

SPORTS EVENT IMPACT RESEARCH PROCESS

-

Best Practices and Challenges According to
Experienced Researchers

Jarkko Pitkänen
Johanna Siikaluoma

Bachelor's Thesis
April 2011

Degree Programme in Business Administration
Business and Services Management



JYVÄSKYLÄN AMMATTIKORKEAKOULU
JAMK UNIVERSITY OF APPLIED SCIENCES

| | | |
|---|--|---|
| Author(s) PITKÄNEN, Jarkko SIIKALUOMA, Johanna | Type of publication Bachelor's Thesis | Date 14042011 |
| | Pages 82 | Language English |
| | Confidential () Until | Permission for web publication (X) |
| Title SPORTS EVENT IMPACT RESEARCH PROCESS – Best Practices and Challenges According to Experienced Researchers | | |
| Degree Programme Degree Programme in Business Administration | | |
| Tutor(s) RASKU, Risto | | |
| Assigned by JAMK University of Applied Sciences, KIVELÄ, Antero | | |
| Abstract <p>The purpose of the thesis is to explore the challenges of sports event research and subjects which should be taken into account when planning a sports event impact research. As a side-product, the authors will present an example of a city image questionnaire for Neste Oil Rally Finland 2011 which has been constructed with the advices of sports research and education professionals and the researches they have been working with.</p> <p>The survey was executed as a qualitative research and by interviewing international sports research and education professionals. The interviews were made face to face in Jyväskylä University of Applied Sciences and via Skype during November and December 2010.</p> <p>With the help of the interviews, most crucial matters of sports event research challenges and different kinds of methods were found out. The experiences of the interviewees were themed and applied according to six steps of marketing research.</p> <p>The results confirm that planning the research should be started as early as possible to minimize the possible problems that might arise. The researcher should know all the interest groups and the nature of the event. The research problem should be narrowed as carefully as possible and the researcher should focus on maximum two impacts. The questions in the questionnaire should be clearly formulated to prevent the respondents from misunderstanding them. One should only include the main points in the questionnaire and conduct a second research after the event to deepen the answers.</p> | | |
| Keywords Sport tourism, impact research, sport event impacts, challenges of research, conducting a sport event research, city branding. | | |
| Miscellaneous As an appendices six questionnaires. | | |

| | | |
|--|----------------------------------|---------------------------------------|
| Tekijä(t) PITKÄNEN, Jarkko SIIKALUOMA, Johanna | Julkaisun laji Opinnäytetyö | Päivämäärä 14.04.2011 |
| | Sivumäärä 82 | Julkaisun kieli Englanti |
| | Luottamuksellisuus () saakka | Verkkojulkaisulupa myönnetty (X) |
| Työn nimi SPORTS EVENT IMPACT RESEARCH PROCESS – Best Practices and Challenges According to Experienced Researchers | | |
| Koulutusohjelma Liiketalouden koulutusohjelma | | |
| Työn ohjaaja(t) RASKU, Risto | | |
| Toimeksiantaja(t) Jyväskylän ammattikorkeakoulu, KIVELÄ, Antero | | |
| Tiivistelmä Opinnäytetyön tarkoituksena on selvittää urheilutapahtumatutkimuksen haasteita ja asioita, jotka tulee ottaa huomioon tutkimusta suunniteltaessa. Sivutuotteena opinnäytetyön tekijät esittävät kaupungin imagon tutkimista käsittelevän esimerkkitutkimuksen Neste Oil Rally 2011 tapahtumaa varten Tutkimus toteutettiin kvalitatiivisena tutkimuksena haastatellen kansainvälisiä urheilututkimuksen sekä -opettamisen ammattilaisia. Haastattelut toteutettiin sekä kasvotusten Jyväskylän ammattikorkeakoululla että Skype välityksellä marras- joulukuun aikana 2010. Haastatteluiden avulla saatiin selville keskeisiä asioita urheilutapahtumatutkimuksen haasteista sekä erilaisista metodeista. Haastattelut teemoiteltiin ja haastateltavien vastaukset liitettiin markkinointitutkimuksen kuuden vaiheen mukaisesti. Opinnäytetyön tekijät tulivat siihen tulokseen, että tutkimuksen suunnittelu on hyvä aloittaa ajoissa, jotta mahdolliset ongelmatekijät voidaan minimoida varhaisessa vaiheessa. Tutkimuksen tekijän tulee tuntea kaikki sidosryhmät tutkimuksen taustalla sekä tapahtuman luonne ja taustat hyvin. Tutkimusongelma tulee rajata mahdollisimman tarkasti ja tutkimuksessa tulee keskittyä maksimissaan kahteen vaikuttavuustekijään. Kyselylomakkeen kysymysten tulee olla sellaisessa muodossa, ettei kysymyksiä voida ymmärtää väärin. Kyselylomakkeeseen tulee laittaa vain pääkohdat ja toteuttaa jälkitutkimus, jonka avulla pystytään syventämään vastauksia. | | |
| Avainsanat (asiasanat) Urheiluturismi, vaikuttavuustutkimus, urheilutapahtuman vaikutukset, tutkimushaasteet, urheiluta- | | |
| Muut tiedot | | |

Contents

| | |
|---|----|
| 1 INTRODUCTION | 6 |
| 1.1 Purpose of the thesis..... | 6 |
| 1.2 Research method..... | 7 |
| 1.3 Neste Oil Rally Finland..... | 7 |
| 1.3.1 History | 8 |
| 1.3.2 Jyväskylä – The host city of Neste Oil Rally Finland..... | 9 |
| 2 THEORETICAL FRAMEWORK..... | 11 |
| 2.1 Sports tourism and event impact..... | 12 |
| 2.1.1 Social and cultural impacts of the event | 15 |
| 2.1.2 Political impacts of the event | 16 |
| 2.1.3 Environmental impacts of the event..... | 16 |
| 2.1.4 Tourism and economic impact of the event | 17 |
| 2.2 Branding..... | 20 |
| 2.2.1 City branding..... | 20 |
| 2.2.2 Everything can be branded..... | 21 |
| 2.2.3 Schwartz’s human value theory..... | 22 |
| 2.3 Researching | 23 |
| 2.3.1 Applying marketing research process for sports event research | 24 |
| 2.3.2 Questionnaire design..... | 26 |
| 2.3.3 Defining the aim of the research | 28 |
| 2.3.4 Integrated marketing communication..... | 28 |
| 3 EMPIRICAL STUDY | 32 |
| 3.1 The challenges of sports impact research..... | 32 |
| 3.1.1 Defining the research problem..... | 33 |
| 3.1.2 Developing the research plan | 34 |

| | |
|---|----|
| 3.1.3 Collecting the information | 37 |
| 3.1.4 Matters to consider before analyzing the information | 39 |
| 3.1.5 Functioning questionnaire..... | 40 |
| 3.1.6 Event impact..... | 41 |
| 3.2 Comparing sport event impact studies..... | 44 |
| 3.2.1 2010 FIFA World Cup Visitor Survey..... | 44 |
| 3.2.2 International Visitor Perceptions of South Africa during the World Cup..... | 46 |
| 3.2.3 Pocono 500 Spectator Survey..... | 47 |
| 3.2.4 2009 U.S. Women’s Open Spectator Survey..... | 47 |
| 3.2.5 Sport Tourism and the Economic Impact of the 1000 Lakes Rally..... | 48 |
| 4 CONCLUSIONS..... | 49 |
| 4.1 Neste Oil Rally Finland 2011 visitor survey..... | 50 |
| 4.1 Conducting the research | 57 |
| 4.1.1. Defining the research problem..... | 57 |
| 4.1.2. Developing the research plan | 57 |
| 4.1.3. Collecting the information | 59 |
| 4.1.4. Matters to consider before analyzing the information | 59 |
| 4.1.5. Functioning questionnaire..... | 60 |
| 4.1.6. Event impact..... | 61 |
| 4.2 Evaluation and reflection of reliability and validity | 61 |
| REFERENCES | 63 |
| APPENDICES..... | 67 |
| Appendix 1: FIFA World Cup 2010 Visitor Survey..... | 67 |
| Appendix 2: International Visitor Perceptions of South Africa during the World Cup..... | 73 |
| Appendix 3: Pocono 500 spectator survey | 75 |
| Appendix 4: 2009 U.S. Women’s Open spectator survey..... | 76 |
| Appendix 5: Sport Tourism and the Economic Impact of the 1000 Lakes Rally 1997 | 77 |

| | |
|---|----|
| Appendix 6: Neste Oil Rally 2011 Visitor survey | 80 |
|---|----|

LIST OF FIGURES

| | |
|---|----|
| FIGURE 1: Theoretical framework..... | 10 |
| FIGURE 2: Growth in Sport Tourism Forecast..... | 11 |
| FIGURE 3: The IMC process model for events..... | 28 |

LIST OF TABLES

| | |
|--|----|
| TABLE 1: Negative and positive impacts of the event..... | 17 |
| TABLE 2: Communication mix..... | 27 |

1 INTRODUCTION

1.1 Purpose of the thesis

The purpose of this thesis is to explore the challenges of sport event impact research process and to describe the best practices according to experienced researchers. The research questions in this thesis are: what should be taken into account when creating a sports event impact research, how the research process goes and what kind of challenges one can face in researching sports event? As a side-product the authors are will present a draft of an applicable city branding questionnaire model for Neste Oil Rally Finland 2011.

