

# **A Sports Event's Direct Economic Impact on a Host City**

Case: FIVB Volleyball Men's World Championship  
Poland 2014

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Description  <p>The aim of the thesis was to examine the differences between Finnish and Polish spectators' consumption at the FIVB Men's Volleyball World Championship Poland 2014 and to estimate the Finnish spectator's direct economic impact on host city Katowice. In addition, the differences between Polish spectators' consumption in different host cities were discussed.</p> <p>The study was conducted in September 2014 during the FIVB Men's Volleyball World Championship in Katowice and Gdansk in Poland. The research method was quantitative and the data was collected by surveys in the event area in the both host cities. The interviews were conducted with all countries' spectators even though thesis is focused on Finnish and Polish spectators only. The Finnish spectators were interviewed in Katowice, and the Polish in both the host cities.</p> <p>The research results show that there are big differences between Finnish and Polish spectators' consumption. The biggest differences were in the accommodation expenses on which the Finns spent the most money. The Polish spent the most money on match tickets. Their spending on match tickets varied a lot between the host cities. Over 40 year-old spectators from both countries spent most money during the event. The Finnish spectators' direct economic impact on Katowice was estimated to be 2,139 M€. The Finns' spending on accommodation and shopping generated the most significant economic benefit for host city.</p> <p>In the future, studying the direct economic impacts of major volleyball should be continued. Finnish volleyball spectators' consumption should be studied more in the future and compared to the CEO Men's Volleyball European Championship 2019 possibly hosted by Finland, where Finnish spectators would be local residents and domestic tourists.</p>		
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Tiivistelmä <p>Opinnäytetyön tavoitteena oli tutkia suomalaisten ja puolalaisten katsojien kulutuseroja lentopallon MM-kisojen 2014 aikana sekä arvioida suomalaisten katsojien suoraa taloudellista vaikutusta isäntäkaupunki Katowicelle. Lisäksi tarkasteltiin sitä, onko puolalaisten katsojien kulutuksessa eroja isäntäkaupungista riippuen.</p> <p>Tutkimus toteutettiin syyskuussa 2014 lentopallon MM-kisojen aikana Puolan Katowicessa ja Gdanskissa. Tutkimusote oli kvantitatiivinen ja aineisto kerättiin kyselylomakkeilla molempien isäntäkaupunkien tapahtuma-alueella. Haastatteluja tehtiin kaikkien maiden katsojille, mutta opinnäytetyössä keskityttiin vain suomalaisiin ja puolalaisiin katsojiin. Suomalaiset katsojat haastateltiin Katowicessa ja puolalaiset katsojat molemmissa isäntäkaupungeissa.</p> <p>Tutkimuksen tulokset näyttivät, että suomalaisten ja puolalaisten katsojien kulutuksessa oli suuria eroja. Suurimmat erot ilmenivät majoituskuluissa, joihin suomalaiset kuluttivat rahaa eniten. Puolalaiset kuluttivat eniten rahaa ottelulippuihin. Heidän ottelulippujen kulutuksessaan oli suuri ero isäntäkaupungista riippuen. Molempien maiden katsojista eniten rahaa kuluttivat yli 40-vuotiaat. Suomalaiskatsojien suora taloudellinen vaikutus Katowicelle arvioitiin olevan 2,139 M€. Suomalaisten kulutus majoitukseen ja shoppailuun toi merkittävimmät taloudelliset vaikutukset isäntäkaupungille.</p> <p>Tulevaisuudessa tulee jatkaa suurien lentopallotapahtumien suorien taloudellisten vaikutusten tutkimista. Suomalaisten lentopallokatsojien kulutusta tulee tulevaisuudessa tutkia lisää ja verrata sitä Suomessa vuonna 2019 mahdollisesti järjestettäviin lentopallon EM-kisoihin, joissa suomalaiset olisivat paikallisia asukkaita ja kotimaisia turisteja.</p>		
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# 1 Introduction

## Background of the thesis

The research project started in the beginning of the year 2014 when the Sport Business School Finland started to plan the project. Sport Business School Finland conducted this research which consisted of quality and impact study and value study at the FIVB Volleyball Men's World Championship Poland 2014. Sport Business School Finland is JAMK University of Applied Sciences' and Haaga-Helia University of Applied Sciences' cooperation concept which provides development and research services for organizations in the field of sport and experience. The Sport Business School Finland also provides higher education degree programs and Open University studies in the field of sport management and marketing. (Sport Business School Finland 2015.)

The Sport Business School Finland has conducted similar researches in many different sports events. In Poland the same impact research was previously conducted at the Football European Championship 2012. Impact research has been done also in Neste Oil Rally Finland 2013. This thesis focuses on the impact study of the FIVB Volleyball Men's World Championship Poland 2014. The topic of this impact study is Polish and Finnish spectators' consumption in the major sports event and Finnish spectators' direct economic impact on the host city.

In this research, the Sport Business School Finland cooperates with the Finnish Volleyball Association and PSWE (Pomeranian Association Common Europe). The Finnish Volleyball Association supports youth work, offering leisure activities and trying to achieve a lasting success in adults' world-class and competitive sports (Liiton strategia 2015). PSWE is a local partner who gave assistance for the Sport Business School Finland in conducting the study in their country. PSWE is non-governmental organization assisting in the devel-

opment of leisure activities primarily in the most popular tourist regions in Poland. The organization is located in Gdansk. (Home 2014.)

These Sport Business School Finland's researches generates unique data from the specific event and that is why it is worth studying. Finland has not been able to find their way to a Volleyball World Championship for a long time. This is why there was a huge Finnish fan group in Katowice during the Men's Volleyball World Championship. The situation was excellent for the Sport Business School Finland, because they have not been able to study volleyball fans before at a major event. The results from this study can also be combined with the other impact studies. The study will give the host region a realistic sample of the economic impact of the event and they could exploit this information in the future.

Finland might bid for the CEV Men's Volleyball European Championship 2019 together with Estonia. This could be a perfect way to crown the Finnish national volleyball team's rise and the fans' loyalty. It can also raise the awareness and respect of the sport in Finland. (Myllyaho 2015.) If Finland is going to bid and win the tournament to host, this study will give them a realistic sample about volleyball spectators' consumption, and economic impact on host city.

## **The aim of the thesis**

The partners of this study have defined the basic lines of the study. PSWE wanted to focus on the economic impact of the event. The Finnish Volleyball Association was mainly interested about the Finnish spectators' consumption patterns during the event. These issues have been worked as a bottom line of the topic of this thesis.

The aim of the thesis is to estimate the direct economic impact on the host city Katowice caused by the Finnish spectators. The direct economic impact can be estimated by exploiting the consumption study. In the consumption study the aim is to examine differences between Polish and Finnish spectators' consumption in the FIVB Volleyball Men's World Championship Poland 2014. In

addition the differences between Polish spectators' consumption in two host cities will be commented.

The research question of this thesis is following:

- What are the main differences between the Polish and Finnish spectators' consumption during the event?

Under this question thesis is also going to comment the following question:

- Is there difference between Polish spectators' consumption in the two host cities?

After finding the answer to the first research question can also be answered on the main research question:

- What is the Finnish spectators' direct economic impact on the one of the host cities of the event?

This thesis focuses on the consumption of the event spectators. Finnish spectators' direct economic impact on the host city Katowice can be estimated by examining their consumption during the event. Direct economic impact includes accommodation, travelling in the host region, food and beverages, shopping and other activities in the host city like sightseeing. Overall consumption includes tickets to the stadium, volleyball souvenirs and the consumption which is included also in the direct economic impact. The tickets and volleyball souvenirs are not included to direct economic impact, because the money might not stay in the host city even if it was consumed there.

In this thesis spectators are limited to Polish and Finnish spectators of the event even if in the original research spectators of all nationalities were interviewed. Spectators of the other nationalities were left outside of this study, because their answering percentage was so low that it was not possible to make valid conclusions of their consumption during the event. In this study the Finnish spectators wanted to be separated from the other spectators, and their



point of comparison was the Polish spectators. Both spectator groups are also compared between the age groups to study if the age has an effect on the consumption.

The Polish spectators were interviewed in Katowice and Gdansk. Both cities are included in this study to get the Polish spectators amount close to the Finnish spectators amount. The case cities are quite similar in terms of their population and economics, so they are sufficient as case cities of this study. Still the consumption is compared between the cities to find out if there are some differences between the consumption patterns in the case cities.

The Finnish spectators were interviewed only in Katowice, because in Gdansk only few of them were reached. It might also be that the real sport tourists went to Katowice, because Finland was playing there. The direct economic impact to Katowice will be estimated only of Finnish spectators' consumption, because of insufficient information of how many Polish spectators were at the event and in Katowice.

It is assumed that the Finnish spectators' consumption is bigger than the Polish, because the Finns are coming from another country and they are sport tourists in Poland. The Polish spectators do not necessarily consume as much in their home country than they would if the event would have been in a different country.

This thesis will provide practical benefits for the host cities by providing them a unique data from the spectators' impacts. It provides a sample of Polish and Finnish spectators' consumption during the event. Otherwise, it can be said that the sample focuses on the consumption differences between local spectators (Polish) and sport tourists (Finnish). The thesis will also provide estimation of the Finnish spectators' direct economic impact to Katowice.

## Key concepts

**Sports event:** “Temporary and purposive gatherings of people” in the terms of sports. Scale varies from “the small local event, attracting only a handful of competitors and maybe no spectators at all, to the mega-event that is open to billions of people around the globe”. (Bladen, Kennell, Abson & Wilde 2012, 3, 219.)

**Direct economic impact:** “Assessment of the net increase in spending as a result of the event”. Direct economic impact focuses on additional expenditure made by the event visitors in the defined area. (Intermediate impacts N.d.)

**Sport tourism:** “Leisure travel that takes individuals temporarily outside of their home communities to participate in events as spectators.” (Brown, Busser & Baloglu 2010, 59.)

**Spectator:** “Spectators are persons that attend sessions of the event. They are persons without work commitments during the event and can be residents, tourists and day tourists.” (Preuss 2005, 287.)

**Resident:** “Residents are persons that permanently stay in the city / region.” (Preuss 2005, 287.)

**Sport tourist:** A person who is not living in the city and is staying a night or longer in the host city in order to attend to the sports event. (Preuss 2005, 287.)

**Domestic tourist:** “Person residing in a country, who travels to a place within the country, outside his/her usual environment for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated within the place of visit.” (Brown etc. 2010, 61.)

**“New” money:** Money which comes from outside the area with tourism and export. (Preuss 2005, 282-284.)

**Event-affected persons:** “Persons that get attracted by the event (such as spectators, staff in tourism industry) but also those persons that avoid the event by leaving or not entering a city / region.” (Preuss 2005, 287.)

## **2 FIVB Volleyball Men’s World Championship Poland 2014**

### **2.1 Tournament**

The Fédération Internationale de Volleyball (FIVB) is responsible of all the volleyball and beach volleyball worldwide tournaments. Under the FIVB there are 220 federations and five continental confederations. The FIVB works closely with the national volleyball federations to develop volleyball worldwide. The first Men’s World Championship tournament was organized in the year 1949. (The FIVB 2014.)

The Volleyball World Championship is organized every fourth year. The FIVB Volleyball Men’s World Championship 2014 was hosted by Poland. The event took place from August 30<sup>th</sup> to September 21<sup>st</sup>. The matches were played in seven host cities which were Katowice, Łódz, Wrocław, Gdansk, Bydgoszcz, Kraków and Warsaw. (Host cities 2014.)

24 teams from all over the World participated in the tournament. Three teams were from South America, three teams from Africa, four teams from Asia, five teams from North and Central America, and Caribbean, and nine teams from Europe. The tournament lasted 18 days with 103 matches totally. (Competition 2014.)

The tournament was organized in rounds. In the first round all 24 teams were divided into four pools with six teams. The teams in a pool played against each other. In the second round four best teams from every pool were divided into two new pools of eight teams. Only the three best from the second

round's pools managed their way to the third round where the six teams were divided into two pools. The best two teams from both pools went to the semi-finals and from there to the finals. The third teams in the third round played for the fifth place of the tournament. (Competition 2014.)

