

# GOVERNMENT ARTS COLLEGE, PARAMAKUDI

## UG DEPARTMENT OF MATHEMATICS

**PROJECT TITLE:**

**POLITICAL JUGGERNAUTS: A QUANTITATIVE ANALYSIS OF**

**CANDIDATES IN THE 2019 LOK SABHA ELECTIONS**

**SUBMITTED BY:**

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## Introduction

Major motor racing events staged in urban areas have much in common with mega events in terms of placemaking, high government investment, media attention and public spectacle. Cities become famous for these events, with the Formula 1 industry well known for fuelling high stakes bidding wars between those vying for the trade (Lefebvre and Roulton 2011). Motor racing events are notorious in creating controversy. They are said to promote a destination's image and boost tourism, yet this claim has proved difficult to measure (Storm, Jakobsen, and Nielson 2020). Host cities claim to use these events strategically for competitive advantage (Hall 2006), urban (re)development (Lowes 2002, 2004), city re-branding, marketing power (Black and Van der Westhuizen 2010), and a number of other functions (Getz 2012). Significant public funds are used to support a city's 'festive ambitions ... through creating F1 urban spaces' (Tranter and Keefe 2001; Smith 2015). However event researchers have drawn attention to the promoters' elusive claims (Tranter and Keefe 2001; Lowes 2002, 2004; Henderson et al. 2010; Smith 2015; Gogishvili 2017; Storm, Jakobsen, and Nielson 2020) finding that many of the promotional benefits

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fail to be supported by evidence, and independent economic evaluations have consistently shown their estimated economic benefits have been inflated.

Cost benefit analyses carried out in government audit offices in Australia and New Zealand have publicly exposed repeated budget blowouts, largely because governments receive inadequate advice and fail to follow proper procedure in investing public funds (ACT 2002; Achterstraat 2010; Audit New Zealand 2012). The value of their tourism legacy has also been disputed by researchers (Abelson 2011; Tranter and Lowes 2009; Storm, Jakobsen, and Nielson 2020), while issues concerning the priority given to development growth over human welfare have been raised (Hall 2006). Serious concerns have arisen about the role of host governments in staging events where benefits are disproportionately shared within governance frameworks that push democratic procedures aside to ensure benefits privilege corporate interests. Roulton's (2020:np) systematic literature review of Formula 1 events found that ...

In some cases, there is a more or less glaring discrepancy between the aims of certain local political and economic elites and the aspirations of local populations. There is a risk that the project may be abandoned or create forms of exclusion or stigmatization for certain communities.

A central plank of democratic governance and due process is consultation – the involvement in planning decisions by those most directly impacted. Tranter and Lowes (2009, 157) noted with regard to the Canberra V8 Supercars event, there was 'almost complete absence of due process' in the planning of this event, ensuring that those most impacted had minimal to no voice in the planning stages. Similarly, Higgins-Desbiolles (2018, 74) found that within state-imposed major events, 'one is hard pressed to discern the local community and their interests, whereas it is much easier to identify the event goer and the event planners and managers'. These are questions of structure and agency, and this paper moves the conversation along by investigating the 'why' and 'how' due process is so frequently absent in event contexts.