The idea of this thesis emerged in spring 2010 during a meeting where a group of students were planning a research trip to the FIFA World Cup 2010 event in South Africa, Cape Town. The purpose of the trip was to collect perceptions of tourists and locals about football and the hosting nation to be used as research material. The authors were part of the group who travelled to Cape Town. The group conducted research for two different studies; 'FIFA World Cup 2010 visitor survey' for the city of Cape Town and Cape Peninsula University of Technology and 'values behind football' for Jyväskylä University of Applied Sciences and Haaga-Helia University of Applied Sciences.

When our employer, Antero Kivelä from Jyväskylä University of Applied Sciences heard about the project, he asked us to learn more about researching a sports event's impact on city's brand and create a similar research questionnaire to be used in Neste Oil Rally Finland held annually in the city of Jyväskylä.

The experiences from doing field research, taking part in creating a questionnaire, interviewing professionals of sports marketing and the theory used in the thesis will give valuable information about how the whole research process works. Different kinds of questionnaires used in sports events around the world will also be compared to each other. This thesis will give answers to the

research questions stated above, and provide an insight about problems which might come up when planning and conducting a sports event research project.

1.2 Research method

Qualitative research – *An unstructured, primarily exploratory design based on small samples, intended to provide insight and understanding.* - Naresh, Malhorta & Birks 2007, 152

The reason why the authors chose a qualitative instead of quantitative research method for this thesis was because the qualitative method is better for finding more thorough and personal insights, in this case, about sports event research. With the theory used in the thesis and the aid of qualitative research method used in the interviews it is easier to explore the nature of sports event research.

For the interviews, five professionals were chosen. They all have done successful researches in field of sports tourism and education. The professionals are John Nauright from George Mason University, Manassas, USA, Douglas Michele Turco, Drexel University, Philadelphia, USA, Kamilla Swart & Brendon Knott from Cape Peninsula University of Technology, Cape Town, South Africa and Kari Puronaho from Haaga-Helia University of Applied Sciences, Vierumäki, Finland.

1.3 Neste Oil Rally Finland

The authors of this thesis want to introduce Neste Oil Rally Finland in the introduction because of the side product, the questionnaire. It is an example of a big international sport event in Finland. The authors are using the event as an

example of researching impacts. It is important to understand the nature of a sports event before one should start planning the actual research.

1.3.1 History

The Neste Oil Rally was formerly known as 1000 Lakes Rally and it is an event that takes place in the Jyväskylä area in Central Finland. It is the biggest annually organized public event in the Nordic countries, gathering over 500 000 spectators every year. Rally Finland is known as the “Gravel Grand Prix”, since it is the highest-speed rally in the championship. (AKK Sports Ltd, 2011)

The rally has been held in Jyväskylä since 1951, first as a national competition, then from 1959 on as a European Rally Championship event and since the introduction of the World Rally Championship in 1973, as Finland’s WRC event. The rally was known colloquially in Finland as Jyväskylän Suurajot (the “Jyväskylä Grand Prix”). The international name Rally of the Thousand Lakes was introduced in 1954. The rally was renamed in 1994 when Neste Oil Company became the main sponsor. (AKK Sports Ltd, 2011)

A big change in the organizing of the event occurred in 1997, as Finnish Automobile Sport Federation AKK, took the responsibility for organizing the event. This entailed the changing of its name to Neste Oil Rally Finland. The company set out to develop Neste Oil Rally Finland into a clearly defined brand. It was essential to make the public understand that a fundamental change had taken place. (AKK Sports Ltd, 2011)

The new organization put effort to the safety and promotional aspects, and raised the standard of the event. This was also noted by the customers. In year 1997 the event won the Award of Excellence; outstanding safety effort, which is an award voted by FIA registered teams. In year 1999 the event received acknowledgement for the promotional efforts with the Award of Excellence; promotion, mainly for the top of the class corporate hospitality VIP village at Hippos Super Special Stage. (AKK Sports Ltd, 2011)

The FIA team's opinion in year 2003 was that Neste Oil Rally Finland took the sporting, commercial and organizational aspects of World Championship rallying to a new level. The teams also considered that the Finnish organizers had a thorough and complete understanding of what spectators and competitors wanted from a modern rally. Neste Oil Rally Finland still is worth its legend, the Grand Prix on gravel. It has proven to be one of the best rallies in all aspects, not just because of lakes and jumping and has been selected as the best rally in FIA in three consecutive years. (AKK Sports Ltd, 2011)

1.3.2 Jyväskylä – The host city of Neste Oil Rally Finland

Jyväskylä is the host city of the Neste Oil Rally Finland. With the population of almost 120 000 in the area, Jyväskylä gets crowded during the rally season every year (City of Jyväskylä official website, 2011). Guests and rally fans almost triple the population because the organizer is waiting for over 300 000 visitors during the rally weekend (JYKES, 2010). All the accommodations are booked full before the event starts. (Keski-suomalainen website, 2011)

AKK-motorsport Ltd is the organization that operates the whole event in Jyväskylä. Neste Oil Rally Finland is considered to be the best rally in the world. Spectators can enjoy good arrangements and the event offers a variety of entertainment and experiences during the rally weekend. (JYKES, 2010)

Jyväskylä Pavilionki acts as a center for the event. In Paviljonki area, there is a service park for the rally cars and also Rally HQ where the spectators can spend their time during the rally. The area is full of different kind of entertainments and spectators can follow the rally in real time. (AKK Sports Ltd., 2011)

Jyväskylä as a city has to make sure that they can handle the strain when acting as the host for the event. Jyväskylä has to win the proposal challenge between various other cities and negotiate the deal with the rally organizers. Currently Jyväskylä holds a contract which was made in 2009 for five consecutive rally years. (Jyvässeudun matkailu, 2011)

The image of the rally is very important to the city of Jyväskylä. Few years ago the organizer of the rally AKK Sports Ltd. put out to tender the cities who wanted to host the rally also. Those competitors of Jyväskylä were Tampere and Lahti. The mayor of Jyväskylä announced that they will improve the Paviljonki area strongly in the future. (Keskisuomalainen website, 2008) E.g. The biggest hotel chain in Finland, Sokos hotels, is building a new hotel to the area of Paviljonki. It is planned to be ready until summer 2012, just a few months before the Neste Oil Rally Finland 2012. (Sokos hotels, 2010)

The rally provides the biggest annual income for this area of business. E.g. in year 2008 Neste Oil Rally brought 11 million euros to the Central Finland. Hotels, restaurants and supermarkets were the ones to benefit the most from the rally. (Keskisuomalainen official website, 2008)

Spectators can enjoy the rally also in the center of Jyväskylä. RalliCity –event is in the street where the cars are not allowed to drive. It is an event that is arranged during the actual Neste Oil Rally and it is hosted by Jyväskylän Elävä Kaupunkikeskusta. There is many servicepoints in the streets that can help rallytourists to find information about the rally. The organization of RalliCity is selling the permissions for goods' sale during the event. They want rallytourists and locals to enjoy their stay in Jyväskylä during the Neste Oil Rally. (The City of Jyväskylä official website, 2010)

2 THEORETICAL FRAMEWORK

In this thesis theoretical framework consists three major parts: sport tourism and event impact, sport event and city branding and researching. The authors wanted to explore the sport tourism as a concept because through that it is easier to understand why it is important to conduct a research during sports events. Event impact is also a big part of this thesis. The authors wanted to describe different kind of impacts what a sports event can bring along. When researcher knows all different kind of impacts that event can bring to the host city, it is easier to focus just only one or two of these. Sport tourism and event impact includes theory by Weed & Bull and Allen et. al

The second frame of the theoretical framework is sport event and city branding. Because the authors are going to create a questionnaire model for Neste Oil Rally Finland 2011, it is important to know what branding is and how the brands affect to the host city or nation. The authors wanted to introduce the Schwartz's human value theory because with the help of this model it is possible to define how the brand image of hosting city is perceived in the eyes of spectators. This part of the thesis has basic branding theory by Kotler & Keller and theory of city branding by Winfield-Pfefferkorn. It also takes Schwartz's human value theory into account.

