Sports Events Committee (MSEC)

The Major Sports Events Committee (MSEC), one of the three committees under the Sports Commission (SC), is tasked to advise the Government through the SC on the hosting policy and resource allocation for major sports events in Hong Kong. The MSEC provides a decision-making framework for determining the Government's funding priorities and involvement in hosting major sports events in the city. The policy sets out the Government's role in hosting events and provides a mechanism for assessing proposals against established criteria. It also provides for the monitoring of events to ensure that the public funding provided is used properly and cost-effectively. In order to help nurture more sustainable major sports events, the MSEC launched the "M" Mark System and Support Packages (the "M" Mark System) in November 2004. "M" Mark status will be awarded to the recognised major sports events held in Hong Kong. A package of tailor-made support measures is provided to meet the needs of individual "M" Mark events to help them evolve into regular, market-oriented and profitable events.

Objectives of establishing the “M” Mark System

- To instill a sustainable sporting culture, foster a sense of pride and social cohesion, and to bring tangible economic benefits to our community. Major sports events should also help enhance Hong Kong's image as Asia's sports events capital.
- To help "national" sports associations (NSAs) develop sustainable major sports events through greater participation and support from the commercial sector as well as the community at large.
- To support NSAs in securing and hosting one-off mega international sports events considered beneficial to the community.



Support for “M” Mark Events

- Professional advice from the MSEC Advisory Panel concerning the organisation, sponsorship, marketing and promotion strategies for events.
- Co-ordinated logistic support from relevant government departments to support the planning and organising of "M" Mark events.
- Enhanced local and overseas publicity opportunities for "M" Mark events.
- Funding support for sustainable "M" Mark events comprises interest-free loans and direct grants for a maximum of three years and matching fund without a time limit. Both direct grants and matching funds will be allocated on a sliding scale.
- An additional one-off \$0.8 million direct grant for marketing purposes in any one year in the first three years of a sustainable "M" Mark event.
- A mix of matching fund and/or direct grant for world championships or one-off competitions at equivalent level.
- Subsidised charges for "M" Mark events using Leisure and Cultural Services Department venues, subject to the established criteria for such subvention.

Terms of reference

To advise the Administration through the Sports Commission on:

- The strategies and initiatives for the promotion and hosting of major sports events in Hong Kong.
- The strategies to foster partnership with the sports, tourism and private sectors for major sports events.
- The principles, procedures and the control mechanism for allocation of funds for major sporting events.
- The funding priorities for major sports events.



Photo credit: Hong Kong Table Tennis Association

Sources:

- Home Affairs Bureau. (2019). *Sports Policy*. Retrieved from https://www.hab.gov.hk/en/policy_responsibilities/sport_policy/sport_policy.htm
- Major Sports Events. (2020). *About The Major Sports Events Committee*. Retrieved from <https://www.mevents.org.hk/en/about.php>



Under this scheme, organisers of the “M” Mark events would seek support, including funding support, from the Major Sports Events Committee. Over the past decade, the amount of grant approved for the “M” Mark events has been over \$100 million, and the number of events has also increased from 4 events at the beginning to 12 events in 2018.

With the joint efforts and resources dedicated by NSAs and sponsors, “M” Mark events have successfully upgraded Hong Kong as a hub of major sports events. “M” Mark is an icon for spectacular and exciting events, and is awarded only to the major international sports events held in Hong Kong. In 2018, “M” Mark events includes:

- Volvo Ocean Race – Hong Kong Stopover
- Standard Chartered Hong Kong Marathon
- LONGINES Masters of Hong Kong
- **Cathay Pacific / HSBC Hong Kong Sevens**
- FIVB Volleyball Nations League – Hong Kong presented by China Life (Overseas)
- CCB (Asia) Hong Kong International Dragon Boat Races
- Prudential Hong Kong Tennis Open
- New World Harbour Race
- YONEX-SUNRISE Hong Kong Open Badminton Championships, part of the HSBC BWF World Tour Super 500
- Everbright Sun Hung Kai Hong Kong Squash Open
- Honma Hong Kong Open (Golf)
- 2018 CGSE • Million Tinkle World Men Championships