The final results were that Iran was sixth, Russia fifth, France fourth, Germany third, Brazil second and Poland won the World Championship. (Competition 2014.) Over half a million, 563 263, fans participated in the event, which is the highest spectator number in the history of the FIVB Volleyball Men's World Championship. (Year in review: Poland breaks records at historic World Champs 2014.)

### **Poland in the tournament**

Poland was the host nation of this World Championship tournament. It has been almost in all World Championship tournaments during the time the tournaments have been organized. Only two times they have missed the place in the tournament. Poland has won one golden and one silver medal, before their host tournament. They won the World Championship last time in 1974 and the silver they got in 2006. In the last tournament in 2010 Poland was ranked in 13<sup>th</sup> place. (Competition 2014.)

Poland had high hopes for this tournament and they trusted on their fans' support during the tournament. They have had the promising rankings during the last years in the World Cups, London Olympic Games and European Championship which gave them a realistic hope about winning the World Championship, which they are hosting. Their hopes came true when they won Brazil in the final match. Brazil had won the three last World Championships. (Competition 2014.)

Poland had a great support of their fans. When they won the World Championship over 12 000 Polish spectators were in the Spodek Arena in Katowice to cheer for them. Also tens of thousands fans watched the match from the public large screen in front of the arena. The kicking off match in Warsaw gained also great number of local spectators. The Warsaw National Stadium was

filled in with over 62 000 local spectators. (Year in review: Poland breaks records at historic World Champs 2014)

### **Finland in the tournament**

The last time when Finland managed to get into the Volleyball World Championship was in 1982 when the tournament was hosted by Argentina. To the World Championship 2014 the Finnish national team fought its way through the qualification round. Finland won its division in Slovakia which gave it a World Championship place. (MM-unelmasta tuli lentopallomiehillä totta 2014.)

The Finnish national volleyball team had a great support during its World Championship experience. Approximately three thousand fans followed the team to Katowice in Poland. Around one hundred fans followed the team also to Wroclaw where the team's second round was played. The fans traveled thousands of kilometers to watch and support their national team in the tournament. One reason why the Finns were so enthusiastic about the World Championship was that Finland has not played in the tournament in over 32 years. (Poznar 2014.)

Finnish have incorporated a volleyball fan organization FinFanTeam when the volleyball ecstasy started. The organization has established 8.3.2014. It is maintaining the fan culture of the national volleyball teams, arranging fan trips to the volleyball matches or tournaments and selling the fan products. (Mattila N.d.)

Finally Finland was ranked in ninth place together with Serbia in this tournament. Team's matches ended after the second round when it drop out, because the team was fifth in its pool and only the four best gain access to the third round. This is the best ranking in Finland's World Championship history. In Argentina Finland was in the 17<sup>th</sup> place and in the year 1952 it was 11<sup>th</sup>. (Competition 2014.)

## 2.2 Host cities: Katowice and Gdansk

The event had seven host cities, but this study focuses only on the two of them: Katowice and Gdansk. These case cities were chosen, because they are quite similar according to the population and economics of the cities. Gdansk is more well-known tourist destination than Katowice, but tourism is a significant industry also in Katowice. This study's results are giving a sample of consumption made in these exact case cities and the results cannot be generalized to other host cities.

Both cities, Katowice and Gdansk, will be again the host cities of the major sports event in the October and November in 2016. Poland is hosting the Men's EHF EURO 2016 tournament. The handball tournament will be hosted in the same style than this volleyball tournament was hosted with several host cities. In addition to Katowice and Gdansk other host cities will be Krakow, Wroclaw and Warsaw. All these cities hosted also the FIVB Men's Volleyball World Championship 2014. (EHF EURO 2016: 100 days left until throw-off 2015.)

### **Katowice**

Katowice is located in the southwest part of the Poland. A couple of years ago Katowice was an industrial city, but nowadays it is associated as "an European city referring to tradition". The city's change is a consequence of self-government body activities which aimed to emphasize Katowice's perfect location, economic, administrative and intellectual potential. Katowice is developing as a prosperous economic, educational, cultural, and entertainment centre. Silesia Metropolis is the largest and the most developing metropolitan area in the Poland and East-Central Europe. Katowice is located in the centre of that metropolitan area. (Host cities 2014.)

The population of Katowice is 301 800. Katowice has hosted 313 800 tourist in the year 2014 of which 82 100 were foreign tourist. Revenue of the city budget in 2014 was 1255 € per capita. Expenditure of the city budget in 2014 was 1439 € per capita. (Statistical Office in Katowice 2015, 1, 14–17.)

In Katowice the matches were played in the Spodek Arena, which has been built in 1971, and modernized in 2011. The Spodek Arena's capacity is 11 000 spectators. Mostly the arena is used for hosting the concerts of world-famous stars and different sporting events, but also shows on the ice, opera and circus performances, fairs and exhibitions. (Host cities 2014.)

## **Gdansk**

Gdansk is located in the northern-coast of Poland. It is "a modern, European metropolis, economy based on knowledge, actively developing centre of culture, science, entertainment and sport, attractive tourist destination and the world amber capital". Gdansk is an IT centre and that affects much on its today's economy. It is also in the list of Worlds forty most tourist friendly destinations. Gdansk gives unique experiences because of the unique atmosphere of the one of the oldest cities in Poland. The city is well known from hosting the UEFA Euro 2012 European Football Championship. (Host cities 2014.)

The population of Gdansk is 461 489. Gdansk has hosted 719 400 tourist in the year 2014 of which 265 600 were foreign tourists. Revenue of the city budget in 2014 was 1394 € per capita. Expenditure of the city budget in 2014 was 1340 € per capita. (Statistical Office in Gdansk 2015, 33.)

In a border of Gdansk and Sopot is located the Ergo Arena where the volleyball matches were played during the tournament. The arena has been built in 2010. In an opening ceremony there was a men's volleyball game, Poland against Brazil. Capacity of the Ergo Arena is 15 000 spectators when standing places are included. Without standing places the arena can host up 11 000 spectators. In the Ergo Arena all kinds of sporting events, music and theatrical events, conferences, business meetings, fairs and shows can be hosted. (Host cities 2014.)

## 3 Impacts of sports event

### 3.1 Sports event

Sports events are “single or multi-sport events in schools and clubs; regional, national and international competitions; local, regional and national programs for sport participation development; frequent league and infrequent cup competition” (Masterman 2011, 538). Events are temporary and gather people together for a purpose (Bladen etc. 2012, 3).

Events can be categorized into “ordinary” and “special”. “Ordinary” is an unplanned event and “special” is planned. The planned events are more systematically managed and that is why the focus is on them. (Masterman 2011, 538–539.) “Special” events can be divided into “minor” and “major” events. “Major” events attract many people, have wide media attention and can have possible legacies. “Major” events can still be divided into “hallmark” events, which have an international profile and a permanent location, and “mega” events, which also have an international profile but a changing location. (Masterman 2004, 15–17.) Distinctive factors are size, structure and target of the event (O’Connor 2012, 394–395). The event definitions are shown in figure 1.

“Minor” events mainly attract local residents as a spectators and participants (Quinn 2013, 136). These local events are important even if they do not bring huge impact for the host location, but they mostly affect to local people’s life. “Minor” events can promote and increase the awareness of different organizations, involve and connect diverse communities, or become a tradition. (Masterman 2011, 538–539.) Despite that hosting a “minor” event does not usually demand significant investments like a “mega” event, they can still have economic, social and environmental impacts but certainly on a smaller scale (Mackellar 2015, 8). “Minor” events are the most common, because many towns and cities are hosting their own events which are targeted to local participants (Wagen & White 2010, 10).



“Major” events are nationally or internationally large scale events which mainly attract national but also international spectators and media. These events can gain legacies and have a significant economic impact on the host region.

(Masterman 2011, 539; Preuss, Seguin & O’Reilly 2007, 6; O’Connor 2012, 394–395.) The participant numbers are high which is why the tourism revenue significantly affects the economic impact of an event (Wagen & White 2010, 8). “Major” sports events also give the host cities a great opportunity to market themselves in other cities and countries. This can attract more tourists to come into the city. (Gratton, Shible & Coleman 2006, 44.)

“Hallmark” events are major international events the duration of which is limited and usually it is hosted in the specific place where it is always held. (Masterman 2011, 538–539.) These events will also have high international media coverage and audience, and various impacts on the host region. (Kaspar & Kaiser 2013, 99.) One of the biggest impacts is tourism and actually these events are designed to increase tourism by improving the awareness, attraction and profitability of the host destination. The event automatically associates with the host destination and that is why it is usually hosted in the same place annually. (Wagen & White 2010, 8; O’Connor 2012, 394–395.)

“Mega” events are large scale international or global events, maybe somewhat sizeable than the “hallmark” events. “Mega” events are changing the host location, are discontinuous and usually the event have to bid for. (Masterman 2011, 538–539.) The possibilities to define “mega” sport event are many. It can be done by the number of the participating athletes, sport event spectators and/or TV transmission hours. Nowadays, has to consider also the number of event followers on the internet, radio and in printed media. Revenue is one key point when defining a mega sport event. Often the high number of spectators also predicts higher revenues so these issues could end up on the same definition. (Maennig & Zimbalist 2012, 9.)

“Mega” events significantly impact on their host location’s economies and societies which is why the cities are bidding for the events (Masterman 2011, 538–539). “Mega” events attract the massive number of participants from all

over the world and because the participants are coming from different countries they will also bring fans from different countries. (Quinn 2013, 136; Kaspar & Kaiser 2013, 99.) The international significance and attractiveness of the “mega” event makes foreign tourists bring “new” money on the host region (Maennig & Zimbalist 2012, 12). Mega events have global media coverage which allows them to reach billions of people and submit them to promotional messages (Kaspar & Kaiser 2013, 99; Bladen etc. 2012, 243). O’Connor (2012, 394–395) points out that this event is at the same time also a touristic event, an urban event and a media event so it is really multidimensional event.

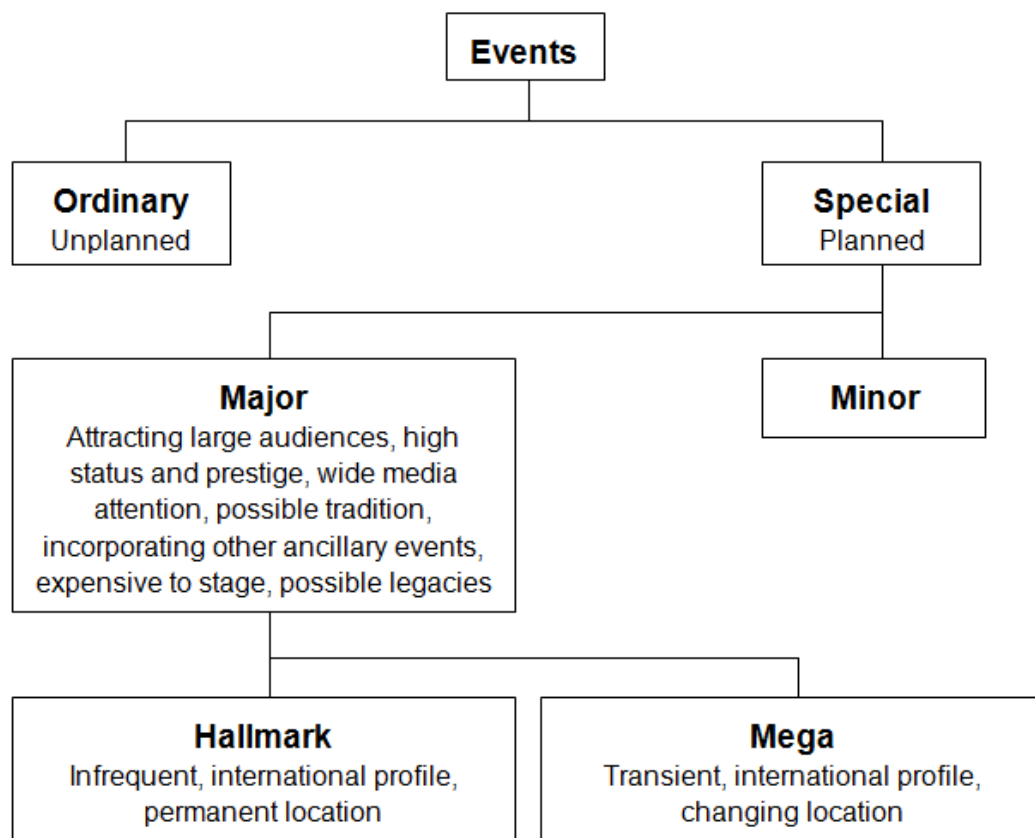


Figure 1. Definition of events (Masterman 2004, 16.)