The third and last frame of the theoretical framework is sport tourism and event impact research process. The authors found similarity to between sport event research and marketing research process. The theory conducting a research is linked to the interviews, so it gives valuable information about the whole research process. Sport tourism and event impact research process has applied theory from Proctor, Malhotra & Birks, Keller and Hair & Bush and Ortinau.

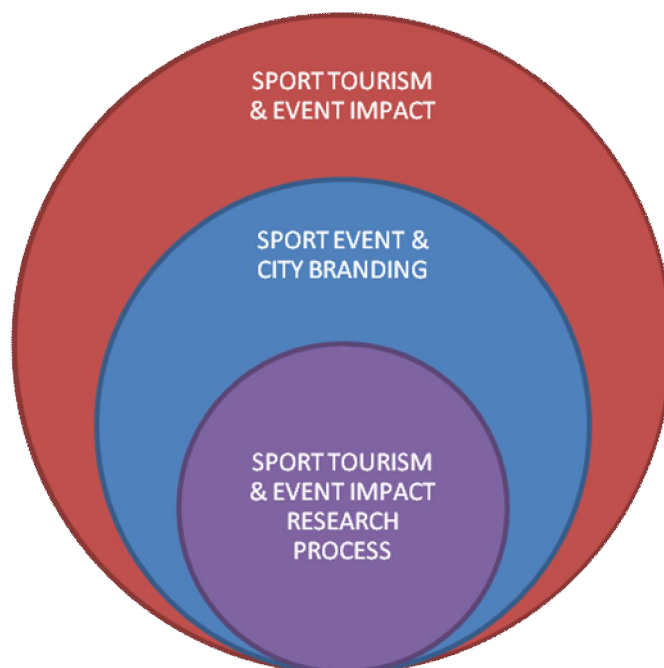


FIGURE 1: Theoretical framework

2.1 Sports tourism and event impact

Sport tourism is a multi-billion euro business. In 2008 the world's travel and tourism generated approximately US\$5,890 (€4,5) billions of economic activity. With the contribution of travel and tourism to GDP expected to rise from 9,9 % in 2008 to 10,5 % by 2018. Sport tourism has an important role in this growth, because it is the fastest growing sector in the global travel and tourism industry. In 2008 sport tourism accounted for approximately 10% of the international tourism market. (World Sport Tourism Expo, 2008)

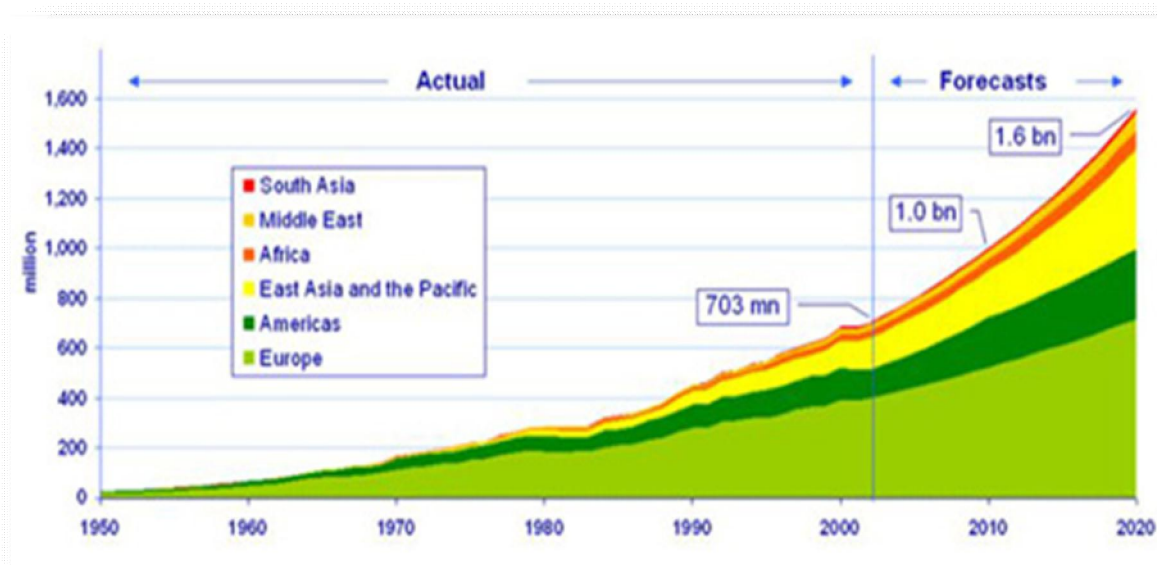


FIGURE 2: Growth in Sport Tourism Forecast. World Tourism Organization (2008).

Sport tourism refers to travel outside from the place of domicile or abroad, specifically to watch sporting events. Common examples include international events such as Olympics, World Cups (Football, Cricket and Ice Hockey), Formula One, Rally World Championships or regional events. Main source markets for sport tourism are those nations who are interested in arranging big sporting events. These include United Kingdom, United States, Germany, Italy, Spain, Scandinavia, Australia and South Africa (Caribbean tourism organization, 2010).

Sport tourism can be divided to hard and soft tourism. Hard sport tourism includes participating to events as a spectator. For example an Estonian tourist travels to Finland to see Neste Oil Rally in Jyväskylä and books a hotel room for staying three nights in Jyväskylä during the Rally. Hard sport tourist can attend the event actively or passively. Soft sport tourist travels abroad for hiking, skiing, biking or something else. So he is participating in active recreational sport. (Robinson & Gammon, 2004)

The earliest documented examples of sport tourism are from the Olympic Games which date from 776 BC. Athletic games were important part of Greek life and every big city had their own stadium. The touring element was a very great concern to the sport in Greece. Thousands of spectators travelled to support the prestige of the city and their favorite athletes. It has similar aspects to, for example, modern football fans when they travel to support their teams (Weed & Bull, 2009, 3-4).

Weed (2009) points out that the tourism aspect of the games was further emphasized by its wider political aims and it is often advocated that both sport and tourism may help to bring different people and cultures closer together. The key aim of the ancient games was to bring a strong sense of cultural unity to politically divided country. Weed thinks that it is important to highlight these ancient antecedents because they demonstrate that sport tourism is not a totally modern phenomenon, that some of the motivations which may influence current activity could have been present several thousand years ago. Weed states that it is clear that various factors which have influenced sport tourism in earlier times are still relevant today.

Sport tourism is attractive economically. It is dynamic and adds value to individual facility and sometimes to whole destinations. Sport tourism events are potentially capable of generating visitors from outside of the local area and of attracting more higher-spending visitors to existing tourist locations. There is economic benefit locally from sales of accommodation, food, beverages, gifts, use of transportations etc. There are also clear benefits to attracting visitors, using sport tourism as a key part of the tourism product offer. Event products can also generate sponsorship income, inward investment and media exposure. (Weed & Bull, 2009, 19-20)

Events can be divided to three different categories; hallmark events, special events and mega events. Hallmark events are events which affect to the local tourism and it's goal is to get awareness for the destination. Special events are usually international events and their main purpose is to promote the city or nation. Special event's international attention value is great. Mega events are the biggest and most international events, such as the Olympic Games

and FIFA World Cup. Mega events can be held anywhere around the world. (Nurmi, 2008)

Events touch almost every aspect of people's lives. Event impacts can be divided into four different categories: Social and cultural, political, environmental and tourism and economic impacts. All of these impacts can be either positive or negative. It is the task to the event manager to identify these impacts. Manager should manage them to achieve the best outcomes to all parties so that the overall impact is positive. So, good planning of the event is always critical. Negative impacts can cause bad reputation to the event; the larger the event is, the greater the potential is for things to go wrong. (Allen et. al., 2008, 63-66)

2.1.1 Social and cultural impacts of the event

Outlined by Hall and Getz, all events have a direct social and cultural impact on their participants and host communities. These impacts can be as simple as shared entertainment experience, created by sport event. Events can also approve a national and community pride. (Allen et. al., 2008)