Source: Home Affairs Bureau. (2019). *Sports Policy*. Retrieved from https://www.hab.gov.hk/en/policy_responsibilities/sport_policy/sport_policy.htm



Appendix 2: Short questions

Question:

1. State the Government's three objectives in sports development.

2. State three organizations related to the sports development in Hong Kong.

3. State any two "M" Mark Sports Event in Hong Kong.

4. State two duties of the Major Sports Events Committee.



Appendix 3: Comparison of the differences between “M” Mark Sports Event and Local Sports Event

	Local Sports Event	“M” Mark Sports Event
Number of audiences		
Size of competition arena		
Tickets’ Price		
Origin of participants		
Participants’ capabilities		
Attractiveness of the events		
Cost of the events		

Appendix 4 : Introducing Cathay Pacific / HSBC Hong Kong Sevens

EVENT INFORMATION

Cathay Pacific / HSBC Hong Kong Sevens

Venue: Hong Kong Stadium

Organiser: Hong Kong Rugby Union

Website: www.hksevens.com

Match Duration: All matches are 7 minutes each way with 2-minute intervals



BACKGROUND

The annual Hong Kong Sevens, celebrating its 45th anniversary this year, is considered the "Jewel in the Crown" in the Sevens World Series. First held in 1976, the tournament has now grown in huge popularity with players and spectators.

In 1993, the Rugby World Cup Sevens held its first tournament in Scotland, the origin of the game rugby sevens. Later, Hong Kong was awarded the prestige twice of hosting the Rugby World Cup Sevens in 1997 and 2005 respectively. The Rugby World Cup Sevens in 1997, the second of its kind, was a huge success as it was held in a memorable year of the establishment of Hong Kong as a special administrative region after its reunification with the Mainland. In 2005, the Hong Kong Rugby Union held the game again and became the first body hosting the world championship of rugby sevens for twice.



Over the years, the Rugby World Cup Sevens has an important role in nurturing good rugby players. To name a few, Jonah LOMU, Christian CULLEN and George GREGAN, first demonstrated their speed and agility in the Hong Kong Sevens, have now become dominant figures in the rugby sevens arena. The World Rugby, recognising the status of the sevens game, launched its inaugural Sevens World Series in 2000 (also the year of the 25th anniversary of Hong Kong Sevens) to increase participation by players worldwide. A core of 15 top teams in the world now participate in 10 rugby tournaments in Dubai, South Africa, Australia, New Zealand, North America, Europe and Asia.

Source: Website of Major Sports Events
<https://www.mevents.org.hk/en/event-sevens-bg.php>

Appendix 5

What the Sevens means to Hong Kong

Who would have thought a little tournament started 40 years ago by a few rugby-mad expatriates would become the signature international event on Hong Kong's sporting calendar? That the Hong Kong Sevens has become so and more is a testament to the game's appeal, and its being in the right city at the right time. Just when Hong Kong was coming of age as an international finance centre, the Hong Kong Sevens presented the city with a perfect event to showcase what it has to offer – a modern, dynamic city full of hustle and bustle, and an international metropolis ready to host a fantastic, fun-filled party throughout the three day extravaganza for visitors from all over the world. The result? A sporting experience that is truly and uniquely Hong Kong.



The outcomes speak for themselves: The Hong Kong Sevens is indisputably the crown jewel of the Rugby Sevens World Series events; it's the one that rugby fans and players alike talk about and mark on their calendars. And, due in large part to Hong Kong's playing an instrumental role in popularizing the sport in non-rugby playing countries especially in Asia, Rugby Sevens will be an Olympic sport in 2016 in Brazil – an outcome nobody would have dreamed of 40 years ago.