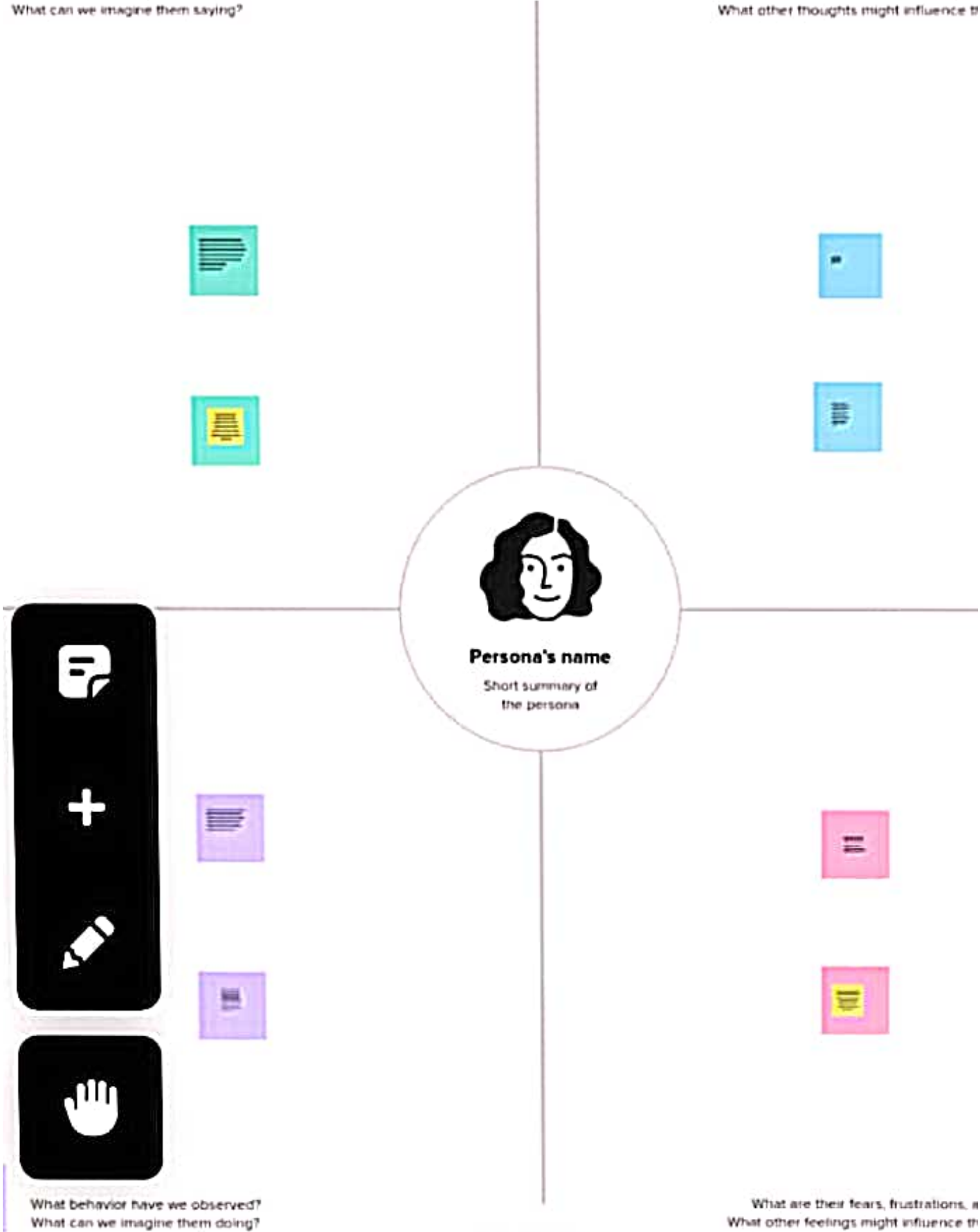




Says

What have we heard them say?  
What can we imagine them saying?

What are their wants, needs, hopes  
What other thoughts might influence them?



