

## **XIX Commonwealth Games and Its Impact on Tourism**

**Dr. Amandeep Kaur\***

Asst. Prof. (Phy-Education) G.G.S. College for Women, Sec 26, Chandigarh

(Received 10 October 2015 – Accepted & Published 11 November 2015)

### **Abstract**

**Back Ground:** Major sports events always have a significant impact on the movement of tourist at that particular destination. Events like ICC World Cup, Olympics, FIFA World Cup, Asian Games, and Commonwealth Games etc. always attract a large number of tourists and help in boosting the tourism not only in the city but also the country as a whole. The aim of this research paper is to study the impact of XIX Commonwealth Games held in 2010 in New Delhi on the tourism to India. India is originator of many religions, especially Buddhism and Hinduism and this adds attractions to participants and spectators with belief in these religions.

**Keywords:** Tourism, Common Wealth Games, Sports

### **INTRODUCTION**

The World Tourism Organization defines **tourists** as people "travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes". When people travel for a sporting event to a particular destination, it is termed as "Sports Tourism". Sports tourism is the fastest growing sector in the global travel industry with a net worth of close to USD 600 Billion per year. Heather Gibson suggested that there are three types of sports tourism which include: a) Sports Events Tourism – It refers to the visitors who visit the city with the purpose of watching the sporting event. This includes the maximum number of visitors to the city hosting the sporting event. b) Nostalgia Sport Tourism – It involves visits to the sports hall of fames and places associated with historical sporting events. c) Active Sport Tourism – It includes those who participate in the event.

The occurrence of a major sporting event in a city like New Delhi, which is also known for its rich cultural and historical value, helped the tourism industry grow in a significant manner. As per the information received from Bureau of Immigration, the total number of foreign tourist's arrivals at New Delhi airport during the period of Commonwealth Games was 75,606 while the total growth in the tourist arrivals in the city during the year was recorded at 9.90 percent.

### **Commonwealth and Commonwealth Games**

Commonwealth is a traditional English term for a political community founded for the common good. Historically, it has sometimes been synonymous with "republic". More recently it has been used for fraternal associations of some sovereign nations. Most notably, the Commonwealth of Nations, an association primarily of former members of the British Empire, is often referred to as simply "the Commonwealth".

The "British Commonwealth" is a voluntary association of 54 independent sovereign states, most of which are former British colonies. The head of the Commonwealth of Nations is Queen Elizabeth II.

The Commonwealth Games is a multi-sporting event involving athletes from the Commonwealth of Nations. The event was first held in the year 1930 and takes place every four years. It was initially known as British Empire Games and was renamed to British Empire and Commonwealth Games in the year 1954 and the British Commonwealth Games in 1970, before

finally getting its current title in the 1978 edition. The games are overseen by the Commonwealth Games Federation which also controls the sporting programmes and selects the host city. A host city is selected for each edition and 18 cities in seven countries have hosted the event so far. The motto of the Games is “Humanity – Equality – Destiny”

### Commonwealth Games 2010

The XIX Commonwealth Games were held in New Delhi from 03rd to 14th October 2010. This was the first time that the Commonwealth Games were being hosted in India and only the second occasion when the Games were being hosted by an Asian country, the first being Malaysia in the year 1998. The event saw a total of 6,081 athletes from 71 Commonwealth nations and dependencies competing against each other in 21 sports and 272 events.

India won the bid for the 2010 Games at the Commonwealth Games Federation’s General Assembly in Montego Bay, Jamaica in 2003. The host city contract was signed in November 2003 after which an Organizing Committee was formed with the President of Indian Olympic Association as its Chairman.

The queen’s baton for the 2010 Games was officially handed over to the President of India, Her Excellency Smt. Pratibha Devisingh Patil on 29th October, 2009 by Her Majesty, Queen Elizabeth II. The baton travelled through all the Commonwealth countries before entering India on 25th June 2010, for its 100 days sojourn across 28 Indian states. It finally reached its destination – Jawaharlal Nehru Stadium on 03<sup>rd</sup> October 2010.

