

BIDDING ACTIVITY OF MUNICIPAL ADMINISTRATION FOR THE RUGBY WORLD CUP

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Introduction

This study is focused on an administrative technique to attract an international sports event by the municipal administration and aimed to examine the validity from the viewpoint of management. Kintetsu Hanazono Rugby Stadium, built on the site of the racecourse by Electric Railway Osaka (Kintetsu) in 1929 was a first private ground for Rugby in Japan. It has been the national high school rugby tournament venue in Japan since 1963 and called "Holy Land of Japanese Rugby players". Noda Yoshikazu, Higashi-Osaka mayor, stated "it is significant to hold the World Cup in Hanazono Rugby Stadium for the regional development even if the high finance is necessary for repairing the rugby stadium" in the interview in December, 2010. It is important to catch sports as a culture when thinking about the incitement of the sports events. The Higashi-Osaka City administration declared "Rugby Community" and expressed that the citizens, the enterprise, and the administration form a scrum for developing of the community.

Methods

The questionnaire concerning holding the Rugby World Cup was executed by the Higashi-Osaka city administration in the municipal administration investigation in 2010. Secondary analysis was done to determine citizens' recognition level and initiatives were evaluated. The questionnaire concerning the Rugby World Cup 2019 was done to the high school rugby players, the next generations in December, 2010.

Results & Discussion

A lot of citizens recognized the "Rugby community" because of executing the national high school rugby tournament. And they recognized that the team that belongs to a top league exists in the city, and a lot of children are enjoying rugby. In addition, the high school players of 70% or more have expected holding the Rugby World Cup in the Hanazono Rugby Stadium. The sevens rugby becomes the Olympics item, and it is important to increase the number of woman's rugby fans for further development of rugby. Higashi-Osaka City should use the chance to be related to all rugby events to acquire the rugby fan,

Conclusion

Higashi-Osaka city has established a special department to consider a strategy for attracting Rugby World Cup in 2010. It is important to examine the economic profit and pursue urban development, that is, the development of the city on a hard side and regions on a soft side, and citizens' consensus for the Rugby World Cup invitation. And it is indispensable to discuss them from both sides of the invitation strategy and sports as a culture.

References

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