2

## Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

### TIP

You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

Person 1



Person 2



Person 3



Person 4



Person 5

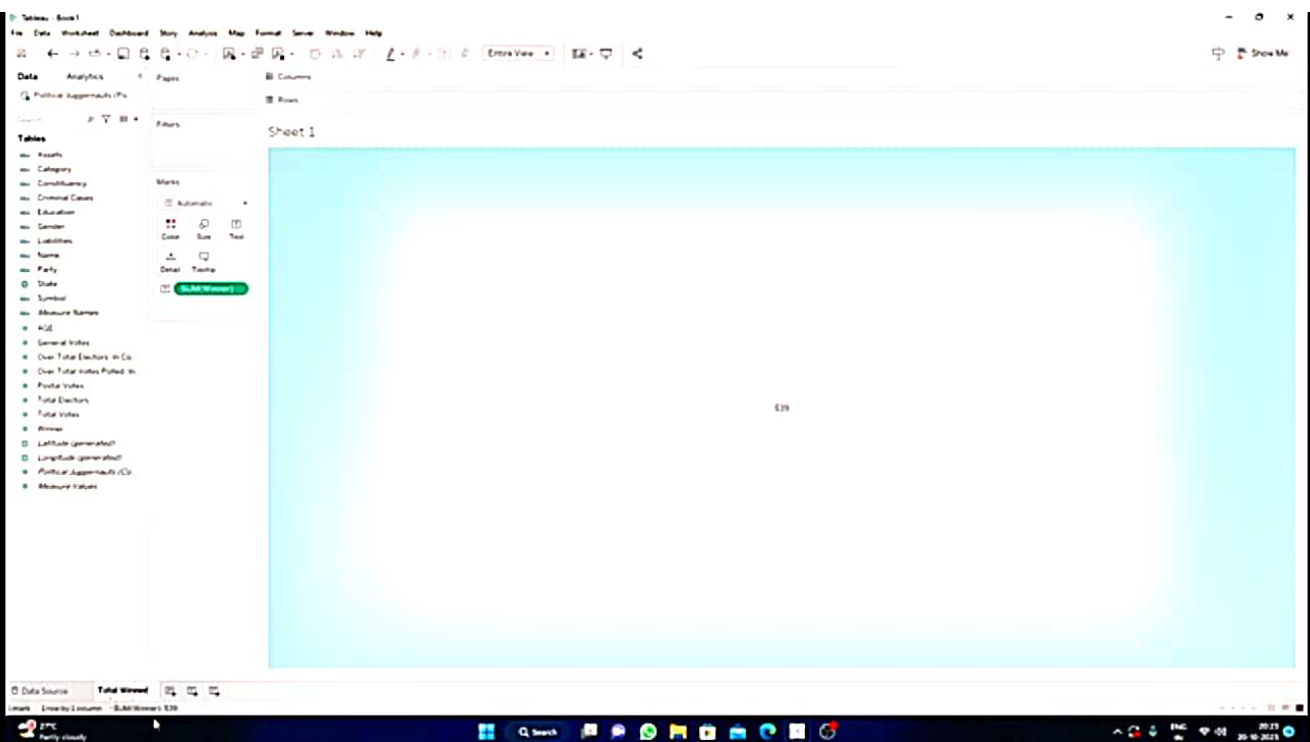


Person 7

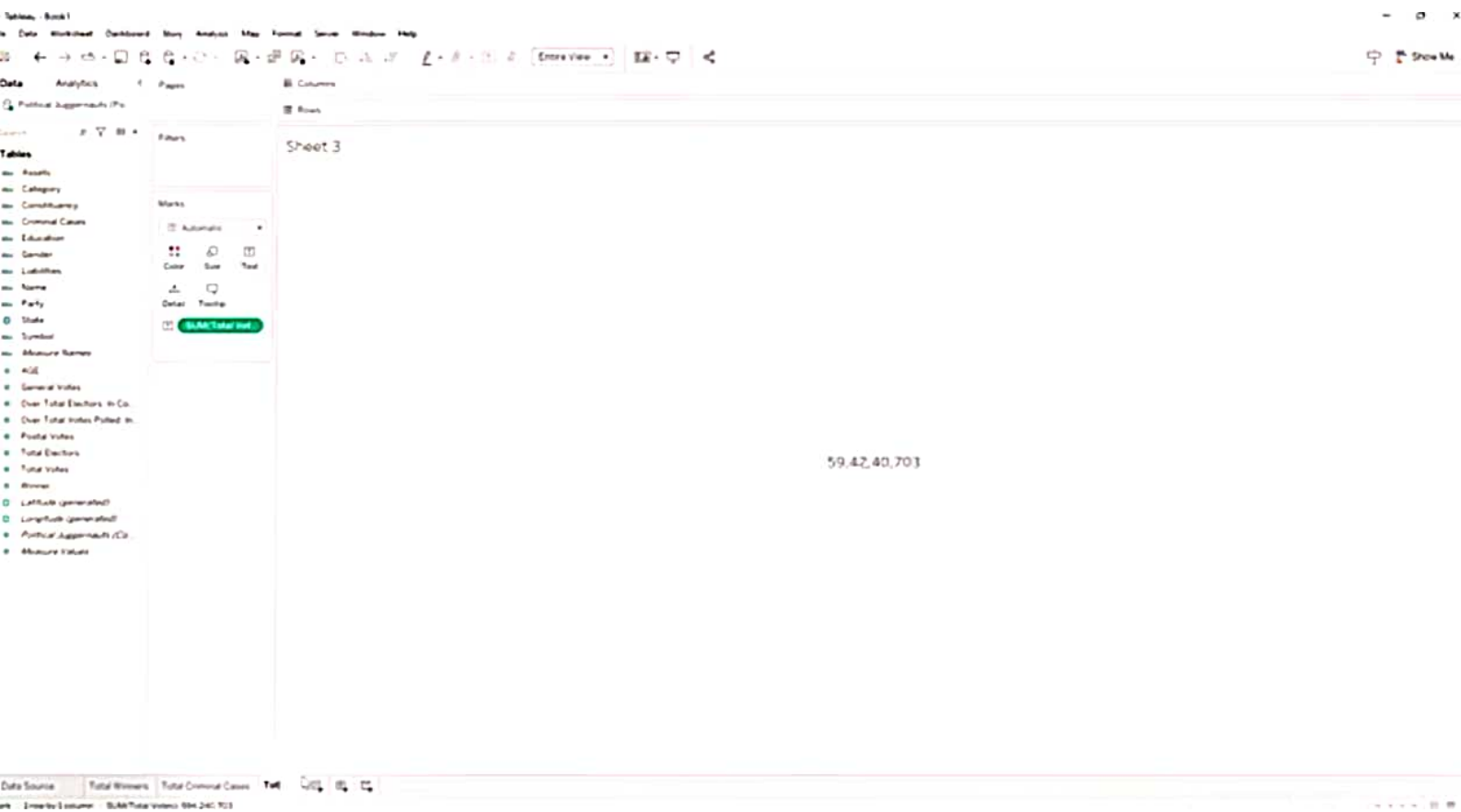


Person 8



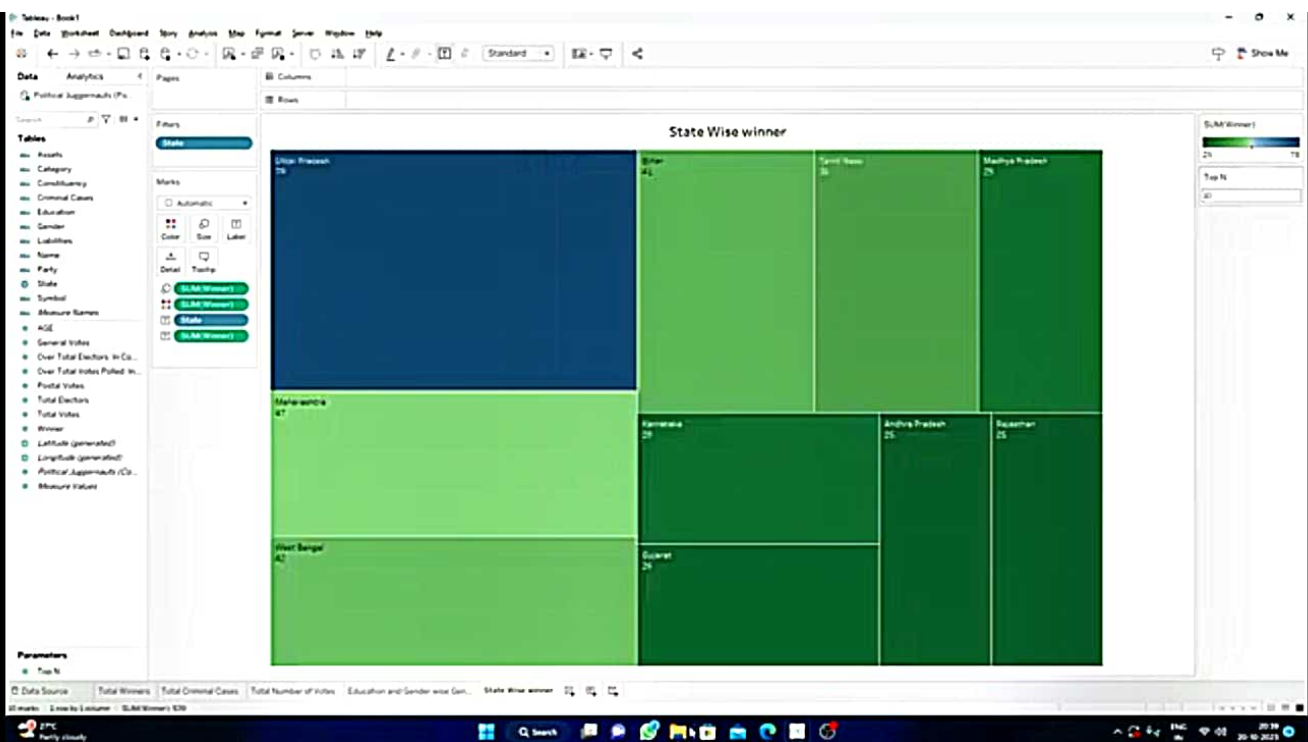




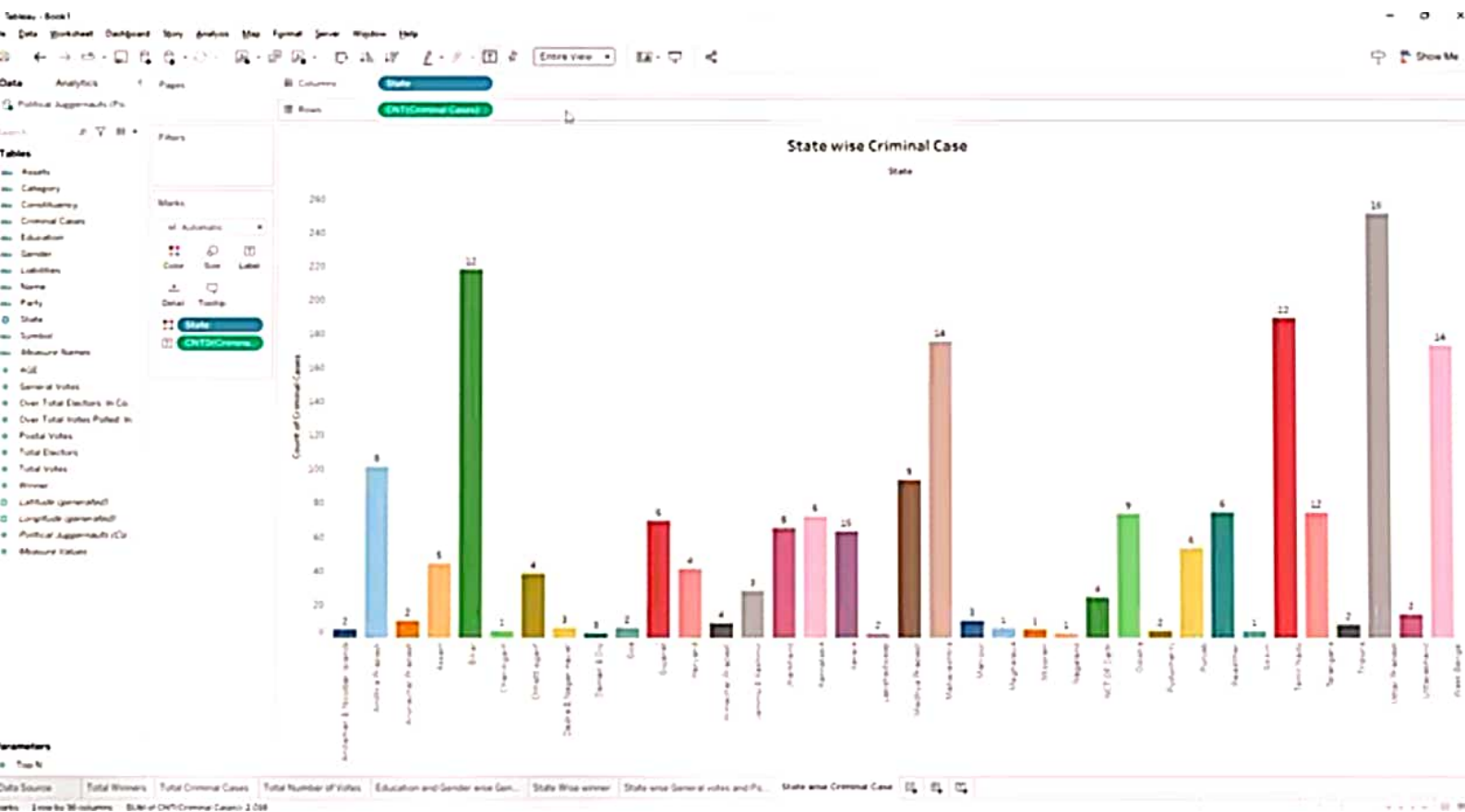


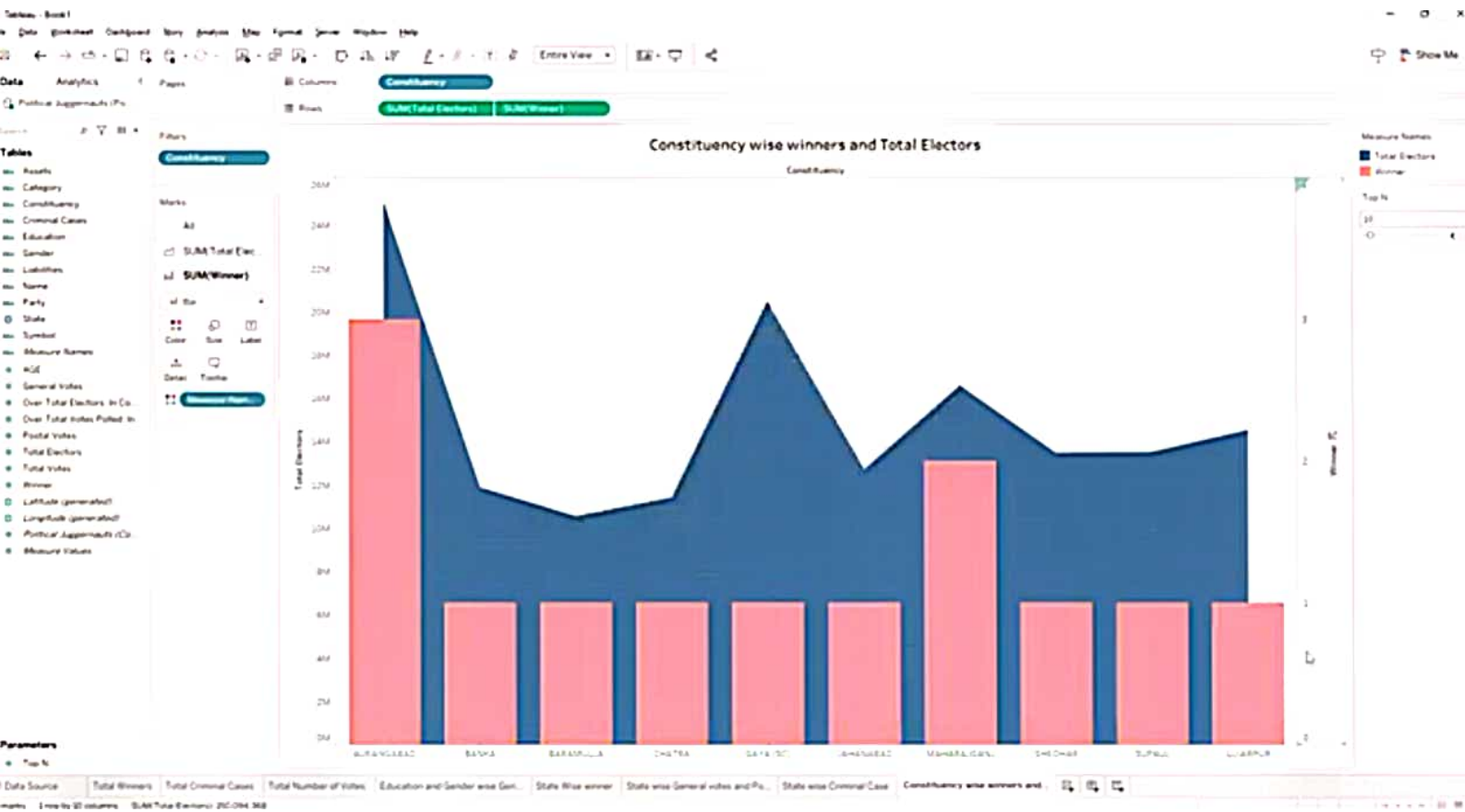


