

Call For Participants



An evaluation of the image impact of hosting the 2014 Commonwealth Games for the city of Glasgow (Pre-Event Survey)

20 min(s) to complete

Sincere Gratitude

Online Survey

Online

Loughborough University

Mega-events (MEs), and in particular sport-based mega-events, provide those involved in their development and delivery with the opportunity to modify the image of the host, both domestically and internationally. Glasgow, host of the 2014 Commonwealth Games (CG), is no exception. For example, although image, in the context of MEs, is not always easy to control (e.g. Smith, 2005), issues highlighted in the Glasgow Candidate File (CGCS, 2006), amongst many others, focus on how the CG can be...

Find out more online

Poster printed on 18/05/2024

Study expires on 23/06/2014

More info

by scanning the QR code
or visiting the URL

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