Allen et al. (2008) have stated that events have the power to challenge the imagination and explore the possibilities. They also have a big attention to media exposure worldwide and can contribute to the political debate. Events have also negative social impacts. For example in Neste Oil Rally 2009 police forces caught up 390 drivers for speeding (Keski-suomalainen, 2.8.2009). Those kinds of impacts have also been seen during the Formula One Grand Prix in Australia. Getz points out that major events can have unintended social consequences such as substance abuse, bad behavior by crowds or an increase in criminal activity. (Allen et. al. 2008, 66)

2.1.2 Political impacts of the event

Politics is an important part of the equation that is contemporary event management. Politicians can use different kinds of events to build their personal profiles and gain political advantage. They can use events as an image creator. For example in Australia the former South Australian Premier Don Dunstan used the Adelaide Festival to create an image of Adelaide as the "Athens of the South" and himself as a visionary and enlightened leader. (Allen et al. 2008, 67-68)

According to Arnold et al: Governments in power will continue to use hallmark events to punctuate the ends of their periods in office, to arouse the nationalism enthusiasm and finally, votes. They are cheaper than wars or the preparation for them. In this regard, hallmark events do not hide political realities; they are the political reality - Allen et al. 2008, 68

Governments have realized the ability of the events to raise the profile of politicians and the cities and states that they govern. Events have a huge media coverage and notoriety. Events also attract visitors and therefore they create economic benefits and jobs. This potential mixture has prompted governments to become major players in hosting and staging major events. (Allen et al. 2008, 68)

2.1.3 Environmental impacts of the event

An event is a great way to show the unique characteristics of the host environment. Governments and tourist bodies regularly use major events to promote destinations through their television coverage. The host environment can be extremely delicate. That is the reason why host cities or nations should take great care of their environment and plan carefully how to protect them. (Allen et al. 2008, 69)

In motorsports events, the environment suffers through the pollution and also through greenhouse gas emissions and noise. AKK Sports Ltd, which is the organizer of the Neste Oil Rally Finland, is trying to minimize these impacts. They have agreed that the regulations which international motorsports organization has held. The rules have been shaped to encourage innovative, environmentally friendly technologies. AKK Sports states that they want to make sure that future investment in the sport will develop technology that directly benefits the general public. (AKK Sports Ltd, 2011)

AKK Sports outlines that they will:

- obey all laws and bylaws
- educate their own organization and volunteers in environmental issues
- pursue options for a better use of energy and eco-friendly solutions
- focus on minimizing the amount of waste from the event and looking after its recycling
- favor eco-friendly materials when building up the event

Through these regulations AKK Sports is also trying to affect the behavior of the rally fans. (AKK Sports Ltd, 2011)

2.1.4 Tourism and economic impact of the event

One of the most important impacts of the event is tourism revenue. External visitors are likely to spend more money on travel, accommodations, services and merchandises in the host city. Effective tourism promotion can result in the visitors planning for longer staying in the travel destination, other regional tourism destinations and attractions.

"Events can provide their host communities with a strong platform of showcasing their expertise, hosting potential investors and promoting new business opportunities" - Allen et.al. 2008, 71

As shown above, there can be multiple different kinds of impacts during the event. All of these impacts can affect the host city or nation and also the tourists and locals. While planning the research, it must be clear to all parties what impact they want to focus in their study. (Allen et. al. 2008, 64) In the following table, Allen, et. al. (2008) summarizes all the negative and positive impacts that can be used as a tool to separate the different impacts of the event.

| Impacts of the event | Positive impacts | Negative impacts |
|-----------------------------|--|--|
| Social and cultural | <ul style="list-style-type: none"> • Shared experience • Revitalization of traditions • Building of community pride • Validation of community groups • Increased community participation • Introduction of new and challenging ideas • Expansion of cultural perspectives | <ul style="list-style-type: none"> • Community alienation • Manipulation of community • Negative community image • Bad behavior • Substance abuse • Social dislocation • Loss of amenity |
| Political | <ul style="list-style-type: none"> • International prestige • Improved profile • Promotion of investment • Social cohesion • Development of administrative skills | <ul style="list-style-type: none"> • Risk of event failure • Misallocation of funds • Lack of accountability • Propaganda • Loss of community ownership and control • Legitimation of ideology |
| Environmental | <ul style="list-style-type: none"> • Showcasing of the environment • Provision of models for best practice • Increased environmental awareness • Infrastructure legacy • Improved transport and communications • Urban transformation and renewal | <ul style="list-style-type: none"> • Environmental damage • Pollution • Destruction of heritage • Noise disturbance • Traffic congestion |
| Tourism and economic | <ul style="list-style-type: none"> • Destination promotion and increased tourist visits • Extended length of stay • Higher yield • Increased tax revenue • Business opportunities • Commercial activity • Job creation | <ul style="list-style-type: none"> • Community resistance to tourism • Loss of authenticity • Damage to reputation • Exploitation • Inflated prices • Opportunity costs • Financial mismanagement • Financial loss |

TABLE 1: Negative and positive impacts of the event (Allen et. al. 2008, 64)

2.2 Branding

The role of brands is to give the spectators or customers a certain image of quality (Kotler & Keller 2008, 237). In Jyväskylä's case as a host to the Neste Oil Rally Finland, it is therefore partly the brand that Jyväskylä has created as a host city, which makes people to come visit again. Brand equity means a level of awareness created by brands and products (Keller 2008, 37).

Brand equity has five different models which are also called brand asset valuator. The five models are: differentiation, which measures how different the brand is from others. Second is energy and it measures the brand's sense of momentum. Third is relevance which measures how wide the brand's appeal is. Fourth model is esteem and it measures how good the brand's image is. The last model is knowledge and it measures how well the customers are familiar with the brand. (Kotler & Keller 2008, 243)

2.2.1 City branding

Cities and nations are increasingly adding events to their marketing mix. Place marketers have found that by obtaining the rights to host events, they can enhance their community's appeal to tourists and to businesses. As mentioned before, events can increase visitation to the host city, provide employment and improve a destination's image of brand. (Chalip, 2004, 226-227)

According to Duquette and Mason (2009), a sporting event is self-contained, providing a quick and mediated forum for place managers to pursue their strategic development agendas. Usually local politicians and councilors generally support events that attract positive attention to the community. A city needs events which fit with the city's desired image.

Winfield-Pfefferkorn (2005) states that there are multiple reasons why cities seem appealing to people and why do they want to move there or want to avoid certain cities. The reasons are cultural, landscape, economical, demo-

graphical and crime. These subjects together form an image of the city and how for example media and people tell about it. Cities around the world are spending millions of dollars to improve their brand by improving the looks of the city by building and renewing the infrastructure. If the city can be considered as a brand, it has to offer following to be successful:

- Offer attractive employment
- Living should not be too expensive compared to wages
- Provide good and affordable housing
- Have a working public transportation system
- Have good schools and cultural attractions
- Have a reasonable climate

2.2.2 Everything can be branded

Physical goods, services, retailers and distributors, online products and services, people and organizations, sports, arts and entertainment, even geographical locations, ideas and causes can be branded. (Keller 2008, 11-26)

This is why it is important for sports events like Neste Oil Rally and the host city of Jyväskylä to create a lasting brand to keep the sport tourists coming to visit the city.

Branding sports, sports events and athletes is increasing ever so vastly. As an example, Manchester United used a lot of money to build a great soccer team and a powerful brand (Keller 2008, 23-24). During 1990's, satellite television increased the airing times of soccer games and Manchester United as the world's best and well-known team got a lot of time in the television. As the team became known around the world, the amount of sponsors increased. Also the team had an estimate of over 75 million fans worldwide who wanted to participate with the team's success by purchasing their products (i.e. shirts, team uniform) which had a big positive impact to team's profit. (Keller 2008, 24-25)

The growth of tourism industry, business and mobility of people will all affect to the increase of place marketing. Regions, states, cities are more or less actively promoting themselves through advertising, direct mail and other tools of communication. Las Vegas is one of the best examples of place branding. The city uses many different communication tools actively to keep its brand known. It uses freedom and fun as main part of the brand. The worldwide known phrase: "What happens here stays here" was the second ad campaign by Las Vegas. (Keller 2008, 25-27)

2.2.3 Schwartz's human value theory

With the Schwartz's human value theory the research group can learn more about the brand equity. To be more specific, the theory can be used to see what makes e.g. a city interesting. As an example, see appendix 6, question 7 where the human value theory is used to find out what they think about the city of Jyväskylä.