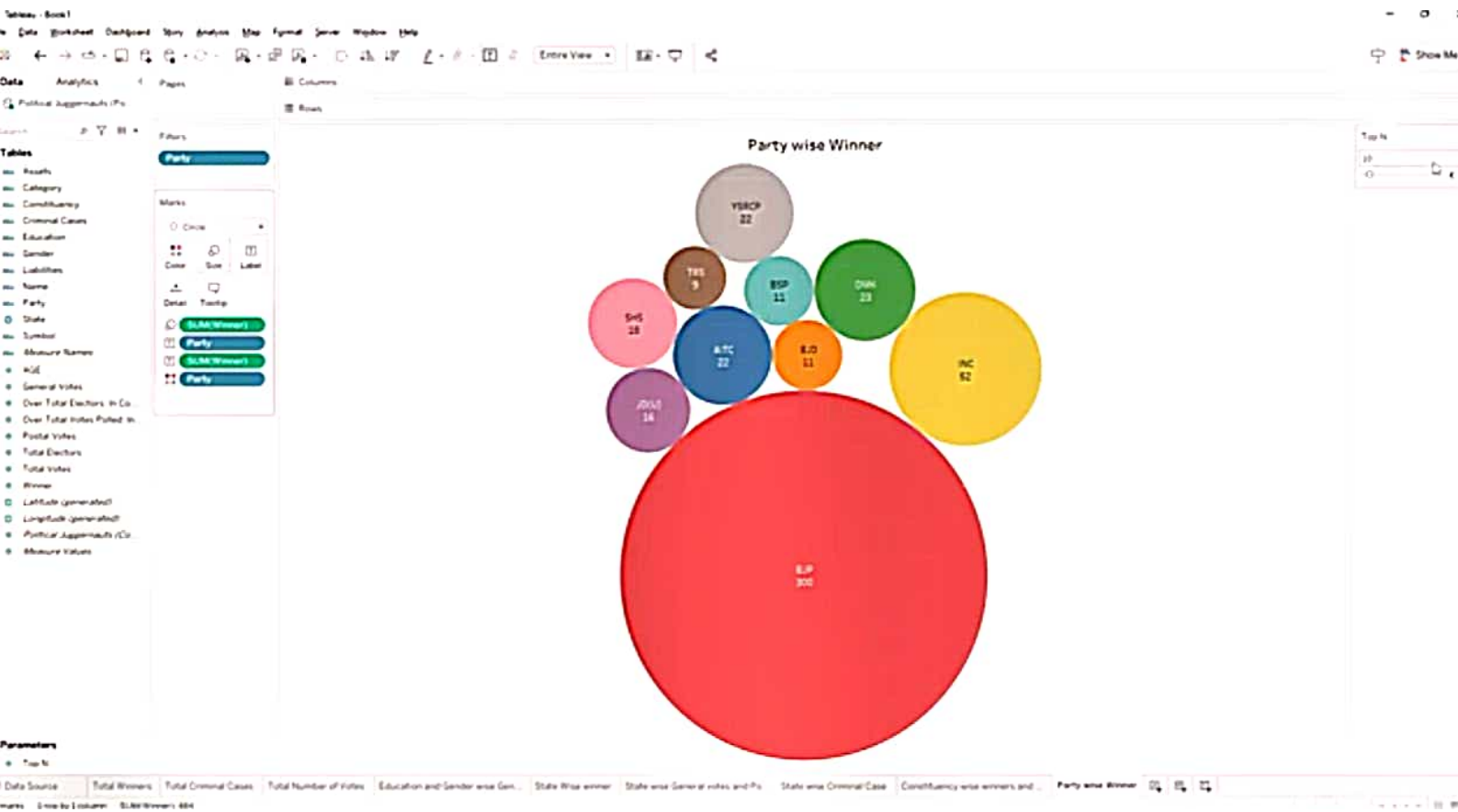




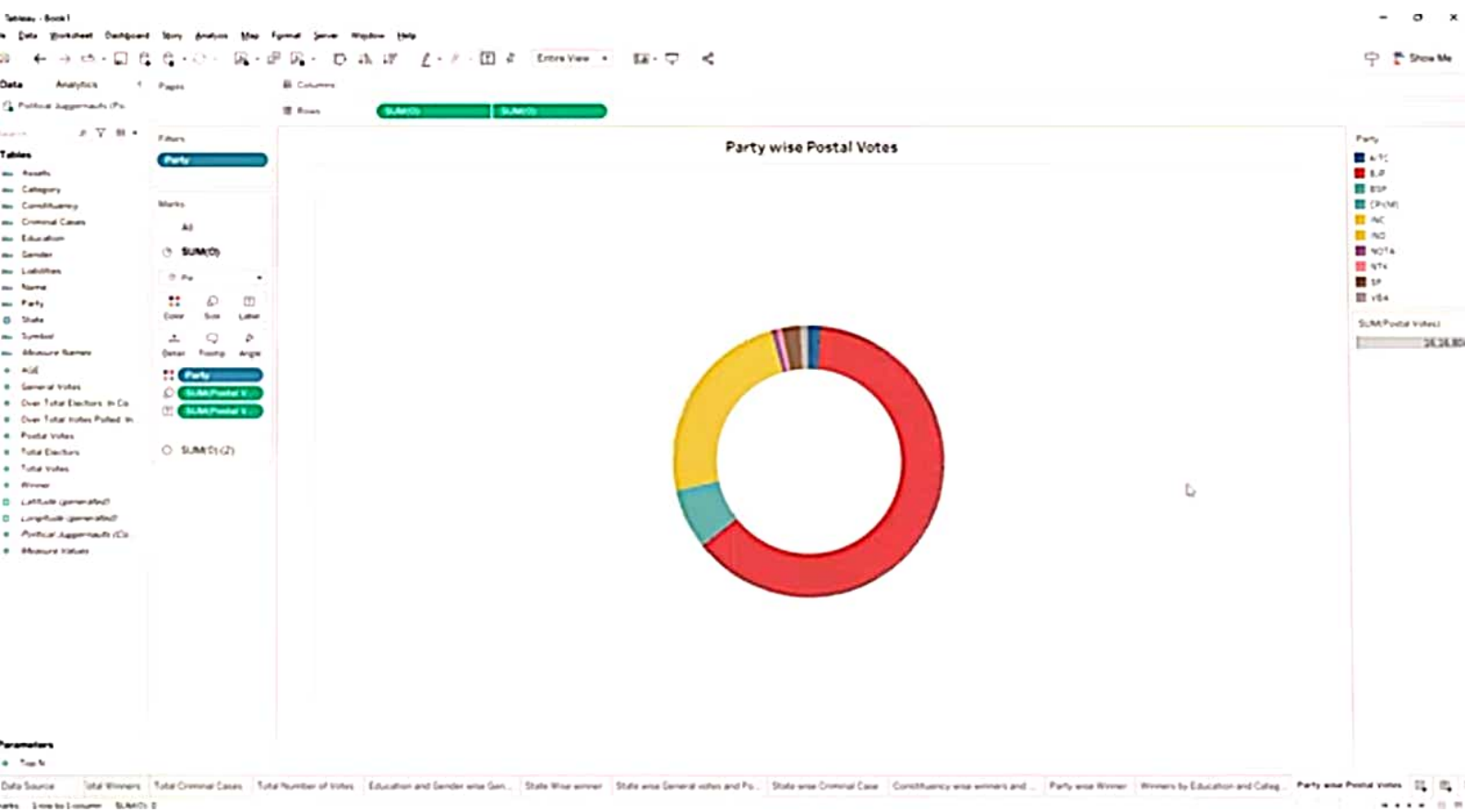








Winners by Education and Category												
Category	Null	5th Pass	8th Pass	10th Pass	12th Pass	Diploma	Graduate	Graduate Professional	Skilled	Literate	Not Available	Others
Null	0											
GENERAL		2	8	35	49	17	109	73	1	1	0	14
SC		1	3	8	12	6	18	22	0	2	0	2
ST		1	1	2	10	0	11	24	0	0		2









Qlik Sense Story Editor Interface

**Story 1**

**Visuals:**

- Total Criminal Cases
- Add a caption
- Add a caption
- Add a caption
- Add a caption
- Add a caption

**2,018**

**Left Panel (Data Sources):**

- Total Winners
- Total Criminal ...
- Total Number o...
- Education and ...
- State Wise winner
- State wise
- State wise
- Constituency ...
- Party wise Winner
- Winners by ...
- Party wise Post...
- Dashboard 1

**Bottom Panel (Navigation):**

- Data Source
- Views
- Total Number of Votes
- Education and Gender wise Gen...
- State Wise winner
- State wise General votes and Po...
- State wise Criminal Case
- Constituency wise winners and ...
- Party wise Winner
- Winners by Education and Categ...
- Party wise Postal Votes
- Dashboard 1
- Story 1

Story 1

Blank Duplicate

Total Winners Total Criminal Cases Total Number of Votes Add a caption Add a caption Add a caption