The sport events could also be divided only taking into account the size of the event. These event types are local, regional, national, international and global.

Local events are oriented mainly to the local entrants. Regional events attract the residents of the state. National events attract the country's clubs and residents. International events are for all the countries, but mainly the participants come from the host country or the nearest countries. Global events (mega events) are oriented to all countries and usually there are participants and spectators from all over the world. (Bladen etc. 2012, 221.)

Sports event participants are sportsmen and sportswomen taking part in the competition. They are also officials like volunteers, entourages who are coming with the competitor, suppliers which are providing all the equipment and services for the event, event management and staffing who are taking care of the event, spectators who are watching the games, media and very important peoples. (Masterman 2004, 21–23.)

Spectators are an important factor to the successful hosting of a sport event, so they should be taken into consideration and not be ignored. Spectators not only consume and bring money to the region, but also create an international sport atmosphere in the arena which will attract people. They are also a great source of marketing the host region as a tourist destination. Sports events attract both, the domestic and international spectators which can lead to the significant tourism benefits. (Preuss etc. 2007, 6; Wagen & White 2010, 487.)

### **Planning and bidding of the sports event**

The sports event planning process starts from the objectives. It is important to identify why the event is going to be organized and what are the short- and long-term aims and objectives. After that comes the concept where the management is determining the type of the event, identifying the partners, and choosing the location and facilities. In the next stage the event concept is tested. If concept succeeds well in feasibility part, it can be continued to the proceeding of the event. If concept does not succeed must return back on the process and make changes to the concept, before continuing to the proceeding of the event. (Masterman 2004, 48–51.)

When the event's concept is clear and feasible can be moved to the bidding procedure (Masterman 2004, 48–51). Nowadays many cities and countries want to host the sports events, because of the impacts and legacies. This has increased the competition of hosting the event. Especially the Olympic Games are popular events which many countries want to host. Countries have the organizing committees which are preparing the bid for the event. Most of the bids still fail, because there can only be the one winner who can host the event. (Bladen, Kennell, Abson & Wilde 2012, 223-225.) Even if the city will fail the bid it can cause positive long-term impacts and they have more experience to make better bid in the next time. Many cities have bid a couple of times before winning the bid. (Masterman 2004, 125-132.)

In the successful bids there should be factors like accountability, political support, relationship marketing, ability to host the event, infrastructure in the host region, bid team composition, communication and exposure, and already existing facilities for the event. (Bladen, Kennell, Abson & Wilde 2012, 223-225.) The most important is to “show that the bidder has the qualifications and management skills to ensure the success of the event” (Wagen & White 2010, 495).

They key components for the successful bid are bid file and presentation which are important for the city to differentiate from the other applicants (Masterman 2004, 125-132). The bid file includes guarantees to the event owner by the host city and a profile of the host city which consist of the demographic, environmental, economic and political information. Plans for the content of the event, facilities, transportation and accommodation, and associated celebratory and educational events are also included in the bid file. (Bladen, Kennell, Abson & Wilde 2012, 248-249.)

When the bid is successful and city will win the event starts the implementation planning. In that part the strongest consideration is on the short-term requirements and all the operational strategies must be determined. After these determinations it is easier to start thinking more about the long term objectives. With the good planning the hosts try to minimize the negative impacts

and arrange an event which gives plenty of positive impacts for them. (Masterman 2004, 48–51, 68-69.)

After the planning it is time to actual implementation and hosting of the event. The process does not end when the event ends. After the event it is important to remember the handover of facilities and maybe even equipment. Evaluation and feedback comes last but are really important for the long-term benefits and for the next event. (Masterman 2004, 48–51.) The whole event planning process is presented in figure 2.

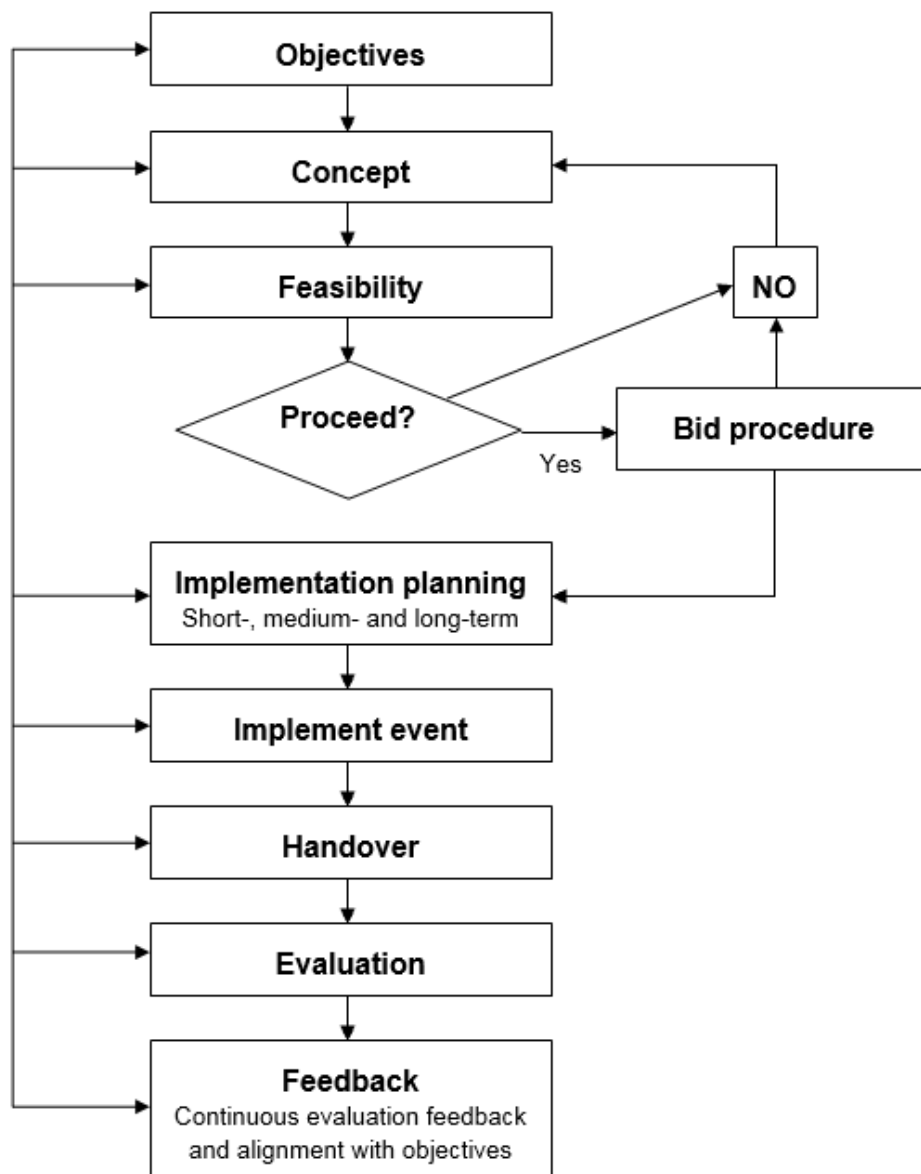


Figure 2. The event planning process (Masterman 2011, 550.)

## 3.2 Sports event's impacts

Effective event planning helps to minimize the negative impacts and achieve potential positive impacts. The impacts which could be gained by the sports events are socio-cultural, political, development, economic, environmental, regeneration and physical buildings or renewal. (Masterman 2011, 543–548.) The mega events like the Olympic Games can have a significant impact on the economic, social and environmental objectives of the host region (Maennig & Zimbalist 2012, 3).

Recently literature of the event impact is divided into categories like tourism, economic, political, environmental, social and cultural impacts. The economic impact literature is the most comprehensive. Mostly, the economic impact researches have been focused on the large-scale sporting events. Many different events are still available for economic impact studies. (Quinn 2013, 18–22.)

One reason why cities and countries want to bid for staging major sporting events is the expected economic benefits, which can be short-term or long-term impacts. The short-term impacts are coming right after the event and the long-term impacts are coming after the actual event period and from the legacies. The long-term impacts can be gained by politicians who want to develop the infrastructure like housing, transportation, telecommunication or sport and entertainment facilities in their city. Other reasons for hosting a major sports event is to achieve cultural benefits, better image and enhanced identity, which can also be said as long-term impacts. (Preuss 2006, 313; Masterman 2004, 68–81.) Economic, social and political impacts are often the main reasons why cities want to host the events (Wagen & White 2010, 11).

### **Economic impact**

Economic impact can be defined as “the net change in the local economy which can be directly attributable to the staging of a particular event”. One reason for hosting a sports event is desire to increase incomes by increasing

tourism in the host region, which basically means the economic impact. (O'Connor 2012, 396–397.)

When hosting a major, hallmark or mega event it is important to manage the event so well that the host region will achieve positive economic impact. Negative economic impact will cause that taxpayers has to foot the bill. (Masterman 2011, 545–547.)

Consumer behavior, event duration, event venue and event type are effecting to the economic impact (Mackellar 2015, 7-8). In addition the time and season of the event, and the countries which are participating in the event are affecting on the events' impacts. Service quality is also affecting on the impacts. When spectators are satisfied with the quality of the service they might stay longer, spend more money to extra services and recommend the event to the other possible spectators. (Quinn 2013, 137–139.)

### **Social impact**

Social impacts related to the event are inconvenience, community identity and cohesion, personal frustration, entertainment and socialization opportunities, community growth and development, and behavioral consequences (Bladen etc. 2012, 369–370). The impact on local community can be positive or negative. It is argued that positive impacts are outweighing the negative impacts. The negative impact is gained by increased traffic jam, crowds in the host region and possibility to disorder and hooliganism. (Bladen etc. 2012, 220–222; Masterman 2011, 543–544.)

During the sports event local people have an opportunity to meet new people from different countries and from different cultural backgrounds, because especially mega event spectators are often from different races, ages, religions and sexual persuasions. Events can bring these different communities together and develop a more unitary society. This can be considered as a positive social impact of the event. (Bladen etc. 2012, 220–222; Masterman 2011, 543–544.)

### **Political impact**

Politically events could be used to profiling the city or informing the world about the host country's culture. This political strategy is a fast growing trend and mega event hosts often exploit this strategy to gain the political impacts. Furthermore developing the sport in the host location can be one impact that hosts want to gain. By providing opportunity to try sports can attract more people to do sports and at the same time it is promoting the event. (Masterman 2011, 544–545.)

### **Environmental impact**

All the events will have some environmental impacts, but it depends on the management would those be positive or negative. The positive impacts could be “construction of zero-carbon facilities” and physical improvements of the cities because of the event. The negative impacts could be noise, resource consumption, carbon footprint of the travelling and the event itself. (Bladen etc. 2012, 365.)

### **Legacy**

Legacy is a long-term impact of the event and majority of the mega event's benefits are defined as a legacy. Legacy can also be negative, but with good planning it could be avoided. Legacy is something that the event leaves for the host city and the impacts will take some time before they can be seen, or the impacts are continuing long after the event itself. Legacy is not always something concrete like buildings. It can also be something that cannot be seen concretely, like cultural development. Typically legacies are measured years after the actual event period. (Masterman 2004, 68–74; Bladen etc. 2012, 377.)

Gaining the intended positive legacies claims long-term planning already in the implementation planning stage before the actual event period. “A key issue within legacy planning is pre-event evaluation.” It will give more opportunities to gain the positive legacies. (Matheson 2010, 13 – 14.) The possible legacy benefits are often used already in the bidding process (Bladen etc. 2012,



377). Physical facilities after-use is one of the issues which have to be taken into serious consideration. The facilities could be used for example by the sport clubs or professional sport organizations. Smooth transition to after-user is needed and that is one reason why the good planning is a necessity. (Masterman 2004, 144 – 145.)

