



## Section 2. Economics, organization and management of enterprises, branches, complexes

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### THE IMPACT OF INTERNATIONAL EVENTS ON URBAN ECONOMIC DEVELOPMENT

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#### Abstract

According to urban economic theory, large-scale international events expand the economic functions of cities, accelerate infrastructure modernization, and increase the economic value of urban space. Investments in transportation systems, public spaces, hotels, and entertainment facilities enhance the long-term economic attractiveness of cities and stimulate sustainable urban economic growth.

Moreover, the theories of reputation and image economy play a crucial role in explaining the indirect economic effects of major international events. The successful organization of international events contributes to shaping a country's international image as a reliable partner, a safe destination for investment, and an attractive tourism hub. Consequently, international events generate not only short-term economic benefits but also long-term strategic advantages by strengthening cities' positions within global economic networks and supporting sustained economic development.

**Keywords:** *International events, urban economics, urbanization, economic development, infrastructure modernization, global economic networks, image economy, city competitiveness, tourism, investment attractiveness*

Urban economics and urbanization theories also play an important role in the theoretical foundations of the impact of international events on economic development. International events are often held in large cities or areas with a high level of urbanization. According to urban economic theory,

large-scale measures expand the economic functions of cities, accelerate infrastructure modernization, and increase the economic value of urban space (Hasanov, 2024). New transportation lines, public spaces, hotels, and entertainment facilities increase the city's economic attractiveness and stimulate

urban economic growth in the long term. In this regard, international events serve to strengthen the position of cities in global economic networks (Kalantzi et al., 2023).

The concepts of reputation and image economy also occupy a special place in the theoretical analysis of the economic impact of important international events. According to the theory of image economy, a country's reputation in the international arena has a direct and indirect impact on its economic indicators. Successful organization of international events helps to shape the country's image as a reliable partner, a safe investment destination, and an attractive tourism destination. This image, in turn, leads to an increase in foreign investments, sustainable tourism flows, and expansion of export potential in the long term. Thus, international events act as one of the intangible but very important factors of economic development.

In the analysis of the theoretical foundations of the economic impact of international events, it is necessary to take into account the aspects of environmental and sustainable development. According to the theory of sustainable development, economic growth should be carried out without violating the ecological and social balance. When organizing international events, the issues of environmental impact, resource use and waste management are of particular relevance (Georgiev, 2014). According to modern approaches, organizing environmentally sustainable events creates conditions for obtaining long-term economic benefits. The application of green technologies, increasing energy efficiency and compliance with environmental standards improve the quality of the economic impact of international events and ensure their compliance with sustainable development goals.

Within the theoretical foundations of the impact of international events on economic development, the role of partnership relations between the public and private sectors is also of great importance (Ballester, 2022). According to the theory of public-private partnership, cooperation between the public and private sectors is necessary for the effective implementation of large-scale projects. When organizing international events, this cooperation plays an important role in

terms of financing infrastructure, organizing services, and sharing risks. As a result, the financial burden of the state is reduced, the initiative of the private sector increases, and economic efficiency increases.

At the same time, the concepts of social welfare and inclusive development also come to the fore in the theoretical analysis of the economic impact of international events. According to the theory of inclusive development, economic growth should benefit all segments of society. The equitable distribution of economic opportunities resulting from international events among different groups of the population serves to strengthen social stability and ensure long-term economic development (Song et al, 2012). In this regard, the impact of international measures on economic development should be assessed not only by macroeconomic indicators, but also by social welfare indicators.

In conclusion, the theoretical foundations of the impact of international events on economic development indicate that they play a significant role in numerous aspects such as structural changes, diversification, employment, urban development, image formation, and sustainable development. These measures, when properly planned and effectively managed, can be a powerful tool for accelerating economic development. However, theoretical analysis shows that a comprehensive approach and a long-term strategic vision are necessary to realize the potential benefits (Travel & Tourism).

The final assessment of the theoretical foundations of the impact of internationally significant events on economic development shows that these events are potentially powerful tools for stimulating economic growth, but their real impact depends on numerous conditions. Strategic coherence, institutional readiness, fiscal discipline, and social inclusion are particularly important among these conditions. Theoretically, the economic impact of international measures is not automatic and may not lead to the desired results without targeted policy measures (Getz, 1994).

In general, it can be noted that the theoretical foundations of the impact of international events on economic development reveal that these events have a multifaceted and complex impact on the economic system. In addition to

stimulating economic growth, they accelerate institutional reforms, contribute to the development of human and social capital, expand the application of technological innovations, and strengthen the position of the national economy in the global economic system. However, to realize this potential, the planning and

implementation of international events must be based on scientific foundations, a long-term strategic vision, and the principles of sustainable development. It is in this case that events of international significance can become a sustainable and inclusive source of economic development.

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