59,42,40,703

Drag to add text

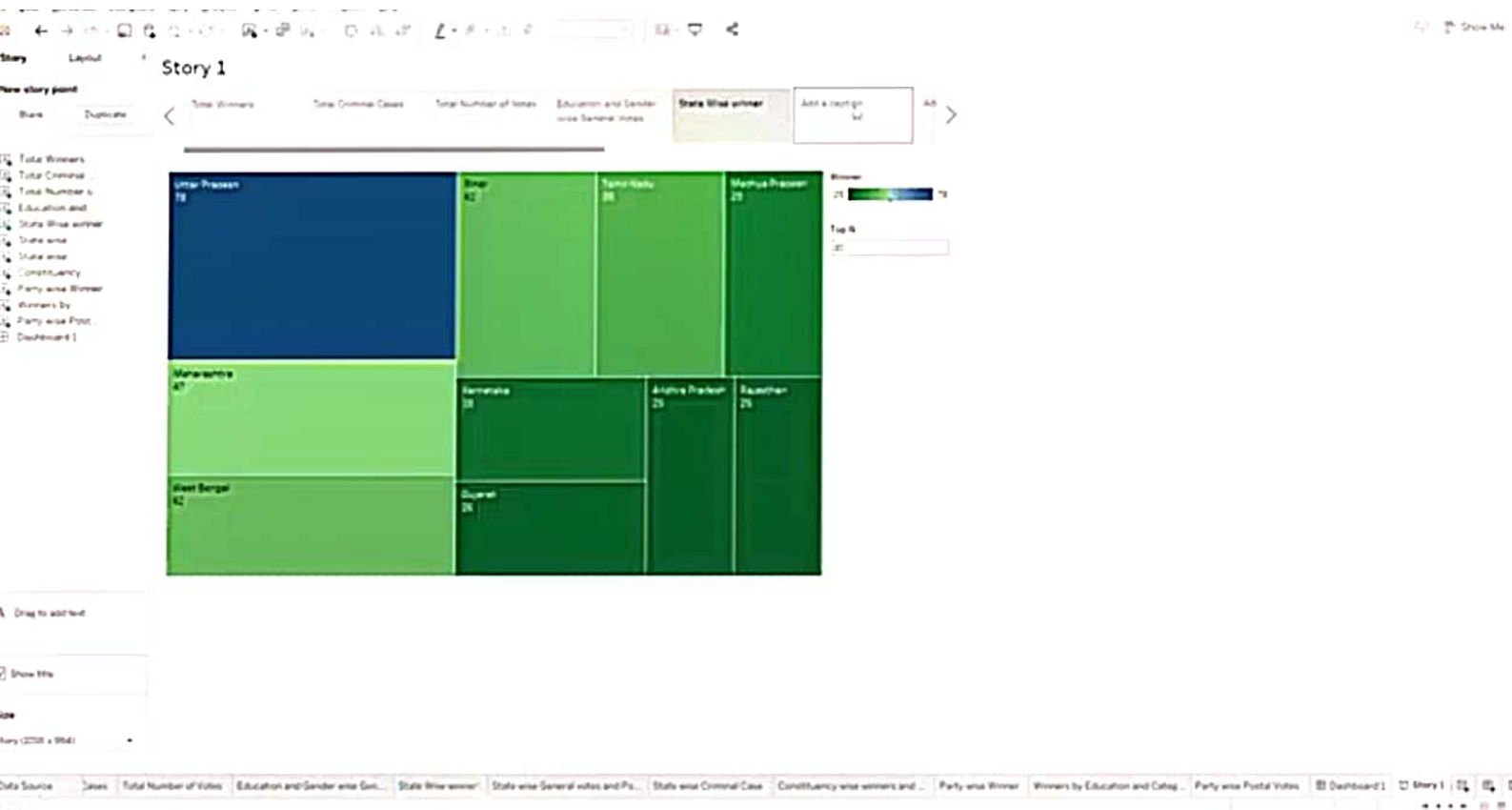
Show title

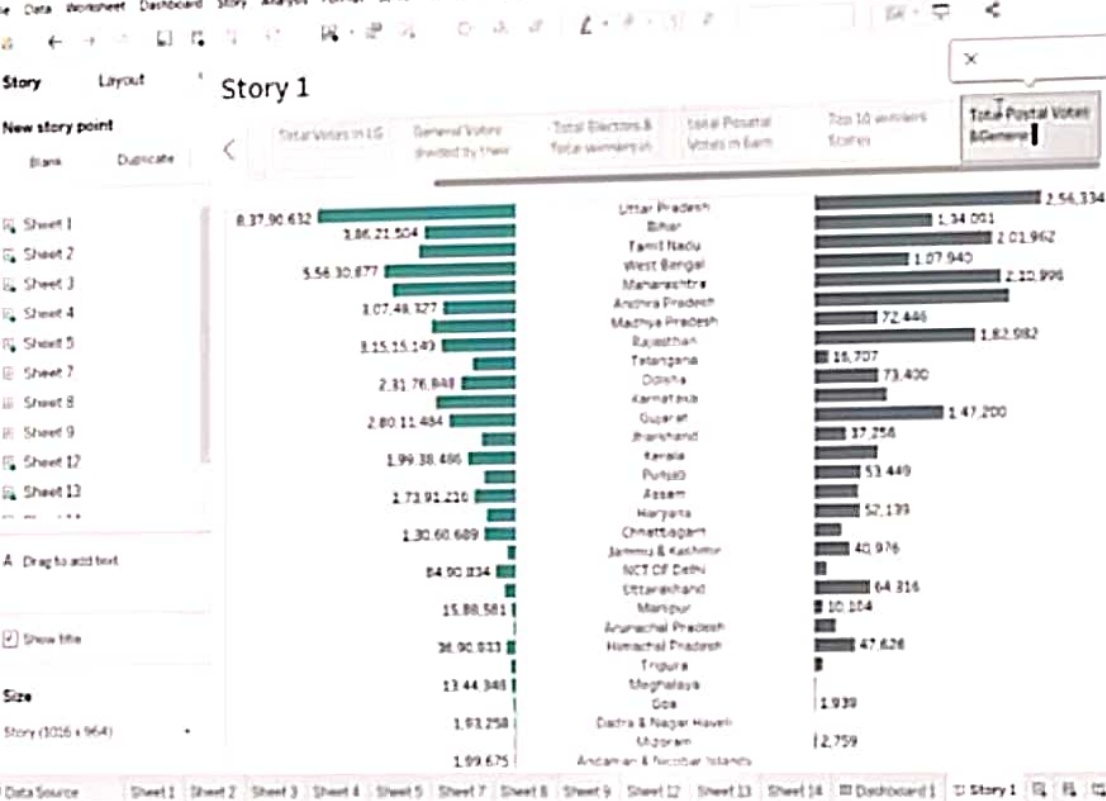
128

Story (QCR - 1994)

Data Source: Census Total National Votes Education and Gender winner State Wise winner State wise General votes and Po... State wise Criminal Case Constituency wise winner and ... Party wise Winner Winners by Education and Caste Party wise Postal Votes Dashboard 1 Story 1







New story point

Name Duplicate

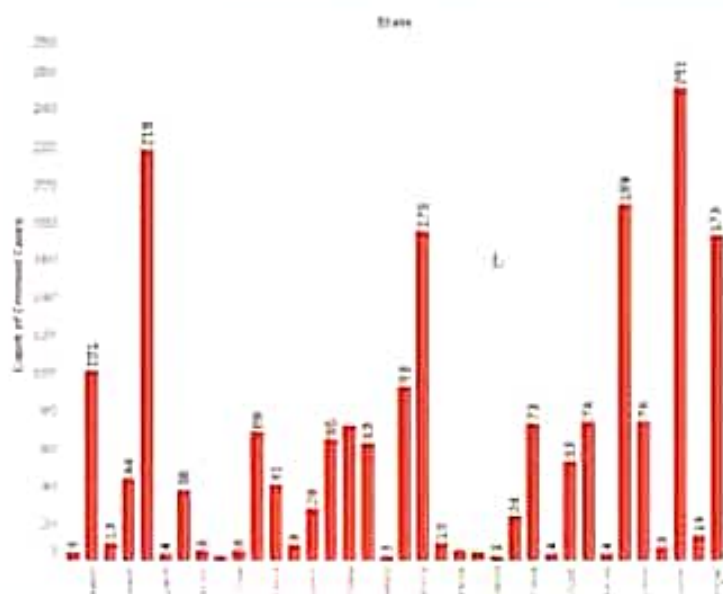
- Sheet 1
- Sheet 2
- Sheet 3
- Sheet 4
- Sheet 5
- Sheet 6
- Sheet 7
- Sheet 8
- Sheet 9
- Sheet 10
- Sheet 11
- Sheet 12
- Sheet 13

Drag to add text

Show title

Size

Story (1234) (Add)







'Boosterism' provides a discursive framework which promotes events in the context of economic growth and 'trickle down' economics. Framing events in this way means they are too often accepted as 'positive opportunities' and remain uncontested by the general public (Higgins-Desbiolles 2018). Along with legislative support, government financial investment in these events is justified within such a framework. Politicians embrace 'civic jingoism' to create hype about events, leveraging (re)development projects (Hall 2006; Oliver 2017), where the infrastructure funding required for the event is incorporated into the state's budget to engineer outcomes such as urban renewal (Poynter and Viehoff 2016). As Getz (2009) explains, the worth is not about tangible benefits that are actually realized, but the meanings (values) that people make of them.

Indeed, boosterism has received much scholarly attention over a number of years, particularly evident in place making, where cities and regions aim to transform themselves from 'places of production to places of play' (Lew 2001, 247) and 'perceived growth centres' (Whitson and Macintosh 1993, 221). While event hallmarking works to build a city's brand image, Roulit (2020) found motor-racing events a way to fast-track the process. Discourse using event-related terminology is framed as urban development. Events are expected to 'inject' or 'turbo-charge' the economy and international exposure is said to grow tourism and attract investment. Economic impact methodologies, which