### **Sport tourism**

Nowadays tourism is one of the world's largest industries. It is covering six percentages of the whole world's exports. Phenomenon has been noticed by the cities and they have started to invest in tourism to grow their socio-economic impacts. By increasing tourism, destinations can have export revenues, create jobs and enterprises, and develop infrastructure. Tourism has increased the service exports into thirty percentages, which accords that "tourism is one of the major players in international commerce". Tourism was covering nine percentage of the World's GDP in the year 2014. In that year 1133 million tourists were travelling on abroad. Domestic tourism number in 2014 was 5–6 billion. (Tourism is one of the largest and fastest-growing economic sectors in the world 2015.)

Sport tourism is one of the fastest growing sectors of tourism. Sport and tourism are well interconnected which has caused that sport tourism has become a global phenomenon. Many tourists are coming for the sports events and other sport activities to participate as an attendant or spectator. Sport event tourism basically means "leisure travel that takes individuals temporarily outside of their home communities to participate in events as spectators". Sport tourism is a great opportunity to effect on the economic impact of the host region. Exports and tourism are bringing the "new" money to the economy of the host region. (Brown etc. 2010, 59–62; Preuss 2005, 284.)

Sport tourism can be separated into three types which are "active sport tourism, event sport tourism, and nostalgia sport tourism". The event sport tourism concentrates on the tourists, who are travelling for watching a sports and it is the most well-known aspect of the sport tourism. (Brown etc. 2010, 60.) Active

sport tourism means that the tourist is competing or taking part on the sports event or sports activities (Cooper 2011, 171).

The sports events are attracting domestic and international spectators which can lead to significant tourism benefits. The event can effect on the tourism also in long term if it can gain a significant media coverage and raise the tourist destination image of the host region. (Wagen & White 2010, 487.)

Tourism is a key aspect of the event's economic impact (Masterman 2004, 80). The issues which are effecting to the sport tourism and its economic impact are the host city itself and its size, and the type and length of the event (Brown etc. 2010, 62). Hallmark and mega events tourism is mostly researched and especially its economic impacts (Cooper 2011, 171). The sports events are positive for tourism-dependent businesses like hotels, but for other businesses it is not directly so beneficial (Mackellar 2015, 18).

### **3.3 Economic impact studies**

Sports events have been studied before many times. Especially the Olympic Games have been a common research topic. Earlier the researches were mainly focused on the impact of tourism on an event but recently, the event-related impact on spending money in the host economy is also taken in to consideration. Still, the consumption patterns of visitors of sports events have not got much attention in the literature. (Preuss etc. 2007, 6–8.) Today the most popular subject of study have been, for example, employment, income effects, urban transformation and the bidding process which are linked to economic studies (Maennig & Zimbalist 2012, 3).

The economic impact consists of all the cash flows which are caused by the event. This includes both inflows and outflows of the cash and the sum of these is the economic impact of the event. Many studies focus on the positive impacts, but usually a large-scale event has both positive and negative short and long term impacts. (Quinn 2013, 20.) One of the biggest issues when studying economic impacts is that they are mainly positive. Long term impacts

are difficult to measure beforehand and after the event it is difficult to assure that impacts are particularly from hosting the event. (Masterman 2011, 547.)

Many types of sports events are available which makes it difficult to study their economic impact. The location may often be changed and the event can be only for one sport or for many sports like the Olympic Games. Since the differences between sports events, it is difficult to make general estimates of the economic impacts of sports events. (Preuss 2006, 315.) Still, it can be said that a host city usually achieves positive economic impacts from sporting event, but there are also costs which should be considered. (Bladen etc. 2012, 223.)

Two types of impact studies are available. The first is focusing only on the foreign visitors' consumption in the host region and calculating the "new" money that they bring in. This type of study assumes that local people would have spent the same amount of money in the region even without the event. The second type of the impact study is also taking into account additional income in the form of extra jobs and government tax returns. (Kaspar & Kaiser 2013, 101.)

Estimating a number of visitors bringing the "new" money to the host region is quite challenging, but necessary for calculating the economic impact of the event. Methods such as calculating the number of the tickets sold and seat availability were used to solve the number of visitors. These are insufficient because some visitors such as VIPs, media, athletes and their teams have a free access to the event facilities. Another reason why these methods are insufficient is that some visitors may attend on the event many times so they are distorting the results. Still, by using these methods it is possible to give a good estimation of how many visitors there were during the event. This does not show how many of them brought "new" money to the region. Therefore calculating the primary economic impact is difficult. The primary economic impact is generated by the event visitors. (Preuss etc. 2007, 8–9.)

Measuring the tourism related impacts, for example the primary economic impact, on the host region can become more complex when not only focusing on

spectators but on all event affected persons. All of the economic impact studies will include tourists' consumption in the overall economic impact. Including all the event affected persons in a study will give reliable results of the overall economic impact. Event affected persons also include those who will for example leave away from the region to avoid the event. (Preuss 2005, 283–287, 298.)

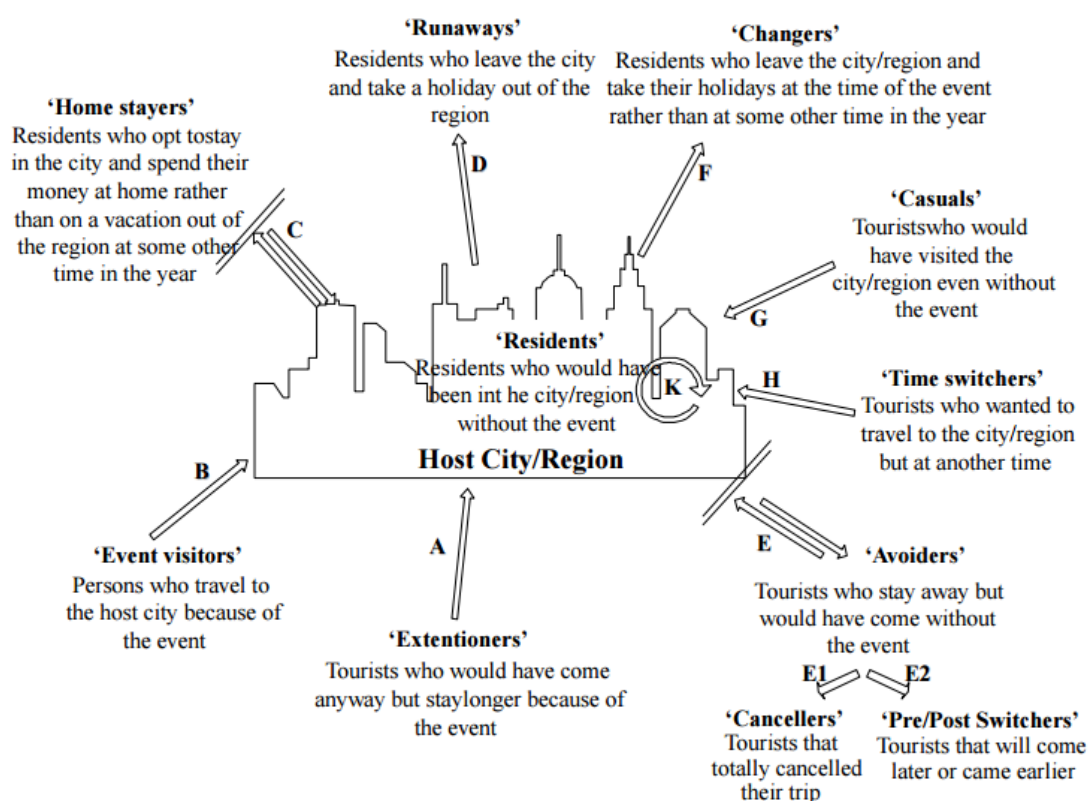


Figure 3. Movement of event affected persons during the event time (Preuss 2005, 288.)

Figure 3 summarizes the event affected persons during the event time. “Extentioners”, “event visitors” and “home stayers” create significant primary economic impact on the host region. They are spectators who are bringing “new” money to the region and affect positively to the regional economic impact. “Event visitors” and “extentioners” consumption is taken fully into account

when measuring the economic impact. (Preuss 2005, 287–289.) (Preuss 2011, 369–374.)

“Casuals” and “time switchers” are often not considered in economic impact studies. It is argued that they will bring the same amount of money at some point to the region with or without the event. (Preuss 2005, 287–289.) These persons’ spending should be calculated in the economic impact only if they will extend their stay in the region because of the event. (Crompton, Lee & Shuster 2001, 81.) It is still possible and likely that their expenditure increases because of the event so it is suggested to take these groups into account when measuring economic impact. (Preuss etc. 2007, 10.)

“Runaways” and “changers” are avoiders who carry money out of the region. Still “changers” will carry little money away because they would have done the trip anyway but in different time. “Runaways” are carrying more money out of the region, because without the event they would have spent it in the host region. (Preuss 2005, 287–289.)

“Runaways” and “avoiders” are both creating opportunity costs. The opportunity costs’ means the benefits what would have got from other investments (Crompton 2006, 75). “Avoiders” are not coming to the region because of the event even if they wanted to visit in the region. “Avoiders” can be divided into two groups which are “cancellers” and “pre/post switchers”. “Cancellers” will not come to the region at all, whereas “pre/post switchers” will come before or after the event. (Preuss 2005, 287–289.) “Changers” and “pre/post switchers” do not have to necessarily include in the economic impact studies, because they are only shifting the time of their consumption (Preuss 2011, 370).

Lost consumption of “cancellers” and “pre/post switchers” will be overcompensated by the consumption of the new tourists and MICE tourists. MICE means meetings, incentives, conventions and events/exhibitions. MICE tourists’ purpose is to “share updated information and ideas, to sell or buy new products, or to launch new products to reach a consensus on various challenges”. (Preuss etc. 2007, 9; Quinn 2013, 71.)

“Cancellers” and “runaways” are considered as crowded-out, because they are not coming to the event destination due to the event and its effects. They are reducing the economic impact of the event on the host region. Reasons for crowding-out can be increased prices, drunkenness, fan violence, hooliganism and congested public transportation. (Preuss 2011, 370–372.) The crowding-out effect should be taken into account when measuring economic impact, but it is difficult because there is not yet methodology available (Preuss 2011, 381).

Key principles of analyzing the economic impact are “exclusion of local residents, exclusion of “time-switchers” and “casuals”, use of income rather than sales output measures of economic impact, and correct interpretation of employment multipliers”. Visitors, who are residing outside the host region and whose primary visiting motive is to attend on the event, should be the only ones whose spending will be included in the economic impact calculations. Local visitors’ spending is more likely switched spending and it does not effect on the local economic impact, because without the event they would have probably spent the same amount of money to other goods or activities in the region. (Crompton etc. 2001, 80–81; Crompton 2006, 70.)

It is common that locals’ spending is still included in the economic impact studies. Without locals’ spending the numbers are so small that they are not politically useful. It is said that even if tourists spending will be more significant, still spending by locals is not insignificant to the local economy. In two cases it is acceptable to include local residents’ expenditure to the economic impact studies. The first is that there are evidences that local residents would have left from the region to the trip without the event. Local residents’ expenditure would have left from the region, but in this case it will stay in the host region. The second case is that the analysis is rather from the significance than from the economic impact. It will show the economic activity in the host region. (Crompton 2006, 70–72.)

## **Direct economic impact**

Direct impacts to the host region's economy are referring to event incomes, which are gained during the actual event period. Spectators of the event are directly spending money in the region which is affecting directly to the economy such local resident's wages and local businesses profits. (Preuss etc. 2007, 6; Masterman 2004, 229; Kaspar & Kaiser 2013, 97; Bladen etc. 2012, 252.)

A bottom-up approach measures the primary tourism impact by observing its actual origin. When measuring it have to conduct a research, which measures number of visitors, their accommodation and number of overnight stays, their motivation to visit at the event, and their individual consumption patterns. This approach cannot take in to account "cancellers", "pre/post switchers" or "run-aways". However it can be compensated with a statistical data about the foreign tourists' number of nights during a month. This approach is called a top-down approach. (Preuss 2011, 377.) The approaches are presented in figure 4.

Crowding-out effect makes the economic impact studies more difficult. It is easy to measure how much money the city will gain directly during the event, but when taking into account the persons whose consumption will reduce measuring is not as simple anymore. The crowded-out persons' consumption will reduce the total economic impact, because they are leaving the city or cancelling their travel to the city because of the event. (Preuss 2011, 368 – 370.) Crowded-out persons are also presented in the figure 4.