"When we think of our values, we think of what is important to us in our lives. Each of us holds numerous values with varying degrees of importance. A particular value may be very important to one person, but unimportant to another" - Schwartz, S. 2007

Schwartz (2007) summarizes five main features of the conception of basic values implicit. First of these is that values are beliefs. But beliefs are tied to emotion, not objective, cold ideas. The second one is that values are motivational constructs. They refer to the desirable goals people strive to attain. Third, values transcend specific actions and situations. The abstract nature of values distinguishes them from concepts like norms and attitudes which normally refer to specific actions, objects and situations. The fourth of these statements is that values guide the selection of actions, policies, events and people. The fifth and last statement is that values are in the order of importance relative to one another. So the values characterize people as indi-

viduals. This hierarchical feature of values also distinguishes them from norms and attitudes. These five different features are common to all values.

According to Schwartz's (2007) theory of ten basic values derives from three universal requirements of the human condition: needs of individuals as biological organisms, requisites of coordinated social interaction and survival and welfare needs of groups. The ten basic values are:

1. **Self-Direction.** Independent thought and action; choosing creating, exploring
2. **Stimulation.** Excitement, novelty and challenge in life.
3. **Hedonism.** Pleasure and sensuous gratification for oneself.
4. **Achievement.** Personal success through demonstrating competence according to social standards.
5. **Power.** Social status and prestige, control or dominance over people and resources.
6. **Security.** Safety, harmony and stability of society, of relationships and of self.
7. **Conformity.** Restrain of actions, inclinations and impulses likely to upset or harm others and violate social expectations or norms.
8. **Tradition.** Respect, commitment and acceptance of the customs and ideas that traditional culture or religion provide the self.
9. **Benevolence.** Preserving and enhancing the welfare of those with whom one is in frequent personal contact.
10. **Universalism.** Understanding, appreciation, tolerance and protection for the welfare of all people and for nature.

2.3 Researching

This part of the theoretical framework explains one possible way of planning the research process. The authors wanted to add the six steps of marketing research process as part of the thesis because it can be well applied to sports event research. Followed by the marketing research process the authors will

explain the importance of a questionnaire design. The integrated marketing communication model, which is positioned as the last part of researching, can be used to narrow down the possible research subjects. The authors will use this part as a tool to give themes to conducted interviews.

2.3.1 Applying marketing research process for sports event research

Marketing research is a tool which aims to diminish the risk when making marketing decisions. Marketing research is applicable to all areas of marketing-mix. Marketing research works between the consumer, customer and public to give information to the marketer. According to the American Marketing Association, this information is commonly used to identify and define opportunities and problems in the markets. Marketing research can also be used to create, refine and evaluate actions in the markets. (Proctor 2005, 3)

Marketing research is to be used hand-to-hand with marketing planning. It helps planning and executing of pricing, promotion and distribution of products, services and ideas in the best possible way for both, the firm and the its customers. Marketing research is important to firms because it helps finding the right people, the right time and place, the right price and the right promotional methods. (Hair, Bush & Ortinau 2009, 4)

The six steps of marketing research will offer the basic information of all the phases required when creating a research plan. The authors want to explain the whole six steps of marketing research-process because it can be easily applied to planning and executing a sports event research. In this thesis we are using the first four of the steps in our interviews as themes to explain the process. (Kotler & Keller 2008, 91)

The first step of the marketing research process is to define the problem and the research objectives. It is important not to define the problem too broadly or narrowly. Defining the research objectives should be precise. For example it is too broad to ask the research team: "find all about what does an ice hockey spectator need when entering the arena". The correct way is to ask the team

to find for example: 'would the spectators in the next game be willing to find more information about the results of the other games during breaks?' (Kotler & Keller 2008, 91)

The second step of the marketing process is to develop the research plan. This is the part where the firm should develop the most efficient plan for gathering the needed information and the costs of the research. To develop the plan the firm has to decide which data sources, research approaches, research instruments, sampling plan and contact methods are the best for this research. (Kotler & Keller 2008, 92-94.)

The third step is collecting the information. This is normally the most expensive and most prone to error. Four major problems will arise during this part. Respondents may not be able to be contacted, some may refuse to cooperate, some may give dishonest answers and some of the interviewers will be biased and dishonest. According to researches' conducted around this matter online questionnaires are the best way of gathering honest, fast, cheap and versatile information from people in distances. (Kotler & Keller 2008, 101-102.)

Step four of the marketing research is analyzing the information. This means that the research team will compute the averages and measures of dispersion for the major variables and apply advanced statistical techniques and models of decision in order to discover additional findings. It is also important to test the strength of the conclusions in order to get reliable conclusions. (Kotler & Keller 2008, 103-104)

The fifth step is presenting the findings. In this step the research team will present the findings relevant to the major marketing decisions to the management. The results should be presented in a consulting, proactive way so the management would not have to translate the data. The way of the presentation should be compelling and understandable. (Kotler & Keller 2008, 103)

The sixth and the last step is to make the decisions. The managers should now weigh the evidence discovered by the research. This step is easier for managers if the findings are clear and presented in an easy-to-read way. If the

planning and execution of the research have been defined in a right way the results will most likely help the decision making if the ice hockey spectators really want to see the results of the other games during the breaks. (Kotler & Keller 2008, 103-104.)

Sport event research presents an opportunity to leverage existing sports and recreation facilities to create new economic and community value by hosting big annual sporting event, for example Neste Oil Rally in Finland. Weed (2009) states that event impact assessment has almost become an industry in its own right with public sector research departments, consultants and academics all producing reports of the actual and also potential impacts of the events. These reports are useful for event sponsors and host cities. They also add little to the researcher's theoretical knowledge and understanding of the area. The main reason to do the studies in the field of event impact is to understand the nature of the events and the extent of the economic impacts of event sports tourism by building a large volume of evidence. Event impact research gives valuable information about the event and sport tourists' behavior. It is great way to understand the tourists and have information of what was good about the event and what should have done differently.

2.3.2 Questionnaire design

Questionnaire – *A formalized framework consisting of a set of questions and scales designed to generate primary data* – Hair, Bush & Ortinau 2009, 404

Depending on what the organizers of the research want, it is important to find the correct design and the words for the questions to find the actual opinions of the interviewees. The questionnaire itself is a tool where the researcher has set a certain framework to collect the primary data for the research. In theory the questionnaire includes words, questions, formats and hypotheses. All those are melted together into a recognizable, hierarchical layer system. (Hair, Bush & Ortinau 2009, 404)

Using the correct words is one of the most important parts of making the research design appealing to the interview candidates. Using correct words has a chance to influence the interviewees answer. Especially words like could, should and might in a question will make a big difference in the question itself. The researcher should always try to avoid using bad questions in a questionnaire. Bad questions are questions which prevent or hinder the communication between the interviewer and the interviewee. (Hair, Bush & Ortinau 2009, 405)

According to Hair et. al. (2009, 408), there are four major ways to create bad questions. The first is to create a question which is incomprehensible to the respondent because of using scientific words or otherwise hard concepts. This is especially important when the respondents are foreign and their English is not fluent. The second mistake is to create questions which are unanswerable for example by asking a question they do not know the answer to. The third major mistake is to ask leading questions where the question itself has an opinion hidden inside. The last major mistake is to ask double-barreled questions. This means the questions are too long and most likely have more than one question embedded.

Unstructured questions – *Open-ended questions formatted to allow respondents to reply in their own words* - Hair, Bush & Ortinau 2009, 406

Unstructured questions allow the respondents to answer the questions in their own words. This means the questions are in open format and gives the interviewer a chance to ask follow-up questions for further probing. Depending on the data collection method, this way is a good chance to get out the true thoughts of the interviewee. (Hair, Bush & Ortinau 2009, 406) This is the method we used in FIFA World Cup 2010, South Africa. It requires a bit more time but makes the interview more interactive. It also seemed that the interviewees enjoyed this method far more than close-ended questionnaires as the interview situation was more like a nice chat instead of just filling the form.

