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Abstract
Kaohsiung City will host the 8th World Games in 2009. During the 11–day event, lots of outstanding athletes and tourists around the world will visit Kaohsiung to join and testify for this international sport event, and thereafter they will be aware of Taiwan with an understanding of Kaohsiung City. For this reason, successfully staging this mega sport event has become an important issue and its success will be subject to the related event planning, which plays a crucial role in determining the expected effects on the hosting country. This research explores issues related to events planning for the World Games 2009 Kaohsiung from the perspectives of event stakeholders: the government, the organizer, and residents. Both in-depth interviews and questionnaire survey methods were utilized to identify the current situation, and recommendations were made for the evaluated problems.

Drawing on the interviews with the personnel from the Kaohsiung City Government and the World Games 2009 Kaohsiung Organizing Committee (KOC), the execution of event planning, up to present, is deemed appropriate in that it has been in accordance with the Master Plan, from the building and renovation of the stadiums, warm-ups staging, sponsorship, accommodation arrangement, public relation and propagandism, scheduling for competition time, reception for the coach and judges, contract signing, financial management, risk management, volunteer recruiting and training, to media retransmission program and commodity authorizing. All listed above have the very detailed progress report from each week to each month. However, the results also indicated several problems facing the World Games 2009 Kaohsiung: the shortage of specialized talented persons, the lack of resource integration, the internal contrasting opinions inside KOC, the deficiency of international marketing budget and the insufficiency of active propaganda. Comparing with the findings from survey on 567 residents in Kaohsiung, the stakeholders investigated in this research have all agreed that the propaganda for the World Games 2009 Kaohsiung ought to be strengthened.

Accordingly, the researcher made recommends to resolve these problems, which includes: to cultivate specialized talented persons by holding other international competitions or international conferences; to establish the inter-department group or team for resource integration; to strengthen KOC’s sponsorship and/or remove the limits of the government procurement law stipulation and to assist Kaohsiung City in holding the World Games 2009 using national-level resources. At last, it is expected that residents can understand more and identify themselves with the World Games 2009 and further actively participate in related activities through effective promotional efforts by the

government and KOC.

By hosting the World Games 2009, it is hoped to transform Kaohsiung City to an international commerce and tourist city. In this way, Kaohsiung City can increase its visibility in Taiwan and demonstrate itself to the world successfully.

Advisory Committee CHEN HUI LING - advisor

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