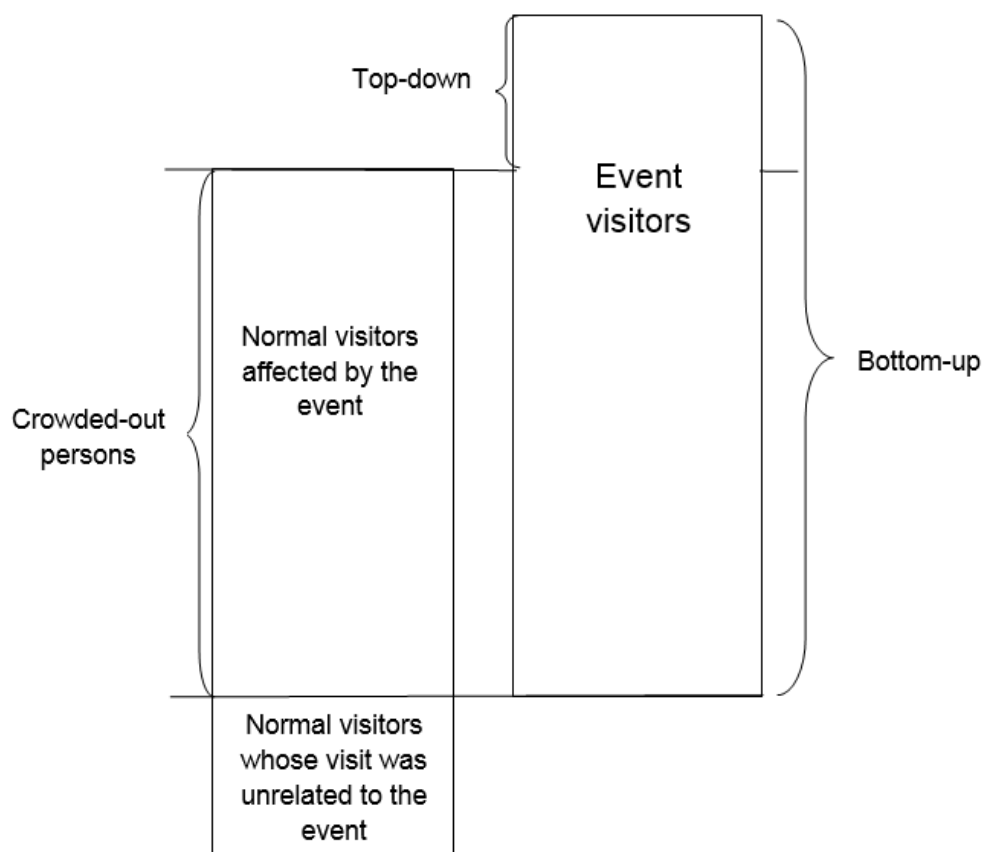


Figure 4. Scheme of persons affected by the event. (Adapted from Preuss 2011, 374.)

“Event visitors” and “extentioners” adds fully their consumption to the economic impact. “Casuals” did not come to the region because of the event, but they might still effect on the economic impact, because they are consuming goods with increased prices. “Time switchers” are increasing the demand, but they still not affect significantly to the economic impact, because they would have come to the city at another time without the event. Most likely these event affected persons will compensate the consumption loss of “cancellers” and “pre/post switchers”. (Preuss 2011, 374.)

### **Consumption**

Economic impact is forming from three different expenditure components. Organizational expenditure includes spending of the organizers in the host region. Competitor and delegation expenditure is consisting from spending of



the event participants and their support staff directly at the host region. Other visitors' expenditure includes spectators, officials and media representatives' spending in the host region. The competitor and delegation, and the other visitors expenditure can be also combined to one component called visitor expenditure. (Gratton etc. 2006, 49.)

Visitors' consumption varies depending on the nature of the sports event, spectator market, purpose of the trip, length of the stay, travel activities and socio-demographic characteristics. Visitors are not similar and there might be many differences between their consumption during the event. Still the spending is mainly higher during the longer events, because then visitors are more likely staying longer and they have to spend to the accommodation and food in the region. Often the visitors who are coming further had bigger consumption than the visitors who are coming near the host region. (Turco & Swart 2012, 448; Brown etc. 2010, 61.)

Sport spectators are mainly spending money on meals, entertainment, transportation, attractions and gifts during their stay in the host region (Brown etc. 2010, 61). Residents' consumption behavior during the sports event depends on where they are watching the matches. Spending can decrease temporarily if they are watching the matches from television at home. It can also increase if the residents are watching matches in the pubs or stadiums. Regional economic impact is difficult to assess because it is hard to separate spending of the local residents and visitors from outside the region. (Preuss 2011, 371–372.)

“Tourism expenditure is defined as the total consumption expenditures made by a visitor or on behalf of a visitor for and during his/her trip and stay at the destination.” Domestic tourism expenditure is taken into account when measuring the total tourism expenditure. Socio-demographic features like the age of the tourist and household income are effecting on tourism expenditure. Usually older tourists are spending more money than younger, and bigger income makes tourists also spend more money. (Brown etc. 2010, 60–61.)

According to the survey done by Finland's tourism expenditure can be said that tourist from further will spend more money in the destination than those which are coming from closer. The top spenders in Finland are tourist from China, Russia and India. (Tourism is one of the largest and fastest-growing economic sectors in the world 2015.) Study of the direct economic impact of Neste Oil Rally Finland 2013 presented that Finnish tourists spent totally more money in the region than foreign tourists. However in the event there were much more Finnish spectators (90–94 %) than foreign spectators (6–10 %). (Tiusanen 2014, 41–44.)

## **Focus of the study**

This study is focusing on a major sports events' economic impact. To gain the positive economic impact the key aspect is to plan and implement the event well. The study is estimating the direct economic impact on the host city. In this economic impact study a bottom-up approach is used. The study focuses on the event spectators' individual consumption patterns. The event spectators included in the economic impact study are "extentioners", "event visitors", "casuals" and "time-switchers" from the event affected persons. These spectators are foreign spectators which in this case mean Finnish spectators.

Consumption study focuses on event spectators' spending in the host city. The spectators are separated into foreign tourists and domestic tourists or local residents. Consumption differences are compared between the Finnish spectators (foreign tourists) and Polish spectators (domestic tourists and local residents). The differences will be compared also under the spectators' age groups to find out if the age has an effect on the consumption.

## 4 Methodology

### 4.1 Quantitative research

Sustainable methodology to study the economic impacts is quantitative economic impact research (Bladen etc. 2012, 374). The data is frequently collected via surveys from the event visitors who are in the area. The main point in the study is to find out who spent what and where. (Crompton 2006, 76; Masterman 2004, 229.)

#### Structure of quantitative research

“Quantitative research requires understanding of the phenomenon”. In a quantitative research the direction is “from theory to practice” which means deduction. Reading and understanding the theoretical framework is necessary in the beginning of the process. In this research type it is not easy to go back in the beginning to fix something of the research. This is why the planning has to be done carefully so that it is not necessary to start the whole process from the beginning. (Kananen 2011, 72–74.)

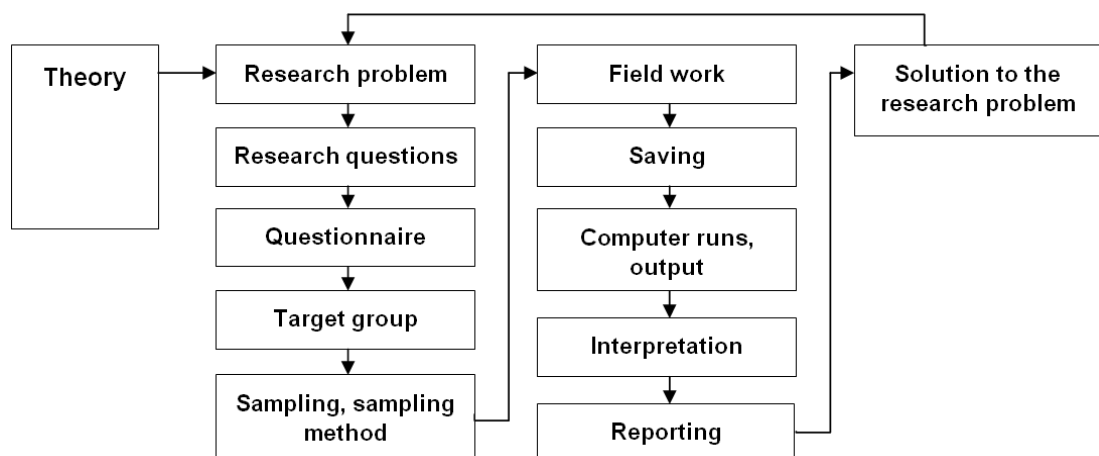


Figure 5. Quantitative research structure (Kananen 2011, 72.)

Figure 5 illustrates the structure of the quantitative research which represents also the structure of this thesis. This research process starts right from the same point than others: establishing the research problem. After defining the research problem have to determine research questions and collect data to solve a problem. Questionnaires are the most common data collection method in the quantitative research. Before collecting the actual data, it is suggested to test the questionnaire, because then it is still possible to fix it. (Kananen 2011, 72–73.)

The data is collected from the target group which consists from the individuals concerned by the phenomenon. Often target group is so large that it is not sensible to interview all individuals to the study. The target group is statistically called population. The group of population which is selected for the study is called sample. The sample should be selected well to ensure that it will represent the whole population. That is why selecting the correct sampling method is also important. (Kananen 2011, 72–73, 94.)

The sampling methods can be divided into non-probability sampling and probability sampling. The methods in non-probability sampling are judgement sampling, quota sampling and convenience sampling. These do not guarantee that results are always statistically correct. Simple random sampling, systematic random sampling, stratified sampling and cluster sampling are the methods of the probability sampling which are usually giving the most reliable results. (Kananen 2011, 95.)

The population of this research was the event spectators who were over 18 years old and did not work for the event. The data was collected by using the simple random sampling method. Data collectors were guided to choose every tenth person who is passing by and if this person is not willing to answer they should choose the next person who is passing the data collector.

After the research plans have been made it is time to the actual field work, collecting the data. When the data is collected it has to be saved so that the results can be interpreted in accordance with the statistical rules. The results should find the answer on the research problem in the reporting part. (Kanan-

en 2011, 73.) The research results in quantitative research are presented with tables. The most common table formats for representing the results are frequency distribution and cross tabulation. Frequency distribution shows answers distributed between the alternatives in a single question. Cross tabulation shows two variables which are compared. (Kananen 2011, 101–102.)

In this research the data was collected by questionnaires with structured and open-ended questions. The questionnaires were filled with the iPad or in a paper form. The data was saved in the Webropol -software, where it could also be analyzed. Presenting the results of this research is done with the frequency distribution and cross tabulation tables. In the cross tabulations it is easy to compare Polish and Finnish spectators and their age groups. In the results the average consumption per spectator is compared. Average consumption will make the results more reliable to compare, because then difference between the Polish and Finnish respondent number does not affect the results.

### **Implementation of the research**

The Sport Business School Finland started to plan this research at the end of January 2014. The data was collected during the event from 1<sup>st</sup> of September 2014 to 5<sup>th</sup> of September 2014 in Katowice and Gdansk. The data was collected by research group which consisted of five students, research assistant Osmo Laitila and research manager Risto Rasku.

The data collection mainly took place in the area of Spodek Arena in Katowice, and Ergo Arena in Gdansk where the matches were played. In Gdansk the data was also collected at the Fan Zone located near the city centre of Gdansk. The data was collected by questionnaires translated into three languages: English, Polish and Finnish.

The questionnaire had three parts. The first part dealt with the tourist impact with questions about accommodation, visiting times in a Fan zone and assumptions of how much money the interviewee will spend during the event on different products. There were also questions about the reasons why the in-

interviewee took part in this event and thoughts about visiting or recommending the host city as a holiday destination. The second part deals with the demographic data explaining the interviewee's background such as gender, age and incomes. The last part focused on questions related to a host city like travelling and activities in a city. Also the quality of the activities in a host city was asked and the most positive and negative issues of the host city. To see the actual questionnaire look appendix 1.

In the questionnaire the estimated sum of expenditure was given in zlotys. The sums were converted to euros in analyzing part. Convert has been done according the exchange rate in November 2015 (1 € = 4.2392 PLN). (Euro foreign exchange reference rates 2015.)

