

Bio-Secure Bubble and Sports Amid Covid-19 Pandemic: Pestel Analysis

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ABSTRACT

Physical distancing was recommended to break the chain of transmission, with 761402,282 confirmed cases worldwide. The Bio-secure bubble system consisted of routine COVID-19 testing and cleaning of tournament locations. PESTEL analysis is a technique for examining external macro-environmental variables that have an impact on a company or sector. Difficulties in enforcing laws and cultural variations in adherence to safety precautions, technology can be used for contact tracing and testing, as well as for monitoring and maintaining the bio-secure bubble environment. Cost associated with deploying and maintaining the technology, while adopting a safe bubble approach, and carbon emissions while protecting the environment.

INTRODUCTION

The COVID-19 epidemic caused novel and unusual stress on a variety of social groupings, including athletic codes. [1,2] The entire schedule of sporting events for the year 2020 has been impacted by the coronavirus disease-2019 (COVID-19) pandemic. [3,4] Sports events were postponed or cancelled due to the high risk of COVID-19 transmission through close contact and droplets, and physical separation was recommended to break the chain of transmission. [3,4,5] According to the information that is now available, a total of 761,402,282 confirmed cases have been documented globally, and 6,887,000 individuals have died from the virus in the 216 afflicted countries and territories. [6]

BIO-SECURE BUBBLE AND SPORTS AMID COVID-19 PANDEMIC

The success of prestigious sports events such as the Caribbean Premier League, United States Open,

Indian Premiere League, French Open 2020, and Indian Super League has been attributed to the use of a bio-secure bubble. A bio-secure bubble is a stricter version of a secure bubble where athletes and staff are isolated from the outside world and have limited contact with others to stop the spread of COVID-19. PESTEL analysis is a technique for examining the external, macro-environmental variables that could affect the effectiveness of such a plan in the context of a "Secure Bubble" for sporting events in the midst of the COVID-19 pandemic. [7-10]

POLITICAL FACTORS

Government rules, policies, and political stability all have an influence on the success of sustaining a bio-secure bubble in sports during COVID-19. Overly rigorous laws and policies can affect the economy and the sports sector, as well as cause public dissatisfaction. Uncertain political conditions

can risk the safety of players, personnel, and fans, as well as present logistical difficulties for tournament organisers. Uncertain political environments can affect the economy, complicate logistics, and endanger the health and safety of athletes and spectators, which can be detrimental to the success of bio-secure bubbles in sports at COVID-19. [11-12]

ECONOMIC FACTORS

The effects of the pandemic on the economy have been severe, and many sectors are struggling to remain profitable. The sports sector is no exception, as it is expensive to establish and maintain a bio-secure bubble. Economic factors can have both advantages and disadvantages with regard to creating and maintaining bio-secure bubbles in sports during COVID-19. While the creation of bio-bubbles can generate revenue and boost morale, the high cost of creating and maintaining them can place a significant financial burden on the sports industry, particularly during times of economic instability. Economic factors can have both advantages and disadvantages with regard to creating and maintaining bio-secure bubbles in sports during COVID-19. [13-14]

SOCIAL FACTORS

Public perception and social dynamics of the area hosting sporting events during COVID-19 have an influence on how well a bio-secure bubble plan for sports will work. Negative public opinion can lead to non-compliance and spread of the virus, while positive public opinion supports the need for a secure bubble strategy. A secure bubble approach has the capacity to prevent the virus from spreading, maintain the health of players and employees, and provide a responsible behaviour of the public image. However, potential drawbacks include opposition from the general public, difficulties in enforcing laws, and cultural variations in adherence to safety precautions. [15-16]

TECHNOLOGICAL FACTORS

The success of a bio-secure bubble approach in sports during COVID-19 can be influenced by the availability and use of technology. Technology can be used for contact tracing and testing, as well as monitoring and maintaining the bio-secure bubble environment. However, the cost associated with deploying and maintaining the technology and the possibility of technological malfunctions or privacy violations are drawbacks. It is important to employ technology wisely and efficiently since it may have

both positive and negative effects on the efficient use of the bio-secure bubble approach. [17-18]

ENVIRONMENTAL FACTORS

The environmental effect of creating and upholding a bio-secure bubble approach in sports during COVID-19 should be taken into account. Outdoor areas and amenities are essential for reducing travel, energy use, and carbon emissions while protecting the environment. However, the implementation and upkeep of the bio-secure bubble may harm the environment due to increasing waste and energy usage. It is important to carefully analyse how a bio-secure bubble approach in sports would affect the environment and make measures to limit any bad consequences while optimising any favourable ones. [19-20]

LEGAL FACTORS

The application of a bio-secure bubble approach in sports during COVID-19 depends on adherence to legal requirements and liability concerns. It has the benefit of being compliant with the law, protecting players, staff, and fans' health and safety, while lowering the danger of legal action and projecting a professional image. However, it is important to take into account legal requirements and any liability concerns in order to assure compliance and safeguard all parties involved. [21-22]

PLAN FOR IMPLEMENTATION

The PESTEL study of COVID-19's bio-secure bubbles in sports identified a variety of factors that may have an impact on the approach's effectiveness. It is expensive to establish and maintain a bio-secure bubble, but it can increase public morale and produce income. It is important to take into account legal requirements and any liability concerns in order to assure compliance and safeguard all parties involved. PESTEL analysis can be used to identify external factors that may have an influence on the viability of a bio-secure bubble strategy and it can be established in other fields as well.

CONCLUSION

Bio-secure bubbles were used to prevent virus transmission during the COVID-19 pandemic. There is a scope that it can be established in hotels, training sessions, recreational spaces, and public transits, but safety protocols should be strictly followed. Public health concerns are the driving force behind this approach, but political influence has played a role in its successful implementation. Key factors

include government restrictions, economic considerations, public opinion, trust, and international relations. The use of bio-secure bubbles in the sports industry has enabled events to take place and generate revenue for the industry, but it is heavily dependent on government rules, economic factors, public perception, and international relations.

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