While still perceived as sporting a event for expatriates, the effect of the Hong Kong Sevens on the city itself has been highly positive in terms of benefits to the local economy, Hong Kong's brandbuilding, and enhancing its reputation as a world city and a preferred international destination – a place to be, if you will.



The economic case is easy to make: every year, thousands of visitors descend onto Hong Kong in the last week of March to attend the event. Most arrive in a mood to party, have fun, and spend money – on dining, drinking, sightseeing and shopping, in addition to their accommodation. Compared with the average tourist, Sevens attendees tend to stay quite a bit longer, many staying for a week or more. So it's no surprise that hotels are booked solid for the Rugby Sevens week, especially those on Hong Kong Island and Kowloon, and restaurants and bars are packed for the duration, especially in the evenings, dropping tens of millions of dollars into the Hong Kong economy.

Clearly, the benefits to Hong Kong reach further than that. For example, many international banks and corporations, especially those that are sponsors of the Hong Kong Sevens, hold their annual investor or customer conferences during Rugby Sevens week to ride on the popularity of the event. The ability to embed the Hong Kong Sevens into the calendars of Hong Kong's corporate titans certainly energises the event and more importantly, helps re-inforce the image of Hong Kong as Asia's most dynamic and glamorous international city.

As the Hong Kong Sevens looks towards the future, with a possible relocation to a bigger stadium to be built, it is worth remembering the positive effect the Hong Kong Sevens has had on Hong Kong and the continuing role it plays in Hong Kong's brand and reputation.

Source: CityLife. (n.d.) *What the Sevens means to Hong Kong*. Retrieved from <http://rugby.hkcitylife.com/what-the-sevens-means-to-hong-kong/>

Appendix 6 : Introducing the Cathay Pacific / HSBC Hong Kong Sevens

Video of TV advertisement

Cathay Pacific / HSBC Hong Kong Sevens 2019

<https://www.youtube.com/watch?v=vs39rkDNcsU>



Cathay Pacific / HSBC Hong Kong Sevens 2020

<https://www.youtube.com/watch?v=aXEOyhRMkRQ>



Video of the games

2019 Saturday Men's Sevens Series Qualifiers

<https://www.youtube.com/watch?v=Sgnk9pK1YD0&t=33s>

(Game of Team Hong Kong: 2'10 to 4'05)



2019 Friday: Women's Sevens Qualifier - Semi-Finals and Finals

<https://www.youtube.com/watch?v=gwg0YIOhXQg>



Video of rugby fans in the stadium

Home town support! (Residents)

<https://www.youtube.com/watch?v=j0PoRFMfX-A>



Fiji rugby fans cheer on their team at Hong Kong Sevens (Visitors)