The original objective for sample size was 500, but only 207 respondents were reached. This goal was not achieved because reaching the respondents was challenging. There was no place near the arenas where spectators could spend time before or after the matches. Basically many came to the areas in a hurry and also left in a hurry so they did not want to respond to the survey. Only Polish and Finnish respondents are included in this study with 177 responses.

In the study the age groups have been combined according to the respondent numbers. It is taken into account that 18 and 29 year-old could have different consumption patterns. They are still considered in the same age group because only few of Finnish respondents were under 30 year-old. Especially under 20 year-old Finnish respondents were only couple. At the same time only few Polish respondents were over 50 and 60 year-old. These age groups are still separated, because of the Finnish respondents' huge number in these age groups.

## 4.2 Reliability and validity

In a quantitative research reliability means the consistency and repeatability of the results. Validity means that research has been studied and measured the right issues. (Kananen 2011, 125.) It is important to observe these issues from the beginning of the research process. Validity focuses more on the planning stage of the research and methods used in the study. Reliability focuses on the results and conclusions. Observing of reliability demands precise documentation of the whole research process. (Kananen 2013, 115–116.)

### Reliability

Reliability has two sub-concepts which are stability and consistency of the research. “Stability means that the measure remains stable over the time”. Consistency means that the research measures the same issue than it was supposed to. Ensuring the reliability of the study could be done by repeating the measurement, but due to the large number of individuals it is often difficult and expensive. Phenomenon can also change which means that reliability of the research is not necessarily guaranteed even if the new measurement is done. Behavior of the population can change even in a short period of time. Survey itself can also change respondents’ behavior, because after the interview they might pay more attention to the issues mentioned in the survey. (Kananen 2011, 126.)

New measuring of this survey is impossible, because the phenomenon was a one-time event. Anyway, the same economic impact research structure has been used in other major sports events like in the UEFA European Championship 2012, and the Neste Oil Rally Finland 2013. Measures are not the same, but it proves that the measures of this study are comparable. These studies also provided reliable results, which supports the reliability of this study as well.

## Validity

Validity consists of two sub-groups which are internal and external validity. Internal validity focuses on how well the study was conducted. It is hard to evaluate, but properly documenting of the research project improves and helps evaluating the validity of the study. External validity refers to finding's generalization to the population, which means that in similar situations the results are valid. It is only relevant in studies which are done with the sample of the population. (Kananen 2011, 125–128.)

Validity is divided also into content validity, theoretical validity and criterion validity. Content validity means that “the measuring that is used measures what it is supposed to measure”. It reflects to the measurement's accuracy. Theoretical validity refers to the theoretical background and how well study's concepts are related to the theory. Criterion validity refers to the other studies of the same subject. If other researcher's results are similar they can support your results and referring to them is possible. (Kananen 2011, 127–128.)

Internal validity of this study has been noticed from the beginning of the research project. The whole research project was planned, implemented and reported carefully. The data collectors were guided to collect the data from the right population and without an effect on the responses. The Sport Business School Finland has made similar economic impact studies before in other sports events and they conducted this study as well. Theoretical background of this thesis supports the findings of the research which are presented.

Population in the beginning of the research project was spectators from all around the world in Katowice and Gdansk. This thesis focuses only to Polish and Finnish spectators because not enough respondents from other countries were reached. The results of this study cannot be generalized to the total population of spectators, but the samples of both the Finnish and Polish respondents give a valid and reliable view of these two groups studied.



## 5 Results

### 5.1 Event consumption

Study of the consumption in the FIVB Men's Volleyball World Championship Poland 2014 was accumulated from the Polish and Finnish respondents estimated consumption on food and beverages, tickets, transportation, accommodation, volleyball souvenirs, shopping and other activities. The study reached 177 respondents, of which 58 % were Finnish and 42 % Polish. As for the Polish respondents 76 % were interviewed in Katowice and 24 % in Gdansk. The numbers of respondents are presented in table 1.

Table 1. Economic impact survey's respondent numbers

Number of respondents	Polish	Finnish	Total
Katowice	56	103	159
Gdansk	18	-	18
<b>Total</b>	<b>74</b>	<b>103</b>	<b>177</b>

Almost half of the Finnish respondents were 50-59 year-old. The second biggest group was 60 year-old or over, and the third biggest 40-49 year-old. According to this sample Finnish respondents at the FIVB Men's Volleyball World Championship Poland 2014 were mainly over 40 years old. These age groups covered 83 % of the Finnish respondents. Polish respondents were significantly younger than Finns. Over half of the Polish respondents were under 30 year-old. Only 5 % of the respondents were over 50 year-old. Respondents' age group distribution is presented in table 2.

Table 2. Respondents' age group distribution.

Age groups	Under 30	30–39	40–49	50–59	60 and over
Finnish	10 %	7 %	17 %	46 %	21 %
Polish	55 %	18 %	21 %	4 %	1 %

### Average consumption

Polish and Finnish respondent's average expenditure is presented in table 3. The results differed much between the respondents. A Finnish respondent spent more money in all sectors. The biggest difference compared to a Polish respondent was on accommodation expenditures. Totally a Polish respondent spent money 15 % of that amount what a Finnish respondent consumed.

In an average a Finnish respondent spent over 13 times more money on accommodation than a Polish respondent. A Finnish respondents spending on accommodation had also the highest average of a respondent's total average consumption (34 %). A Finnish respondent also consumed much more money on food and beverages, shopping and other activities than a Polish respondent.

When examining a Polish respondent's spending purposes the money spent on the match tickets had the highest average. Still the amount is only 55 % of a Finnish respondent's consumption on the match tickets. The second biggest consumption made by a Polish respondent was on the accommodation and the third biggest was on the food and beverages.

The smallest gaps between the Polish and Finnish spectators' average consumption were on the transportation and volleyball souvenirs. A Finnish respondent spent the least on these purposes when comparing to its other spending purposes. A Polish respondent's consumption on these purposes was not the least but also not the highest when comparing to its other spending purposes.

Table 3. Average consumption per respondent

Spending purpose	Polish	Finnish
Food / beverages	20 €	118 €
Tickets (stadium)	51 €	92 €
Transportation (to the stadium, fan zone)	12 €	46 €
Accommodation	22 €	295 €
Volleyball souvenirs	14 €	51 €
Shopping	8 €	168 €
Other (entertainment, sightseeings etc.)	3 €	86 €
<b>Total</b>	<b>130 €</b>	<b>856 €</b>

Table 4 summarizes a Polish respondent's average consumption divided by age groups. The results showed that a 50–59 year-old respondent spent much more money than respondents from other age groups. The respondent of this age group consumed most on the tickets which covered 54 % of the age group's total average consumption. Other significant factor in their consumption was spending on the food and beverages. It was much higher than the other age groups' spending on the same purpose. Even if a 50–59 year-old consumed the most of the age groups, it did not consume at all on the shopping and other activities.

When examining the age group of 40–49 year-old, the money spent on the accommodation had the highest average. Spending on accommodation was also the age group's biggest consumption purpose by covering 33 % of age group's total average consumption. The second biggest spending purpose of the age group was ticket consumption.

The respondents of the age group 30–39 year-old had the highest average of their spending on the volleyball souvenirs and match tickets. Under 30 year-old had the highest average of their spending on the match tickets and ac-

commodation. Information of the 60 year-old or over was low, but the same amount of money was spent on the match tickets with under 30 year-old. A Polish respondent in an average did not consume much on the other activities and the result did not depend on the age.

Table 4. Polish respondent's average consumption between the age groups

<b>Spending purpose</b>	<b>Under 30</b>	<b>30–39</b>	<b>40–49</b>	<b>50–59</b>	<b>60 and over</b>
Food / beverages	16 €	21 €	25 €	118 €	-
Tickets (stadium)	24 €	23 €	68 €	354 €	24 €
Transportation (to the stadium, fan zone)	7 €	7 €	32 €	94 €	0 €
Accommodation	21 €	5 €	79 €	47 €	0 €
Volleyball souvenirs	8 €	27 €	10 €	47 €	-
Shopping	8 €	1 €	20 €	-	-
Other (entertainment, sightseeings etc.)	4 €	0 €	7 €	-	-
<b>Total</b>	<b>88 €</b>	<b>84 €</b>	<b>241 €</b>	<b>660 €</b>	<b>24 €</b>

In an average a 50–59 year-old Finnish respondent consumed the most money from all during the event. The cap for a same age Polish respondent was not even significant compared to the other age groups. However a 50–59 year-old's consumption cap for the 40–49 year-old and 60 year-old or over Finnish respondents was really small. The biggest consumption was made on the accommodation purpose in all age groups.

When estimating the Finnish respondents, under 30 year-old in an average consumed the least during the event. Compared to the other age groups, under 30 year-old spent most money on the other activities. From the total average spending of the age group, the other activities were the second biggest consumption purpose. Consumption made on the volleyball souvenirs rose

with the age. The ticket spending was quite similar with all age groups. The Finnish respondents' consumption divided by age groups is presented in table 5.

Table 5. Finnish respondent's average consumption between the age groups

<b>Spending purpose</b>	<b>Under 30</b>	<b>30–39</b>	<b>40–49</b>	<b>50–59</b>	<b>60 and over</b>
Food / beverages	85 €	99 €	119 €	132 €	104 €
Tickets (stadium)	92 €	87 €	101 €	93 €	94 €
Transportation (to the stadium, fan zone)	39 €	81 €	34 €	37 €	62 €
Accommodation	137 €	295 €	281 €	285 €	398 €
Volleyball souvenirs	20 €	23 €	44 €	58 €	67 €
Shopping	87 €	111 €	225 €	195 €	96 €
Other (entertainment, sightseeings etc.)	118 €	28 €	82 €	106 €	71 €
<b>Total</b>	<b>578 €</b>	<b>724 €</b>	<b>886 €</b>	<b>906 €</b>	<b>892 €</b>

A 50–59 year-old Finnish respondent consumed less on the tickets and transportation than the same age old Polish respondent. Food and beverage consumption was quite similar, but a Finnish respondent consumed slightly more. The transportation spending was quite similar also between the 40–49 year-old respondents from both countries. In other age groups a Finnish respondent consumed notably more than a Polish respondent.

### **Polish respondents' consumption in different host cities**

Average spending of a Polish respondent in different cities is presented in table 6. Mainly a respondent spent more money in Katowice than in Gdansk, but the food and beverages consumption was the exception. Totally a respondent in Gdansk consumed 48 % of the amount what a respondent consumed in Katowice.

The biggest difference between the Polish respondent's consumption in different cities was on the ticket spending. In Katowice a respondent spent almost three times more money on the tickets than in Gdansk. In Gdansk a respondent consumed 44 % more money on the food and beverages than a respondent in Katowice. The smallest difference was on the other activity spending. Respondents' from both host cities were not consuming much on the other activities and it had the lowest average in both cities.

Table 6. Average consumption per Polish respondent in different host cities

Spending purpose	Katowice	Gdansk
Food / beverages	18 €	26 €
Tickets (stadium)	62 €	21 €
Transportation (to the stadium, fan zone)	15 €	5 €
Accommodation	33 €	10 €
Volleyball souvenirs	18 €	10 €
Shopping	12 €	5 €
Other (entertainment, sightseeings etc.)	5 €	2 €
<b>Total</b>	<b>163 €</b>	<b>79 €</b>

In Katowice 53 % of the respondents were under 30 year-old. The second biggest age group was 40–49 year-old covering 22 % of the respondents in Katowice. 16 % of the respondents were 30–39 year-old. Only 6 % was 50–59 year-old and 2 % was 60 year-old or over.

The average consumption in Katowice divided by the age groups is presented in table 7. The biggest consumption was made by a 50–59 year-old in Katowice. Age group's biggest consumption was made on the tickets which was in an own level within the Polish respondents consumption. The same result was seen in the table 4, because all of the 50–59 year-old were interviewed in Katowice. 60 year-old or over were also interviewed only in Katowice, so the numbers are the same than in the table 4.

The respondents of the age group under 30 year-old had the highest average consumption on the match tickets (29 %) and accommodation (26 %). Otherwise the age group's consumption was quite constant in all spending purposes. Compared to the other age groups, under 30 year-old spent the least on the food and beverages.

When observing a 30–39 year-old's spending the highest average consumption was made on the volleyball souvenirs (35 %) and match tickets (35 %). The age group's total average consumption was slightly bigger than under 30 year-old, even if no consumption was made on the shopping and other activity purposes. A 30–39 year-old also spent less on the accommodation than under 30 years old.