focus on how events boost tourism expenditure, are favoured rather than cost/benefit analysis for the very reason that costs can be downplayed, if mentioned at all, and benefits inflated, or 'boosted', using multipliers long since discarded by many economists (Mair and Whitford 2013). Boosterism in this paper is positioned as an essential component of the 'juggernaut effect' and works as a trigger that supports the shaky scaffolding of 'brinkmanship'.

Critical tourism scholars have long drawn attention to the brinkmanship involved in 'winning' major events. Promoters commonly take advantage of competition between cities vying for events by threatening to take the event to another city/state if the government fails to meet their terms, thus using this strategy to extract subsidies and financial concessions (Whitson and Macintosh 1993; Hall 2006; Waitt 2001). In return, attracting major league sports franchises and other entertainment events are symbolic of a city's success on the world stage. Bidding wars create an atmosphere of intense competition, with secrecy and timing crucial. Brinkmanship forces a city's hand by emphasizing the competitive advantage of 'winning' with the benefit of boosting civic pride through place marketing.

In this way the political and economic processes that function in the interests of

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## **Conclusion**

*The inclusion of the local community and elected councillors in the early planning of this event would have involved disclosing information that would have provided openings for public discussion and contestation. There is a well-developed modus operandi for staging these events which ensures the flow of information is controlled until it is too late for protest to be anything other than reactive. The stage is set by releasing inflated*