https://www.youtube.com/watch?v=B8n74_h-B0k



Dress like a star: the five best costumes at Hong Kong Sevens 2019

<https://www.youtube.com/watch?v=DuYyFZy2--o>



Cheers, beers and colourful costumes: party vibe at Hong Kong Sevens 2019

<https://www.youtube.com/watch?v=6clkSfX2Kso>



Rugby Sevens goes wild on the South Stand in Hong Kong

<https://www.youtube.com/watch?v=drHHj5f-P98>



Video of the rugby fans outside the stadium

Cathay Pacific/HSBC Hong Kong Sevens FanWalk

<https://youtu.be/WK5GcWICKtE>

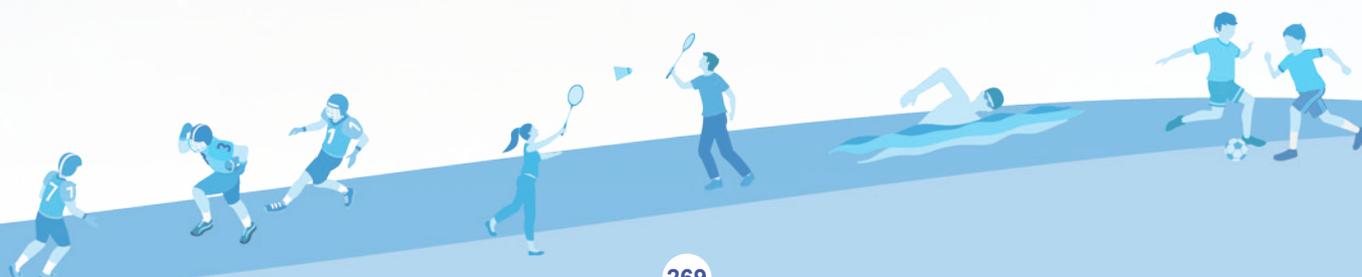


Rugby Sevens brings business to Hong Kong

<https://www.bbc.com/news/av/business-17512431>



Andrew Wood reports. Published: 26 March 2012, BBC News



Appendix 7: Data Analysis

Read the following statistics, and then answer the questions:

Profile of interviewees

Participants	Age	Gender	Visitors/residents	Number of visit to Rugby Seven	Average spending this event
P1	25	M	Resident	5	HK\$5,000
P2	49	M	Resident	2	HK\$2,000
P3	51	M	Visitors	6	HK\$28,000
P4	27	M	Resident	5	HK\$3,500
P5	27	M	Resident	2	HK\$2,000
P6	32	M	Resident	1	HK\$2,000
P7	27	F	Visitors	5	HK\$21,000
P8	26	M	Visitors	7	HK\$18,000
P9	28	M	Visitors	2	HK\$20,000
P10	54	M	Resident	4	HK\$3,000
P11	30	M	Visitors	2	HK\$18,000
P12	32	F	Visitors	2	HK\$20,000
P13	33	M	Visitors	2	HK\$22,000

Source: Chan, G. (2015). Perceived Impact of Hosting a Sport Event in a Destination: A Case Study of the Hong Kong Rugby Sevens. *Journal of Management and Sustainability*, 5(3), 49-60. <http://dx.doi.org/10.5539/jms.v5n3p49>

This study interviewed _____ participants comprising _____ males and _____ females. Seven participants were local _____ and the other seven were overseas _____. The table shows the profile of the interviewees. Most of them have visited Rugby Sevens from _____ to _____ times. The age group ranged from 25 to 54 years. The average spending was from HK\$_____ to HK\$_____. The findings also demonstrated that _____ were willing to spend more in the events compared with _____.



Appendix 8

Hong Kong Sevens 2020 to be postponed due to the Coronavirus Outbreak

February 12, 2020

The 45th Cathay Pacific/HSBC Hong Kong Rugby Sevens 2020, a popular yearly rugby event which has been running uninterrupted since 1976 may be postponed due to the coronavirus crisis which has been causing havoc in many parts of the world.

Hong Kong Rugby Union Chief Executive Robbie McRobbie stated that the body will be making an official announcement regarding the Hong Kong Sevens on Thursday evening.

When asked about the situation, Robbie said, "We'll make an announcement of what we intend to do tomorrow evening (Thursday)."

Earlier, Hong Kong local broadcaster TVB reported about the Sevens event, "The Hong Kong Sevens, an annual international rugby tournament that has been running since 1976, is set to be postponed."

The Hong Kong Sevens is the most prestigious among the Sevens tournaments around the world. It started in 1976 as a small competition with clubs and national teams which grew into one of the top sevens tournaments in the world. In 2019, the Hong Kong Sevens saw more than 120,000 fans at the three-day event.

The Hong Kong Sevens has been a model for Rugby Sevens globally as many nations have established the system into their own tournament structure. It becomes so popular to the extent that it made its debut at the 2016 Rio Olympic Games with Fiji taking gold. The system will be used again for both Men and Women at the coming 2020 Olympics in Tokyo.