Mainly a 40–49 year-old respondent spent more than younger respondent in all spending purposes, but the volleyball souvenirs were the exception. The biggest consumption differences were on the transportation and accommodation expenses. The respondents of the age group 40–49 year-old spent the highest average of their spending on the accommodation which was covering 35 % of the age group's total average consumption. The age group's second biggest consumption was made on the match tickets (29 %).

Table 7. Average consumption in Katowice between the age groups

Spending purpose	Under 30	30–39	40–49	50–59	60 and over
Food / beverages	11 €	19 €	20 €	118 €	-
Tickets (stadium)	31 €	46 €	65 €	354 €	24 €
Transportation (to the stadium, fan zone)	8 €	9 €	32 €	94 €	0 €
Accommodation	28 €	12 €	79 €	47 €	0 €
Volleyball souvenirs	12 €	47 €	4 €	47 €	-
Shopping	11 €	0 €	20 €	-	-
Other (entertainment, sightseeings etc.)	6 €	0 €	7 €	-	-
<b>Total</b>	107 €	133 €	227 €	660 €	24 €

In Gdansk all respondents were under 50 year-old. The biggest age group was under 30 year-old covering 61 % of the total respondent amount in Gdansk. The second biggest age group in Gdansk was 30–39 year-old with 22 % of respondents and the third was 40–49 year-old with 17 % of respondents.

In Gdansk the match ticket spending decreased in all other age groups except in 40–49 year-old compared to Katowice. Respondents of the age group 40–49 year-old consumed more on the match ticket than the same age respondent in Katowice. This age group's respondent in Gdansk spent more in all spending purposes compared to respondent in Katowice. This age group also had the highest total average consumption in Gdansk, even if consumption was only made on the food and beverages, match tickets and volleyball souvenirs.

Under 30 year-old had the highest average of their spending on the food and beverages (37 %), and accommodation (21 %). Compared to a same age old respondent in Katowice, a respondent in Gdansk spent less in all other purposes except on the food and beverages.

In Gdansk a 30–39 year-old spent totally less than under 30 year-old, which is differing from the results in Katowice. Still a 30–39 year-old's consumption on the food and beverages were a little bit bigger and notably bigger on volleyball souvenirs. Even if a 30–39 year-old spent 40 % of the consumption on the volleyball souvenirs, the respondents in this age group did not spent at all on the match tickets. Half of the age group's total average consumption was made on the food and beverages. The consumption results in Gdansk are presented in table 8.



Table 8. Average consumption in Gdansk between the age groups

Spending purpose	Under 30	30–39	40–49	50–59	60 and over
Food / beverages	23 €	24 €	41 €	-	-
Tickets (stadium)	7 €	0 €	77 €	-	-
Transportation (to the stadium, fan zone)	5 €	4 €	-	-	-
Accommodation	13 €	0 €	-	-	-
Volleyball souvenirs	5 €	19 €	24 €	-	-
Shopping	7 €	1 €	-	-	-
Other (entertainment, sightseeings etc.)	3 €	0 €	-	-	-
<b>Total</b>	<b>63 €</b>	<b>48 €</b>	<b>142 €</b>	<b>-</b>	<b>-</b>

## 5.2 Direct economic impact

Total number of Finnish spectators in Katowice was approximately 3000 spectators (Poznar 2014). Number of Finnish respondents in this survey was 103. From them 81 % scheduled their vacation in order to attend to the event.

Scheduling of the travel in order to attend the event had only little differences between the age groups. 90 % of the 50–59 year-old respondents scheduled their vacation in order to attend to the event and 86 % of the 30–39 year-olds. 60 year-old or over had the smallest percentage (67 %) to schedule the vacation in order to attend the event.

In an average Finnish respondent spent eight nights in Katowice. Differences between the age groups in the number of nights spent in the host city were not significant. All of them spent seven to eight nights in Katowice.

### Average direct economic impact per respondent

In an average Finnish respondent's direct economic impact was 713 € on the host city. The average direct economic impact in different spending purposes per respondent is presented in table 9. The results were similar with the consumption study. A Finnish respondent's spending on accommodation had the highest average economic impact to Katowice. It covered 41 % of the total respondent's economic impact. The second biggest impact was made by shopping (24 %), and the third biggest impact was made by the food and beverages (17 %) consumption. The transportation had the smallest impact on the city made by a Finnish respondent. It covered 6 % of a respondent's average direct economic impact. The second smallest impact came from other activities which covered 12 % of a respondent's average direct economic impact.

Table 9. Average direct economic impact per respondent

Spending purpose	Finnish
Food / beverages	118 €
Transportation (to the stadium, fan zone)	46 €
Accommodation	295 €
Shopping	168 €
Other (entertainment, sightseeings etc.)	86 €
<b>Total</b>	<b>713 €</b>

In average the biggest economic impact was made by a 50–59 year-old respondent. The difference for a 40–49 year-old and 60 year-old or over was little. The results showed that 40 year-old or over affected the most to the direct economic impact on the host city. These age groups accumulated bigger direct economic impacts than an average Finnish respondent.

Differences between the age groups were found when also the younger respondents were examined. A 30–39 year-old respondent accumulated already over 100 euros less of the direct economic impact than a 40 year-old or over. Under 30 year-old accumulated almost 200 euros smaller impact than a 40 year-old or over. A respondent's average economic impact divided by the age groups is presented in table 10.

Table 10 also showed that under 30 year-old accumulated the biggest economic impact on the other activities compared to the other age groups. The respondents of the age group 40–49 year-old accumulated the highest average economic impact on shopping. Over 60 and 60 year-old accumulated the highest average economic impact on the accommodation sector and this was at the same time the highest average direct economic impact of the study. The highest average economic impact in the sector of transportation was made by a 30–39 year-old. The food and beverages consumption made by a 50–59 year-old affected the most to the direct economic impact in that sector. All age groups had the highest averages of their economic impacts on the accommodation purpose.

Table 10. Average direct economic impact between the age groups

<b>Spending purpose</b>	<b>Under 30</b>	<b>30–39</b>	<b>40–49</b>	<b>50–59</b>	<b>60 and over</b>
Food / beverages	85 €	99 €	119 €	132 €	104 €
Transportation (to the stadium, fan zone)	39 €	81 €	34 €	37 €	62 €
Accommodation	137 €	295 €	281 €	285 €	398 €
Shopping	87 €	111 €	225 €	195 €	96 €
Other (entertainment, sightseeings etc.)	118 €	28 €	82 €	106 €	71 €
<b>Total</b>	<b>466 €</b>	<b>614 €</b>	<b>741 €</b>	<b>755 €</b>	<b>731 €</b>

## Direct economic impact

In this study the number of Finnish spectators in Katowice was estimated to be 3000 spectators. Estimation is based on the article of Poznar (2014). When estimating the direct economic impact of FIVB Men's Volleyball World Championship these 3000 spectators are examined. The Finnish spectators' direct economic impact to Katowice was estimated to be 2,139 million euros. From that amount the accommodation consumption covered 41 %, which was the biggest source of the Finnish spectators' economic impact to Katowice.

The Finnish spectators' second biggest economic impact to Katowice was spectators' spending on the shopping which covered 24 % of their impact. Their third biggest economic impact came from the food and beverages consumption with 17 % of the Finnish spectators' direct economic impact. The effect of the transportation and other activities on Katowice was not insignificant even if those had the smallest expenditures. The other activities covered 12 % and transportation 6 % of the Finnish spectators' direct economic impact. The Finnish spectators' direct economic impact to Katowice is presented in table 11.

Table 11. Finnish spectators' direct economic impact to Katowice

Spending purpose	Finnish
Food / beverages	354.000 €
Transportation (to the stadium, fan zone)	138.000 €
Accommodation	885.000 €
Shopping	504.000 €
Other (entertainment, sightseeings etc.)	258.000 €
<b>Total</b>	<b>2.139.000 €</b>

## 6 Conclusion

A clear result of this study was that the Polish and Finnish spectators had differences between their consumption during the event. The overall average consumption of Finnish spectators was clearly more in all categories measured. As several previous studies had shown, the visiting Finnish spectators consumed mostly on the accommodation and shopping, and the averages were much higher than the Polish spectators' main consumption purposes.

The Polish spectators consumed mainly on the tickets, food and beverages. The spectators of the age group 40–49 year-old spent more money on the accommodation purpose than the Polish spectators from other age groups. This could be understood that they were mainly the domestic tourists who stayed longest at the host city. Still the spending on the accommodation was far less than the spending of the Finnish spectators.

In terms of age affecting consumption both groups had something in common. The biggest consumption was usually made in the both nationalities by the spectators who were 40 year-old or over.

The Polish spectators had significant differences between their consumption in the different cities. The difference between the Polish spectators' consumption in Katowice and Gdansk could be explained by the fact that Polish national team played in Katowice. This might at least effect on the match ticket consumption which varied a lot between the host cities. In addition the accommodation spending could be explained by this, because more likely the Polish domestic tourists, who were attracted by the event, travelled to Katowice to see the national team playing.

The estimated direct economic impact caused by the Finnish spectators in Katowice was 2,139 M €, which is significant by itself. This figure is due to average spending of approximately 3000 Finnish visiting spectators. Naturally

the direct economic impact cannot be generalized for the whole event only by the consumption of Finns, because spectators' consumption patterns can be different amongst different nationalities. However, this figure is sufficient when estimating the impact of one particular nationality and its fans.

### **Direct economic impact of the event**

The huge difference between the Polish and Finnish spectators consumption shows well how much more money the foreign sports tourists spent in the destination than the local residents or domestic tourists. The results are similar to the Visit Finland's study (2015), which points out that the long distance tourist will spend more money in the destination. In addition the results are in line with Crompton (2006) who says that tourists' spending is usually more significant than residents.

Direct economic impact study focused on event affected persons estimated consumption patterns which was the key point in a bottom-up approach (Preuss 2011, 377). Consumption in this study followed the same line than Brown and others (2010, 60–61) said that it depends of the age of spectator and usually older were consuming more than younger.

The event affected persons included in this study were extentioners, event visitors, casuals and time switchers. Adapted from the Preuss (2005, 288) definitions of event affected persons the Finnish fans were extentioners and event visitors who came to the city in order to attend the event. Casuals were Finnish tourists who would have been in the city even without the event, but also attended to the event. Time switchers were Finnish tourists who already wanted to travel to the city but changed the time because of the event. Event affected persons of the FIVB Men's Volleyball World Championship Poland 2014 are shown in figure 6.

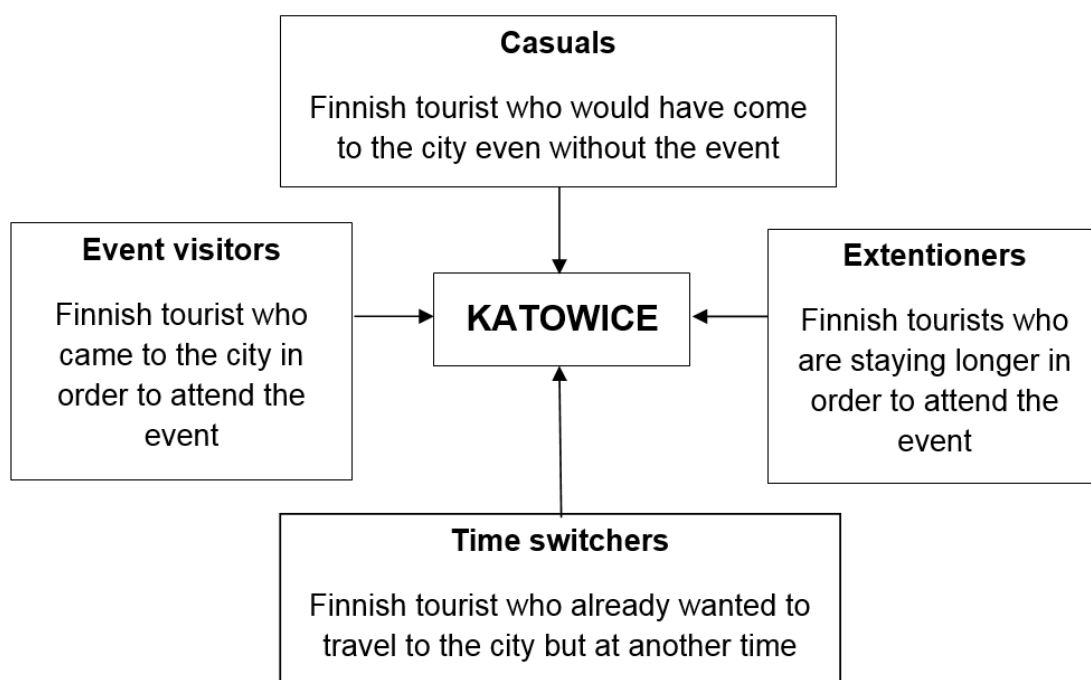


Figure 6. Event affected persons of the FIVB Men’s Volleyball World Championship Poland 2014. (Adapted from Preuss 2005, 288.)

