

## **ABSTRACT**

This study aims to see the effect of hosting mega-sporting events: FIFA World Cup, Summer Olympics, and Winter Olympics on Asian countries' economic growth such as China, Indonesia, Japan, South Korea, Thailand, Bahrain, Singapore, Saudi Arabia, Malaysia, and India from 1998 to 2023. This study uses panel data and uses Fixed Effect Model (FEM). Hosting FIFA World Cup did not bring positive effect on economic growth, hosting Summer Olympics bring positive effect on economic growth, and hosting winter Olympics did not bring positive effect on economic growth. The limitation of this study, this study did not include Qatar because of variables used in this research did not available and this study did not examine indirect effects that caused by hosting Mega-Sporting Events on economic growth.

**Keywords: Asian, Mega-Sporting Events, FIFA World Cup, Summer Olympics, Winter Olympics, Economic Growth**