The Hong Kong Sevens is not the first major sporting event to be interrupted by the coronavirus, the Formula One Grand Prix which was to be held in China, has been postponed. The virus has played havoc with many other events, both sporting and social, have been either postponed or cancelled.

Source:

Planet Sevens. (2020, February 12). *Hong Kong Sevens 2020 to be postponed due to the Coronavirus Outbreak*. Retrieved from <https://planet7s.com/2020/02/12/hong-kong-sevens-2020-to-be-postponed-due-to-the-coronavirus-epidemic/>



Appendix 9 : Stakeholders' conflicts

Points of view of different stakeholders on the impact of Hong Kong Rugby Sevens

SOURCE A Hong Kong Rugby Union Chief Executive, Robbie McRobbie

It is no secret that the Sevens is vital for the Union's well-being, given that it generates around 95 per cent of its annual revenue. Previous estimates suggest the Sevens brings nearly HK\$400 million to the Hong Kong economy every year, with its last event raking in HK\$116 million and HK\$55 million in corporate box income and tickets, respectively.

Simply put, the Sevens only works if the fans are there to watch it. "We have done the figures and know what number crowd we need to get to the stadium. As long as we've got 50 per cent or more, the event makes commercial sense for us. That's what we'll be working towards, the benchmark of 50 per cent. Below it and we would need to reconsider."

"We've always said that an event with no crowd makes no sense for us. That's the nature of our commercial model. We don't make any money from broadcast – that goes into the central pool with World Rugby – so we are very reliant on bums on seats and sponsors, patrons and corporates in the stadium,"

Source: South China Morning Post. (2020, December 17). *Hong Kong Sevens 'makes no commercial sense' unless at least 50 per cent of stadium is filled, says Rugby Union boss*. Retrieved from https://www.scmp.com/sport/hong-kong/article/3114384/hong-kong-sevens-makes-no-commercial-sense-unless-least-50-cent?utm_source=copy_link&utm_medium=share_widget&utm_campaign=3114384

SOURCE B The manager at Brick Lane Restaurant on Leighton Road

Local pubs and restaurants see a substantial boost in customers during the tournament, business jumps about 20 per cent during the tournament. His eatery is well prepared for the fans through experience. "We have a Sevens combo, a burger and a beer, so they seem to like that. That keeps them happy," he said.

Source: South China Morning Post. (2019, April 3). *Hong Kong Sevens: Causeway Bay bars and pubs brace for drunken rugby storm*. Retrieved from <https://www.scmp.com/sport/rugby/hk-sevens/article/3004434/hong-kong-sevens-causeway-bay-bars-and-pubs-brace-drunken>



SOURCE C **Hotel Owner**

Compared with the average tourist, Sevens attendees tend to stay quite a bit longer, many staying for a week or more. So it's no surprise that hotels are booked solid for the Rugby Sevens week, especially those on Hong Kong Island and Kowloon, and restaurants and bars are packed for the duration, especially in the evenings, dropping tens of millions of dollars into the Hong Kong economy.

Source: CityLife. (n.d.) *What the Sevens means to Hong Kong*. Retrieved from <http://rugby.hkcitylife.com/what-the-sevens-means-to-hong-kong/>

SOURCE D **Environmentalist**

Although Hong Kong has promoted international sport events, it has been criticized for its lack of environmental support. All events generate waste, and the drive for sustainability and low carbon footprint is the responsibility of the event organizers and the Hong Kong government. During such an event with more than 40,000 attendees per day over a three-day period, enormous amounts of waste are generated. During the event, no recycling program or any similar support to the environment was implemented, the event also adds noise, smell, light, and waste pollution. A portion of the ticket fee should be allocated to waste management, which can create a cleaner environment.