Structured questions – *Closed-ended questions that require the respondent to choose from a predetermined set of responses or scale points* - Hair, Bush & Ortinau 2009, 407

Structured questions are easy and fast to fill compared to unstructured ones as they require less thinking. The interviewee only checks the answers they think are closest to their thinking and moves on without much interaction between interviewer and the interviewee. The results might be also easier to produce depending on the method being used. (Hair, Bush & Ortinau 2009, 407)

2.3.3 Defining the aim of the research

The correct diagnosis of marketing research problems cannot be compromised. Regardless of how well subsequent stages are conducted, the whole process may be worthless if the diagnosis is weak - Malhotra, Birks 2007, 32

The most important part before creating the actual questionnaire is to find out what we need to know. It requires identifying the general problem and the key components of the marketing research problem. It is essential for getting realistic and reliable results from the questionnaire to have a research problem. (Malhotra, Birks 2007, 34)

2.3.4 Integrated marketing communication

The integrated marketing communication can be used as a tool to separate the different segments of researching from each other. IMC model tells the differences in consumer behavior and spending and by learning the basics of the IMC the researchers can find more specific questions e.g. in tourism impact research.

A planning process designed to assure that all brand contacts received by a customer or prospect for a product, service, or organization are relevant to that person and consistent over time – American Association of Advertising Agencies – Allen, et al. 2008, 327

Integrated marketing communication (IMC) means according to Smith and Taylor (2004) a mixed usage of the following parts of the communication mix:

| | | |
|---|--|--|
| <ul style="list-style-type: none"> - Personal selling - Advertising - Sales promotion - Direct mail | <ul style="list-style-type: none"> - Publicity - Sponsorship - Exhibitions - Packaging | <ul style="list-style-type: none"> - Merchandising - Word of mouth - Corporate identity |
|---|--|--|

TABLE 2 - Communication mix (Allen, et al. 2008, 327)

Integrated marketing communication is based, like all the other marketing techniques, on knowledge about consumers and potential consumers. Event brand value is as strong as its relationship to the target market. (Allen, et al. 2008, 328) As an example the FIFA World Cup event has all kinds of different campaigns around the world to keep the event appealing. Also many companies working around the event are having their own ads aired during the same time which builds into a mega-hype about the world's biggest football happening. (Allen, et al. 2008, 327)

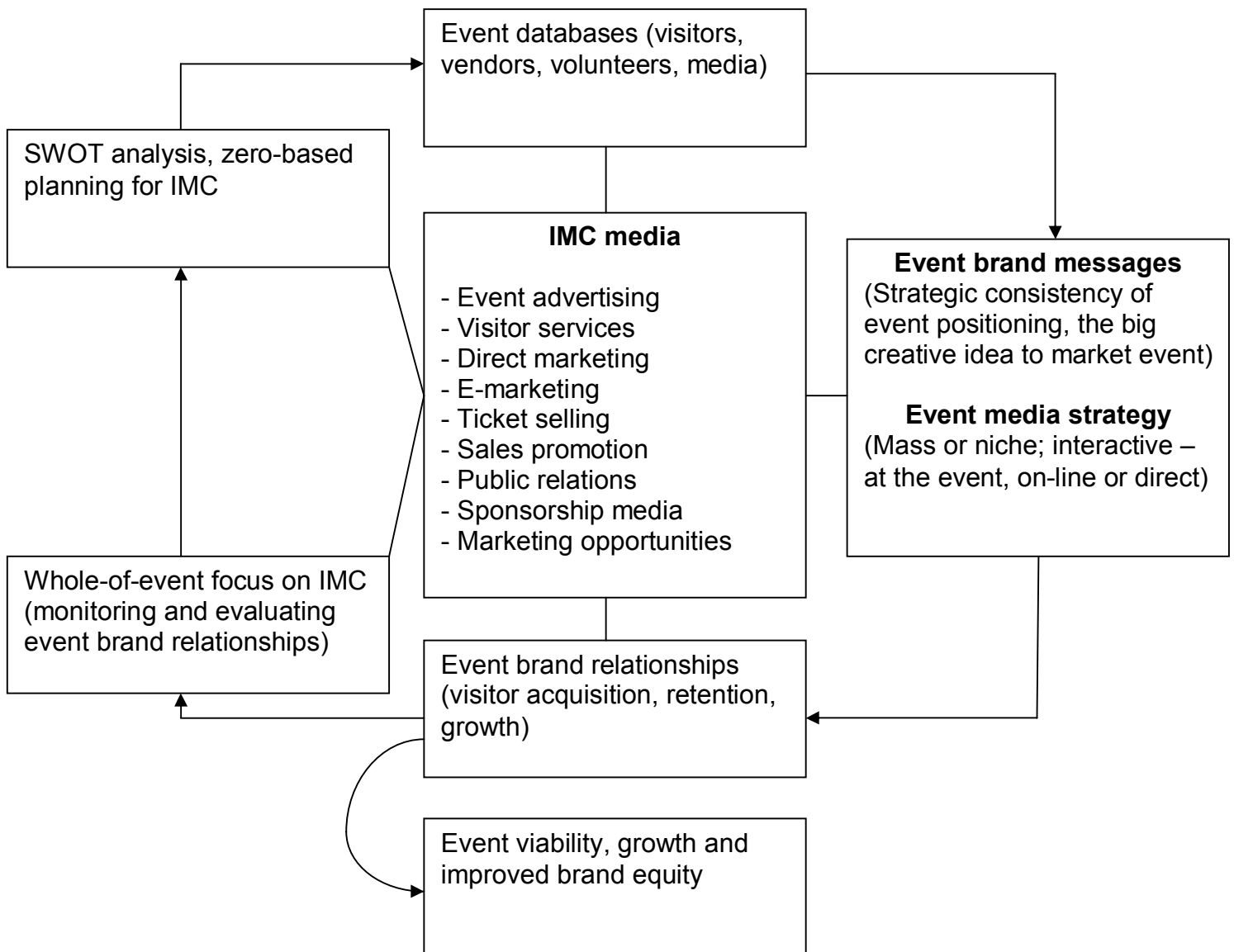


FIGURE 3 – The IMC process model for events (Allen et. al. 2008, 328)

The figure explains the different segments of the integrated marketing communication and gives an image of how the process goes. The first step of the IMC process is to create planned messages, which means simply to have planned promotional activities like ticket agency, e-newsletters, websites and advertising. Second is an unplanned message, which is all about positive or negative messages by media, word of mouth and complains. Third part is product messages. This means how the consumers see for example the pric-

ing, program and venue. Fourth and last part is service messages. Services messages means how the customers see public transportation, staff, volunteers and other support services. (Allen et. al. 2008, 328)

Creating a brand for example to Neste Oil Rally Finland event is more than just having a physical identity, more than having a logo. Like Olympics' brand, the brand is based on the perceptions of the consumers and how they relate to the event. Using the brand integrated on as many places as possible, would leave a more in-depth message to the consumers about the rally. To create a working IMC strategy, the people working on it should understand the four sources of brand messages. (Allen et. al. 2008, 328)

3 EMPIRICAL STUDY

The following chapter concludes the interviews with the five professionals of sports research and education. Followed by the introductions of the interviewees the authors will present important subject that emerged during the interviews. The authors asked the interviewees about the important things which one should consider when planning a research and to find out what kinds of hardships and problems there occur during the research process. The authors used themes to categorize the answers and the themes themselves are used in the theory part of this thesis (see 2.3 – Researching).

3.1 The challenges of sports impact research

Five professionals of sports research from around the globe were interviewed. The reason the authors chose to interview the professionals mentioned in the introduction for the thesis is because they were all part of FIFA World Cup 2010 research planning group. All of them are also working for sports education and research and they all possess valuable information and experience of the research process as a whole. Each interviewee will be presented in following chapters

Douglas Michele Turco from Philadelphia, USA is Associate Professor of Sport Management at Drexel University. He is also founder and executive director of Drexel University's International Sport Tourism Research co-Laboratory. He has been doing numerous researches in many different kinds of sports events, like Nascar, Cricket World Cup, Olympic Games and FIFA World Cup.

John Nauright from Manassas, Virginia, USA is a Director of International Sport Department in George Mason University and has done work with South Africa Rugby World Cup, Olympic Games of Australia and FIFA World Cup in

Germany 2006 and South Africa 2010. Turco and Nauright were both visiting Jyväskylä University of Applied and the interviews were conducted in-person.

Kamilla Swart and Brendon Knott are from Cape Town, South Africa. Swart and Knott were both representatives of the local university of Cape Town when creating the research for FIFA World Cup 2010. Swart is Associate Professor in the Faculty of Business and head the Centre of Tourism Research in Africa. Knott also was in Olympic Games of Beijing, 2008 to collect material about people's perceptions of South Africa. The authors interviewed them via Skype, because of the long distance.