**Table-1: Growth of the Commonwealth Games from 1930 to 2010**

Years	Host City/ Nation	Participating Countries	Events Contested	Athletes
1930	Hamilton, Canada	11	59	400
1934	London, England	16	68	500
1938	Sydney, Australia	15	71	464
1950	Auckland, New Zealand	12	88	590
1954	Vancouver, Canada	24	91	662
1958	Cardiff, Wales	35	94	1122
1962	Perth, Australia	35	104	863
1966	Kingston, Jamaica	34	110	1050
1970	Edinburgh, Scotland	42	121	1383
1974	Christchurch, New Zealand	38	121	1276
1978	Edmonton, Canada	46	128	1474
1982	Brisbane, Australia	46	142	1583
1986	Edinburgh, Scotland	26	163	1662
1990	Auckland, New Zealand	55	204	2073
1994	Victoria, Canada	63	217	2557
1998	Kuala Lumpur, Malaysia	70	213	3633
2002	Manchester, England	72	281	3679
2006	Melbourne, Australia	71	245	4049
2010	New Delhi, India	71	272	4352

### Infrastructure and Residential Arrangements

A residential games villages was built near the Akshardham Temple in New Delhi keeping in view the accommodation facilities for the players who had come to participate in the event. This entire project was undertaken by the Delhi Development Authority (D.D.A.), with a budget of Rs. 1034.82 Crores. The games village was constructed in the vicinity of heritage and historical landmarks of the city. The games village was divided into three zones – Residential Zone, International Zone and Operational Zone.

Spread over an area of 11.0 Hectares, the games village had a total of 1168 flats comprising of 4008 Rooms. These flats were spread across 34 towers and were furnished by India Tourism Development Corporation as per standards prescribed by DDA. The room analysis for the games village is given in Table-2 below.

Accommodation details in Games Village Type of Unit	No. of Units	No. of Rooms
Bedrooms	31	62
Bedrooms	765	2295
4 Bedrooms	209	836
5 Bedrooms	163	815
<b>Total</b>	<b>1168</b>	<b>4008</b>

However, in certain aspects, the impact of the event was not to the mark. Although the number of foreign arrivals in Delhi increased by 5% during the games, it was quite less than the national average increase of 9.2%.

The event also marked the opening of a number of hotel and tourist accommodations, not only in the city of New Delhi, but also in various other adjoining cities and states. The event also created a large number of employment opportunities, led to the overall infrastructure development of the city, improved the transportation facilities and had an overall impact on the society and economy of New Delhi.

The Archaeological Survey of India spent close to Rs. 25.73 Crores on the various monuments in the city. This included conservation and repair work, sprucing up of the monuments, environmental development and illumination of the monuments. The city was also given a large number of flyovers, underpasses, an extensive coverage of the Metro rail system and additional fleet of low floor buses. The Delhi Government had assigned nearly 24% of its budget's share on the transport sector alone. A number of major roads in the cities were also given a facelift for the event which not only helped in smoothing out the transportation for the players during the event but also helped in the providing a better transportation services for the tourists that visited the city, not only for the event, but also in the future for the sole purpose of visiting the city.

### Summary

The above study has been carried out to understand the overall impact of the XIX Commonwealth Games on the city of New Delhi. We have tried to cover not only the impact on tourism facilities but to some extent, also on the overall development of the city and its facilities. Sporting events have always helped cities to upgrade their services and get an overall uplift. Although the history suggests that not all the sporting events have been able to make profit, but they do help the city to a large extent. The data and the statistics presented in the paper also suggest that any major sporting event does leave a huge impact on the city where the event is organized as well as the country which has organized it and its tourism sector.

**References:**

- Gibson, Heather J. (1998). *Active Sport Tourism: Who Participates?* Leisure Studies 17, 155-170  
[www.wikipedia.org](http://www.wikipedia.org)  
[www.commonwealthgames.com](http://www.commonwealthgames.com)  
[www.tourism.gov.in](http://www.tourism.gov.in)  
[www.ecoindia.com/views](http://www.ecoindia.com/views)  
[www.expresshospitality.com](http://www.expresshospitality.com)  
[www.indiainfo.com](http://www.indiainfo.com)  
[www.thaindian.com](http://www.thaindian.com)  
[www.industrytracker.wordpress.com](http://www.industrytracker.wordpress.com)