Source: Chan, G. (2015). Perceived Impact of Hosting a Sport Event in a Destination: A Case Study of the Hong Kong Rugby Sevens. *Journal of Management and Sustainability*, 5(3), 49-60. <http://dx.doi.org/10.5539/jms.v5n3p49>

SOURCE E **Audience**

Local Audiences

Rugby Sevens engenders a positive social impact on the city itself and generates benefits for local residents. The sport event can gather people together and unite different cultures into one place. The event is an opportunity for local residents to interact with tourists over a mutual passion. Numerous local residents view the event as oriented toward the western community.

Foreign Audiences

The event creates an international atmosphere without cultural barriers during events. As Hong Kong Rugby Sevens allows attendees easy accessibility by local transportation to the urban area, organizers have provided a successful link to this event. With the proper prerequisites and sufficient preparation, a sport event can foster diversity, encourage passion, enliven team spirit, and bring together different cultures. Hong Kong Rugby Sevens can gather people together and generate a new vibe in Hong Kong. The event is an opportunity for local residents to interact with tourists over a mutual passion. Many people also regard the event as a spectacle in which "east meets west."

Source: Chan, G. (2015). Perceived Impact of Hosting a Sport Event in a Destination: A Case Study of the Hong Kong Rugby Sevens. *Journal of Management and Sustainability*, 5(3), 49-60. <http://dx.doi.org/10.5539/jms.v5n3p49>

Residents A (age 60)

The image of the Rugby Sevens gravitated toward excessive binge drinkers and the younger generation who can tolerate three days of constant partying.

Residents B (Age 25)

The lack of recycling, increased traffic congestion, and noise or light pollution may not necessarily create noticeable increases in related disturbances any more than usual.

Source: Chan, G. (2015). Perceived Impact of Hosting a Sport Event in a Destination: A Case Study of the Hong Kong Rugby Sevens. *Journal of Management and Sustainability*, 5(3), 49-60. <http://dx.doi.org/10.5539/jms.v5n3p49>

Government Official A

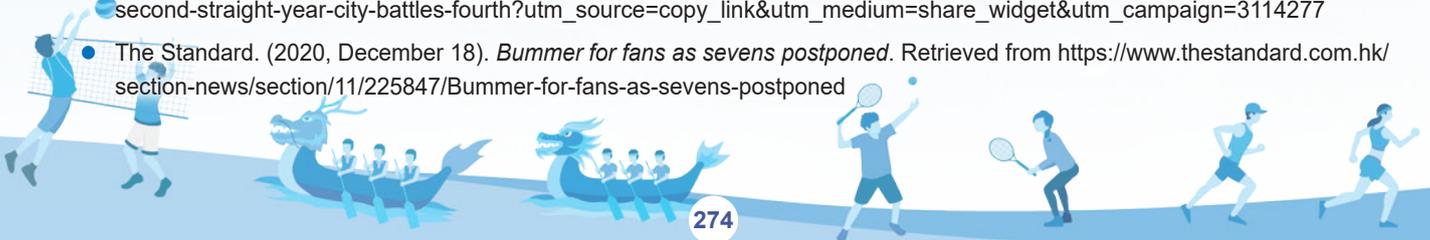
According to the industry report in 2012, the Hong Kong Rugby Sevens event attracted more than 20,000 affluent international visitors to Hong Kong, who generated economic benefits and obtained an extremely positive impression of Hong Kong as “Asia’s world city”. Visitors coming to Hong Kong during the three-day event will help develop and support different industries from which the community will benefit. The Hong Kong Rugby Sevens generates about HK\$400 million for the city’s economy each year. Last year, the event accumulated HK\$116 million and HK\$55 million in corporate box office and tickets respectively. Hong Kong is already generating excessive waste, such that a three-day event would create a negligible impact on the environment relative to the economic gains it has to offer.