Kari Puronaho from Jyväskylä, Finland is working as a principal lecturer in Haaga-Helia University of applied sciences and as a secretary-general in European Association of Sport Management (EASM). He has also been working as a visiting lecturer around the world. He has done research work in Thousand Lakes Rally (WRC), Finland and FIFA World Cup, South Africa and various other sports events. We interviewed Puronaho in-person in Jyväskylä.

The following headlines are themed to the same concept than the marketing research process (see 2.3. -Researching). The fifth and sixth headlines are about functioning questionnaire and event impact, which are introduced in the theory part also. (see 2.3.2. -Questionnaire design and 2.1. -Sports tourism and event impact)

3.1.1 Defining the research problem

Puronaho says that the questions should be accurate and reflect the research problem. It is important to be punctual with the questions and make them as clear as possible for the interviewees. It is also important that the questionnaire is tested with a group before actually using it. E.g. the authors tested their own questionnaire with selected group of colleagues. It gives the researchers an image of pros and cons in the questionnaire and gives experience of how to ask the questions well.

“It is important to separate the questions in different categories, like rally based questions and city image. After this, it is easy to link the answers and find the things that really matter.” – Kari Puronaho

According to Swart, it depends on the objects of the research whether or not one should focus on just one particular part of the research. As an example the visitor survey had multiple focuses included to the questionnaire because they wanted more wide-spread information about the tourists' behavior. The questionnaire was divided into three parts: economic and cultural and social impact questions. Organizations who wanted information about tourists' behavior were city of Cape Town, tourism department of Durban and Sport Development of South Africa.

“It depends of the objects of the research. Who is commissioning the study, and are the organizers interested in the economics then I would say go ahead. Or if they are interested in something else then you definitely need a different kind of questionnaire .”
-Kamilla Swart

3.1.2 Developing the research plan

It is good to have comparable material to use when creating the research. Kamilla Swart pointed out how they used the questionnaire and methodology from the previous FIFA World Cup event in Germany. Working with Holger Preuss (one of the creators of the research methodology and questionnaire used in FIFA World Cup Germany and South Africa. He is professor of Sport Economics and Sport Sociology at the Johannes Gutenberg-University in Main, Germany) made possible being more specific with economic measures.

“I think that we could take the research to the higher level with these aspects and be more specific than Germany did in 2006 with the questions which are included to develop the research” – Kamilla Swart

We asked Douglas Michele Turco about using Kari Puronaho's study of 1000 Lakes rally 1997 and should we use it when creating our own. Turco had a strong opinion that using previous studies as comparable material is important when creating a newer research on the same field of study.

"Look at the other studies and compare them with this one. That is a way how you can get the best questions to your study" – Douglas Michele Turco

Knott pointed that while he was doing his own research, and was asking people's perceptions about South Africa, he noticed that he was lacking pre-study as the people in the actually FIFA World Cup 2010 event in Cape Town could not remember what they had in their minds before arriving to the country.

"I am going to compensate for this by doing post-study questionnaire to the people who gave their contact information." – Brendon Knott

According to Knott they had ideas on how to make the field work easier and faster. One of the ideas was to use iPads to collect the data during the interviews. This way would have made the analyzing faster as well because with the paper versions they had to use people changing the interviews into electronic form.

In Knott's opinions it was good to collaborate with different universities from around the world to get more wide-spread knowhow to create a functioning research model.

"People like Douglas Turco helped us because they understand the nature of this kind of research and that is how we kept learning and did not need to start from zero" – Brendon Knott

Sometimes the situation can change in the host nation of the event. It is also possible that different kinds of sports have too different materials to be used as a reference. As an example John Nauright told that he was hoping to use his own research from Rugby World Cup, 1995 in South Africa as a comparable material for FIFA World Cup 2010. It proved to be too challenging as both

of the events had too different organization strategies and the political circumstances had changed a lot from the 1995.

“Years ago I did an analysis from 1995 Rugby World Cup in South Africa. I was hoping to use this as a comparing material for 2010 FIFA World Cup but it proved out to be more challenging than I thought as both of the events had totally different kind of organization strategies. Also the political circumstances had changed a lot from the 1995.” –John Nauright

Turco outlines that it is important to plan the place and timing carefully. Researchers should take into account that there has to be permission to do the fieldwork.

“You need to plan carefully where and when to do your research. Some limits come from organizations. You need to ask for permission to do your fieldwork and perhaps to ask to get accredited to the event. In some cases you could need also funding for your work. Choose wisely, ask for the accreditation and get a good network around you and so you will have easier access to the event and you can focus on your fieldwork” – Douglas Michele Turco

According to Swart people have different kinds of opinions about what is an optimal amount of interviews to make the research reliable. One should know approximately how many are going to participate in the event. In Swart’s opinion they did too many interviews (close to 10 000) because even a lesser number would have been sufficient to give the same answer. In FIFA World Cup 2006, Germany they did 7500 interviews. The problem was that one of the partners wanted day by day information so they had to keep the daily interview count roughly the same.

“If you have 100 000 people coming, you need to do X amount of samples. I personally think that we did too many surveys. But, if you do survey in a mega event, you need to look at this in a bit different way than in a major even because of more different cultures involved.” – Kamilla Swart

3.1.3 Collecting the information

It is very important to take the interviewees as part of the conversation and to point out that their opinion really matters. If possible the researchers should try to find people for their interviews who seem to have an interest in it, and of course, are part of the target group.

“I think that finding tourists who were really interested in our study and wanted to talk us how they felt being in South Africa, their experiences and how their perceptions has changed about the whole country and what they thought about the whole World Cup. So they were really interested in that their opinions were important and that we noted their opinions.” - Brendon Knott

According to everyone we interviewed it is very important to start planning and working on the research early. It takes time to research studies conducted before the one working on now. It will also take time to get to know the other parties who are part of the research; the host city or country, sponsors and organizations. What happened with the visitor survey research in FIFA World Cup, 2010, was that the time ran out. The group planning the questionnaire only had two weeks left before the event started and they were still finalizing the questionnaire.

“I think that timing is the most important issue when planning a research. You need to be sure of who you are working with just pure for the academic issues, if you are working with the organiz-

ers or sponsor, I think there need to be some kind of planning what things are important in research.” -Kamilla Swart

According to Turco is important to set yourselves targets when a certain part of the work has to be done and strive towards it even though it might seem impossible. There is going to be changes coming, maybe to the agenda or on some other part of the research which will also require time to prepare. Make sure you have time for the changes before the actual event starts.

“You have to be as organized as you can ever be, you need to push for the deadline and have everything ready when you are starting your fieldwork.” -Douglas Michele Turco

According to Knott and Swart it was hard to stop people at the Fan Mail and so the group changed tactics in that area and only asked a few questions and contact information so the actual questionnaire could be sent to them after the event is over. They got 10 % answer rate. Turco agrees as well that the placing for the interview place was a good place to learn from the mistakes. He referred to similar case he ran into during his previous studies. He was doing a research at horse track in USA and planned to stop people for interviews after the event stopped. It went wrong because as the event had ended, the people were rushing out of the stadium towards their cars and trying to get out of the area in a hurry to avoid long traffic queues as there was only one entrance.

“People are as rational as sports spectators are. This is what makes fieldwork so dynamic. You cannot even hear what people say to you, they are so excited about the game and they want to hurry to the queue so they do not want to stop to talk anybody” – Douglas Michele Turco

Fan Fest area in FIFA World Cup 2010 on the other hand proved to be a lot more successful. The people had no rush anywhere and they mostly just sat there eating, drinking, chatting and watching the games from a screen. They were more relaxed and willing to answer the questions.

“It was easier to ask questions in Fan Fest because it was easier to remember who we had asked the questions already” – Brendon Knott

3.1.4 Matters to consider before analyzing the information

Peoples’ opinions about an event are different before, during and after the actual event. To find out about the actual thoughts of the event when interviewing the people on the scene there should be interviews done on the event city before the actual event starts. This means creating a control group, whose answers can be used as a comparable material for the actual research. Without a control group it is hard to find the differences because there are so many things alongside the actual event that can affect peoples’ perceptions about the event.

As an example for the Neste Oil Rally Finland in Jyväskylä, the people picked to the control group must be ones who have not participated to the rally before. The control group can be people who will visit Jyväskylä before or after the rally. They would be asked the same questions as the group which will be interviewed during the event to find about if the event actually affects to peoples’ opinions.