Crowded-out persons (“cancellers” and “runaways”) were not included because there was no information how many tourists canceled their trip to Katowice, because of the event and statistical data was not available. “Residents”, “home stayers” and “changers” were not included in this study because study only focuses on the Finnish spectators who were tourists in the city. According to Preuss (2011) including “pre/post switchers” were not necessary because they will come to the city at some other time and spend their money then. There was also no information about how many did switch the time of their visit because of the event so they were not included in this study.

### **Critical aspects of the study**

This study’s implementation had challenges, because reaching the spectators was difficult and the sample remained smaller than the original aim was. The areas around the arena, especially in Gdansk, were not very suitable for this kind of data collection, as there were very few attractions for spectators to stay before and after the match and very few places to conduct research inter-

views. However, this study reached sufficient number of spectators to indicate the direct economic impact of the Finnish spectators to Katowice. The study also showed well how significant role sport tourists have to the overall consumption during the event.

The age group distribution had also its weaknesses. The Finnish and Polish spectators' age distribution differed a lot and that is why in some groups the Polish spectators' results are not necessarily as reliable as in others. These groups are 50-59 year-old, and 60 year-old or over. The distribution was made in purpose, because in these age groups the consumption of Finnish spectators was remarkable and it was important to compare the consumption of these age groups.

According to Crompton (2006, 70) "time switchers" and "casuals" should not be included into the economic impact study. In this study they are still included because there was no information available, which spectators did change their visiting time because of the event. "Casuals" could have been separated and the sample would have been smaller, but the averages would not have been much different. They also attended the event because the interviews were made in the event area.

In the questionnaire spectators were requested to fill the estimated consumption during the event with local currency zloty. Some Finnish tourists had difficulties to convert their estimation of spending into the local currency, because some of them purchased the tickets already in Finland and paid those with euros. For Polish spectators it was easy to answer with the local currency, but maybe it was not the best option for the Finnish spectators. This might have a minor effect on the validity of the study, if some Finnish spectators' consumption has been incorrectly converted to zlotys or has not been converted at all.

The study cannot be conducted again to prove the reliability of the results, because it was a one-time event. However, these results are in line with the other sports event's economic impact studies, which give reliability also to this study. The questionnaire was also used before in other reliable economic im-



pact studies, which points that the questionnaire was measuring what it was supposed to measure.

### **Future research**

Economic impacts of different sports events have been studied couple times earlier by the Sport Business School Finland. These studies have not been conducted in other volleyball events. In the future the volleyball events should be studied more to achieve more comprehensive picture of the direct economic impacts gained by hosting a major volleyball event.

Finnish volleyball spectators' consumption should be studied in the CEO Men's Volleyball European Championship 2019 if the tournament will be hosted by Finland. Results from the European Championship study could be combined with this study. It could show if the Finnish volleyball spectators' consumption differ much depending on the host country and especially what is the difference when the Finnish spectators are both domestic tourists and residents of the host city. Furthermore it would be meaningful to study the economic impact of the event in Finland and the host cities there.

It would be also interesting to compare spectators' consumption in different sports events. In order to continue the example of this study, it would mean comparing the Finnish spectators' consumption participating different events. For example the consumption patterns between the volleyball spectators, rally spectators, ice hockey spectators etc. could be compared. The study could be done internationally or nationally.

In general sports event studies could be extended to the other impacts which host city of the sports event gains. In the Olympic Games these studies had already made, but in the smaller scale events other impacts than economic have not got much attention yet. Especially studying legacies of the sports event would be meaningful and give valuable information for the future sports event organizers, who are focusing on the legacy planning of an event.

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# Appendices

## Appendix 1. FIVB Volleyball World Championship 2014 Spectator Questionnaire



FIVB Volleyball World Championships 2014  
Spectator Questionnaire  
- KATOWICE / GDANSK -

### TOURISTIC IMPACT

1. Where are you from?

- |  |                                 |                                 |
|--|---------------------------------|---------------------------------|
| <input type="radio"/> Argentina                  | <input type="radio"/> Australia | <input type="radio"/> Belgium   |
| <input type="radio"/> Brazil                     | <input type="radio"/> Bulgaria  | <input type="radio"/> Cameroon  |
| <input type="radio"/> Canada                     | <input type="radio"/> China     | <input type="radio"/> Cuba      |
| <input type="radio"/> Egypt                      | <input type="radio"/> Finland   | <input type="radio"/> France    |
| <input type="radio"/> Germany                    | <input type="radio"/> Iran      | <input type="radio"/> Italy     |
| <input type="radio"/> Korea                      | <input type="radio"/> Mexico    | <input type="radio"/> Poland    |
| <input type="radio"/> Puerto Rico                | <input type="radio"/> Russia    | <input type="radio"/> Serbia    |
| <input type="radio"/> Tunisia                    | <input type="radio"/> USA       | <input type="radio"/> Venezuela |
| <input type="radio"/> Other country, what? _____ |                                 |                                 |

2a. If you are living in Katowice, are you hosting any relatives or friends in your home during the FIVB 2014 World Championships?

**THIS QUESTION IS ONLY FOR KATOWICE / GDANSK RESIDENTS!**

- No  
 Yes

2b. If yes, how many persons and nights?

**THIS QUESTION IS ONLY FOR KATOWICE / GDANSK RESIDENTS!**

Person(s) \_\_\_\_\_

Night(s) \_\_\_\_\_

**3a. For Polish only:** Did you skip your vacation (trip) outside Poland in order to attend the FIVB 2014 World Championships?

- No  
 Yes

**3b. For non-Polish only:** Did you schedule your vacation in order to attend the FIVB 2014 World Championships?

THIS QUESTION IS ONLY FOR RESIDENTS OUTSIDE POLAND!

- No  
 Yes

**4a.** How many nights in total will you stay away from home in Poland during the FIVB 2014 World Championships?

The maximum amount of nights is 20.

\_\_\_\_\_ night(s) in total

**4b. If one or more nights**, where and how long will you stay in Poland during the FIVB 2014 World Championships?

- |  |                              |
|--|------------------------------|
| <input type="checkbox"/> Bydgoszcz           | _____ nights in Bydgoszcz    |
| <input type="checkbox"/> Gdańsk              | _____ nights in Gdańsk       |
| <input type="checkbox"/> Katowice            | _____ nights in Katowice     |
| <input type="checkbox"/> Kraków              | _____ nights in Kraków       |
| <input type="checkbox"/> Łódź                | _____ nights in Łódź         |
| <input type="checkbox"/> Warsaw              | _____ nights in Warsaw       |
| <input type="checkbox"/> Wrocław             | _____ nights in Wrocław      |
| <input type="checkbox"/> Other, which? _____ | _____ nights in other cities |

**4c. Please describe your lodging accommodations in Poland during the FIVB 2014 World Championships.**

- Hotel  
 Apartment / flat  
 Camping  
 Pension / bed & breakfast  
 Private residence  
 Other, what? \_\_\_\_\_

**5. How many visitors are there in your immediate travel group?**

Please report the total amount of visitors including yourself!

\_\_\_\_\_ visitors

**6. Where and how many times are you going to visit a Fan Zone / public viewing zone in Poland during FIVB 2014 World Championships?**

- Bydgoszcz \_\_\_\_\_ times in Bydgoszcz (quantity)
- Gdańsk \_\_\_\_\_ times in Gdańsk (quantity)
- Katowice \_\_\_\_\_ times in Katowice (quantity)
- Kraków \_\_\_\_\_ times in Kraków (quantity)
- Łódź \_\_\_\_\_ times in Łódź (quantity)
- Warsaw \_\_\_\_\_ times in Warsaw (quantity)
- Wrocław \_\_\_\_\_ times in Wrocław (quantity)
- Others in Poland \_\_\_\_\_ times in other Polish cities (quantity)

**7. Approximately how much money will you spend in Katowice / Gdansk during the entire FIVB 2014 World Championships?**

Please use: "0" = no expenditure or "x" = I do not know. Please indicate the expenditure in Złoty (PLN)!

Food / beverages \_\_\_\_\_ PLN

Tickets (stadium) \_\_\_\_\_ PLN

Transportation (to the stadium, fan zone) \_\_\_\_\_ PLN

Accommodation \_\_\_\_\_ PLN

Volleyball souvenirs \_\_\_\_\_ PLN

Shopping \_\_\_\_\_ PLN

Other (entertainment, sightseeings etc.) \_\_\_\_\_ PLN

**8. Please answer "yes" or "no" to the following statements (tick each row).**

- |   | Yes                      | No                       |
|---|--------------------------|--------------------------|
| I have a relative or a close friend competing in the FIVB 2014 World Championships. | <input type="checkbox"/> | <input type="checkbox"/> |
| I extended my vacation in order to see the FIVB 2014 World Championships event.     | <input type="checkbox"/> | <input type="checkbox"/> |
| I attended Men's Volleyball European Championships in 2013.                         | <input type="checkbox"/> | <input type="checkbox"/> |
| I attended the FIVB 2010 World Championships in Italy                               | <input type="checkbox"/> | <input type="checkbox"/> |

**9a. Please respond to the following questions (tick each row).**

- |   | No                    | Unlikely              | I don't know          | Likely                | Yes                   |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Do you intend to visit Katowice / Gdansk again in the next 12 months?     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Would you recommend Katowice / Gdansk as a holiday destination to others? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

**9b. In case you chose the alternative "Yes" or "No" in question 9a, please comment below.**

- If Yes, why? \_\_\_\_\_
- If No, why? \_\_\_\_\_

**10. Which statement describes most correctly your interest in volleyball as a spectator?**

- I am a passionate fan of volleyball, and always try to attend the matches or watch them on TV.
- I am interested in volleyball and watch it when I can.
- I am not particularly interested in volleyball, but might enjoy seeing a match live somewhere.
- I am not interested in volleyball but sometimes attend or watch it because my family or friends are interested.



**DEMOGRAPHIC DATA****11. Highest level of education completed.**

- Basic School  
 High School  
 School diploma / University entrance diploma  
 Studies in University or University of applied sciences  
 Postgraduate in University or Business School or similar

**12. Gender?**

- Male  
 Female

**13. How old are you?**

\_\_\_\_\_ years

**14. Your monthly net income?**

Net income = income after the deduction of taxes and social security. Please indicate in Euros.

- < 500 €  
 500 - 999 €  
 1000 - 1499 €  
 1500 - 2249 €  
 2250 - 2999 €  
 3000 - 4499 €  
 > 4500 €

**HOST CITY RELATED QUESTIONS****15. Travelling to Katowice / Gdansk?**

- By plane  
 By car  
 By train  
 By ship  
 Other, what? \_\_\_\_\_

**16. Your opinion about...?**

SCALE: 1 = POOR... 5 = EXCELLENT

	1	2	3	4	5	Don't know
Katowice / Gdansk airport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Roads to Katowice / Gdansk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Katowice / Gdansk railway station	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**17. Means of transportation in Katowice / Gdansk ?**

Please report the quantity of one way trips you make during the FIVB 2014 World Championships in Katowice.

Car / motorcycle \_\_\_\_\_  
 Taxi \_\_\_\_\_  
 Public busses \_\_\_\_\_  
 Tram \_\_\_\_\_  
 Bicycle \_\_\_\_\_



21. The most positive things in Katowice / Gdansk?

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22. The most negative things in Katowice / Gdansk?

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23. Would you recommend visiting Katowice / Gdansk to your friends?

1 2 3 4 5  
Not at all      Yes, definitely