Government Official B

During a large event such as the Hong Kong Rugby Sevens, consumer spending is high, particularly due to the added attention from the event being held on an annual basis only. The spending comes from visitors and local residents, and the major spending is found in food and beverage and the hospitality industry. In the hospitality industry, the majority spend on hotel accommodation and retailing. Various products, such as T-shirts, magazines, and rugby jerseys, are available during sport events. Most overseas attendees are willing to buy the merchandise of the annual event. Aside from the high spending from visitors, local residents demonstrated high consumption in alcohol and food. Compared with local residents and visitors, the consumption of overseas visitors was significantly higher, even if some of them had attended the events several times.

Made reference to the following sources:

- Chan, G. (2015). Perceived Impact of Hosting a Sport Event in a Destination: A Case Study of the Hong Kong Rugby Sevens. *Journal of Management and Sustainability*, 5(3), 49-60. <http://dx.doi.org/10.5539/jms.v5n3p49>
- South China Morning Post. (2020, December 17). *Hong Kong Sevens postponed for second straight year as city battles fourth wave of Covid-19*. Retrieved from https://www.scmp.com/sport/hong-kong/article/3114277/hong-kong-sevens-postponed-second-straight-year-city-battles-fourth?utm_source=copy_link&utm_medium=share_widget&utm_campaign=3114277
- The Standard. (2020, December 18). *Bummer for fans as sevens postponed*. Retrieved from <https://www.thestandard.com.hk/section-news/section/11/225847/Bummer-for-fans-as-sevens-postponed>



Appendix 10: Discussion

The impact on different stakeholders if Hong Kong Rugby Sevens is to be cancelled this year

Guiding questions:

- What are the **benefits** of **cancelling** the Hong Kong Rugby Sevens?
- What are the **harms** of **cancelling** the Hong Kong Rugby Sevens?

Stakeholder	Stance	Arguments
1. Participants	Benefits / Harms	
2. Audiences	Benefits / Harms	
3. Residents live near the competition arena	Benefits / Harms	
4. Hong Kong Rugby Association	Benefits / Harms	
5. Government Official	Benefits / Harms	
6. Bar Owners	Benefits / Harms	
7. Hotel Owners	Benefits / Harms	



Appendix II : Rounding up

The benefits of organising major sports events

Organising major sports events may have political, economic and cultural benefits.

Examples of political benefits:

- The host countries/ cities can demonstrate their strengths, arouse international attention and recognition through organising major international competitions.
- With diplomatic strategies, they can promote political propaganda and foster cooperation.
- They can arouse the national identity and strengthen the sense of belonging and cohesion of their people.
- They can distract the focus in the countries from dissatisfaction on economic, social and political items to major international competitions.

Examples of economic benefits:

- The host countries/ cities can attract a large number of visitors and consumers so that several sectors such as tourism industries, advertising and marketing companies, hotels and restaurants will benefit.
- They can create opportunities to expedite the city infrastructure, like improving transportation, communication and environmental hygiene.
- They can create “brand image” for the host cities to attract foreign expertise and capital.

Examples of cultural benefits:

- The host countries/ cities can promote active and healthy lifestyles by improving sports facilities and facilitating more citizens to participate in physical activities.
- They can construct many new sports facilities for major sports competitions and some of these will become the landmarks of their cities.
- They can introduce their cultural heritage to the world through the mass media.
- They can develop elite sports and promote sports in the community and across different countries/ cities.



Appendix 12 : Short Questions

Describe two positive influences of organising "M" Mark Events in Hong Kong on the economic and cultural aspects respectively.



Guidelines for Teachers

(P.265)

1. State the Government's three objectives in sports development.
to promote sports in the community;
to support elite sports development; and
to promote Hong Kong as a centre for major international sports events
2. State three organization related to the sports development in Hong Kong
LCSD, the Department of Health, the Education Bureau, the Sports Federation and Olympic Committee of Hong Kong, China (SF&OC), "national sports associations" (NSAs)
3. State two "M" Mark Sports Event in Hong Kong
(Any two of the following events)
 - Volvo Ocean Race – Hong Kong Stopover
 - Standard Chartered Hong Kong Marathon
 - LONGINES Masters of Hong Kong
 - Cathay Pacific / HSBC Hong Kong Sevens
 - FIVB Volleyball Nations League – Hong Kong presented by China Life (Overseas)
 - CCB (Asia) Hong Kong International Dragon Boat Races
 - Prudential Hong Kong Tennis Open
 - New World Harbour Race
 - Everbright Sun Hung Kai Hong Kong Squash Open
4. State two duties of the Major Sports Events Committee.
 - To advise on the strategies and initiatives for the promotion and hosting of major sports events in Hong Kong
 - To advise on the funding priorities in hosting major sports events



(P.266)

	Local Sports Event	“M” Mark Sports Event
Number of audiences	Less	More
Size of competition arena	Smaller	Larger
Tickets’ Price	Cheaper	More expensive
Origin of participants	Local	All over the world
Participants’ capabilities	Lower	World Class
Attractiveness of the events	Lower	Higher
Cost of the events	Lower	Higher

(P.270)

The current study interviewed 14 participants comprising 11 males and 3 females. Seven participants were local residents and the other seven were overseas visitors. The table shows the profile of the interviewees. Most of them have visited Rugby Sevens from one to six times. The age group ranged from 25 to 54 years. The average spending was from HK\$2,000 to HK\$28,000. The findings also demonstrated that visitors were willing to spend more in the events compared with local residents.

(P.275)

Stakeholder	Stance	Arguments
1. Participants	Benefits / Harms	Participants might lose a chance to interact with rugby teams from foreign countries. The preparation plan for Tokyo 2020 Olympic Games might be also hindered.
2. Audiences	Benefits / Harms	The local audiences might lose the opportunity to interact with tourists over a mutual passion. The foreign Audiences might miss the chance to support their favorite teams and Many people also regard the event as a spectacle in which “east meets west.”
3. Residents live near the competition arena	Benefits / Harms	The residents might get rid of the annual traffic congestion, and noise or light pollution.
4. Hong Kong Rugby Association	Benefits / Harms	The Rugby Sevens is vital for the Rugby Union, given that it generates around 95 per cent of its annual revenue. Cancellation of the event may lead to budget shortage of the promotion of Rugby in Hong Kong.



Stakeholder	Stance	Arguments
5. Government Official	Benefits / Harms	<p>Cancellation of the event this year might lose about HK\$400 million for the city's economy, visitors coming to Hong Kong during the three-day event will help develop and support different industries from which the community will benefit. The spending comes from visitors and local residents, and the major spending is found in food and beverage and the hospitality industry.</p> <p>The positive impression of Hong Kong as "Asia's world city" might also lose a chance to broadcast, the economic loss during COVID-19 might need more time to restore.</p>
6. Bar Owners and Hotel Owners	Benefits / Harms	<p>Local pubs and restaurants see a substantial boost in customers during the tournament; business jumps about 20 per cent during the tournament.</p> <p>Sevens attendees tend to stay quite a bit longer, many staying for a week or more. If the events are cancelled, they might lose the golden opportunity to make the profit after the COVID-19 pandemic.</p>

(P.277)

5. Describe two positive influences of organising "M" Mark Events in Hong Kong on the economic and cultural aspects respectively.

Economic: (Any 2)

- ➔ To attract a large number of visitors to come and consume in Hong Kong. This benefits directly the catering services, advertising and accommodation.
- ➔ To improve city infrastructure, transportations, communications, environmental hygiene and etc.
- ➔ To create a positive brand image for Hong Kong so as to attract foreign expertise and capital.

Cultural: (Any 2)

- ➔ To construct different sports facilities for major sports competitions and some of these will become the cultural landmarks of Hong Kong.
- ➔ To elevate the awareness of building a healthy body, which promotes more citizens to participate in physical activities.