“There is a challenge; how do you find your control group? How do you find those people who follow-up the Rally but does not attend it?” – Douglas Michele Turco

According to Knott it is good to have a pre-event questionnaire. In his opinion he would have gotten more accurate answers and results if he would have done a pre-event questionnaire.

Knott tells that the atmosphere and peoples’ moods can affect to the answers. For example while following the media coverage about South Africa, the news was far more negative before than during the event. The atmosphere clearly changed perceptions. Turco says that if one asks if they would be coming

back to South Africa during the FIFA World Cup event, they might say yes but if this question is asked after the event as part of the post-questionnaire, their opinions can be different.

“I think that people’s moods and the atmosphere affected the results. Also the show and what was happening all around the country had its effects. And if you look the media, the perceptions were more negative before the event than during and after it.” –
Brendon Knott

The hype, excited people all around you and the sport itself will create an atmosphere which makes people normally think more positively about the event and the host than they actually might otherwise do. This is why, like stated above, it is important to have a control group whose results the researchers can compare with the results from the actual event to get more reliable answers.

3.1.5 Functioning questionnaire

“I think that when you stop people to ask them questions, and they can see that it is only one paper long, they will be more willing to stop and answer the full questionnaire“ - Brendon Knott

Questionnaires cannot be too long or there is a chance that the answers stop being reliable as the interviewees start losing their focus and interest at some point. Knott’s questionnaire was two pages long and there was none to stop answering the questions at midway.

On the other hand, the visitor survey which was six pages long and took almost three times longer to answer than Knott’s questionnaire, people started losing their interest during answering it and some even left it only partially answered. According to Swart, it might have worked better if the questionnaire would have been divided into different parts like one part for economic and

perhaps another page asking about the event and the nation or just to separate them.

According to Nauright, the visitor survey was also too long. A good questionnaire should take three to four minutes to get through the basic raw data. After this, one can send the more accurate questions via email to the interviewees.

“I think that in South Africa, the problem was that the questionnaire was too long. The questionnaire should take 3-4 minutes to get through the basic raw data. Then you can send the follow-up questions by email for example after collecting the email addresses in the raw data.” – John Nauright

3.1.6 Event impact

“You have five million people here in Finland, I have done studies in communities where is 8000 locals and they attract over 100 000 spectators during the event. It is different from enormous events like World Cup or Olympics. So, you can be a big fish in a small bowl and have a big impact to your city. In mega-events these impacts could be tiny ones” – Douglas Michele Turco

Nauright has published a paper with his students about extensive impact of the FIFA World Cup on community based tourism. One of the problems they found was particularly related to areas of outsiders. The government kept stressing that there would be slow effects and that they were not actually followed through.

“FIFA did cut off some of the local producers from the event organizer team and it caused lots of harmful issues to community based tourism because of the centralization around the big hotels and big destinations leaving the smaller corporations and entrepreneurs out. South Africa’s government tried to get people come

out to wider areas than just the big cities like Johannesburg, Durban and Cape Town.” – John Nauright

Nauright tells us that the state of the citizens' life during the FIFA World Cup 2010 was decent. The Questions that Nauright is trying to study are: What do we mean by the city of Cape Town, how much from the money earned during the event stays there and what are the long term actual benefits for life in Cape Town? It might take years to see the actual impact of the sport event on the hosting country.

“We are finally getting clear assessment of the impact of the event in Australia ten years ago” – John Nauright

Nauright stated that the actual profit of the FIFA World Cup 2010 is going to the shareholders, FIFA and big hotel chains. The question is what is the actual benefit of hosting this kind of event? The economic impact might be negative for the nation. Time will tell.

According to Turco, in economic studies the client does not care at all if the spectators join to stay over nights at the event of place. They just care about the money that the tourists are carrying to the city or nation. He has used in economic impact studies different kind of approach where they gather all of the information together and see the whole impact about how much money the spectators spent during the event. He calls this approach “bottoms-up”.

“We get information from spectators and resident so we will get the whole economic impact. We compare it with the whole population and what they spend normally when there are no events going on”
– Douglas Michele Turco

In another approach one can take secondary data like tax-record and to use it as an economic model. Turco says that when using secondary data for research, it needs to be checked carefully because while collecting the previous data there might have been another event close to the region which might have affected to the city's economy as well. The data can be checked for example by checking the city's hotel situation during the time the secondary data was collected.

“Using the secondary data needs to be checked carefully because while collecting the previous data there might have been another event close to the region which might have affected to the economic impact as well. Because of this the data should be re-searched carefully, for example by checking the city’s hotel situation. If the hotels have been full or almost full, it can mean that there have been lots of tourists in the city. This all means that the baseline of the comparison should be a time when there have not been any other events in the city.” –Douglas Michele Turco

Knott mentioned that he was part of the study group in the Olympic Games of Beijing 2008 who were studying people’s perceptions about South Africa as a tourism destination before the FIFA World Cup 2010 event and media hype.

“I found it interesting how positive the answers were. One thing that really surprised me was that the people in Beijing said that South Africa is a safe destination and they did not see crime as a big issue there. This was a notable find because the media had a large amount of news before the FIFA World Cup 2010 about crime in South Africa.” – Brendon Knott

Knott found that the actual perceptions of the tourists during the FIFA World Cup 2010 were almost exactly the same. There was a mixture of very positive sides and even the negatives were not that negative at all. He found it especially interesting that the biggest reason for tourists to change their perceptions seem to relate to meeting the South African people and travelling around the country. So what changed the opinion about the negatively thinking tourists to positive were the natives with welcoming and warm attitudes. The results were a positive surprise to Knott. According to Swart as well, the people have more positive perception about South Africa after their visit because they did not meet crime during their stay.

“I think people, especially tourists had way much more positive perceptions of South Africa afterwards because they know the nation now and the crime was not so bad at all” – Kamilla Swart

3.2 Comparing sport event impact studies

In this chapter the authors will present and explain some of the studies made by the professionals who were interviewed. The side-product of this thesis, the Neste Oil Rally 2011 questionnaire, is built using mostly the information received from the following questionnaires (see the appendixes for the actual questionnaires). The authors received a good insight about the questionnaires because of the interviews which were made.

The chosen five surveys were chosen which were used for different sport events. The surveys are from slightly different field of studies to get as wide view as possible to find the best possible questions for Neste Oil Rally 2011 questionnaire example. These surveys also provide examples of how there are different kinds of questionnaires and how the surveys can be executed.

Two of the surveys are from FIFA World Cup 2010, South Africa. One of these two surveys is more wide-spread visitor questionnaire and the other one is mostly about nation branding. The next two surveys are about tourism and economic impact. First of the two is from NASCAR racing event from Pocono 2009, USA. Next questionnaire is from U.S. Women's Open golf event in Lehigh Valley 2009, USA. The last one is from 1000 Lake Rally (World Rally Championship (WRC)) 1997, Finland. Questionnaire is about city image and economic impact.

3.2.1 2010 FIFA World Cup Visitor Survey

The questionnaire (see Appendix 1) is planned to evaluate tourism and economic impacts of the FIFA World Cup 2010 in Cape Town specifically, and in South Africa generally. The questionnaire was divided into four segments. First was general visitor information. The questions in this segment were about visitor's domicile, information about tickets bought, where and how

many of the games the interviewees are going to see. Next segment is about consumer behavior. The questions are how much money the interviewees are going to spend on different kinds of targets like tickets, merchandise, accommodation and transportation. Next questions are about how the interviewees see themselves as a consumer and what kind of accommodation they have during their stay.

After consumer behavior is demographic profile and previous attendance. The questions ask if the respondents have attended previous FIFA World Cup events, have they visited South Africa before and how many cities they are going to visit. Next questions are about basic information of the interviewees like country of origin, gender, age, education and monthly income.

The last segment is of perceptions the tourists have about South Africa and Cape Town. Questions are of their main activities, sources of information. There is also a question where are statements about service, tourism facilities, traffic, crime and air pollution where the respondents can answer whether they disagree or agree. Rest of the questions conclude with whether or not the respondents are going to visit Cape Town in the next 12 months, if they have been informed about responsible tourist tips during their visit, how they would rate their general impressions of Cape Town in the given terms and how they see environmental considerations and whether they separate their wastes or not. (Appendix 1)

Reflecting this questionnaire to conducted interviews, the questionnaire was too long. The questionnaire contains six pages and took 20-30 minutes to fill. As mentioned in the interviews (see 3.1.5 - Functioning questionnaire) one can see why it was hard to get people to stop in a place without benches and while most of the tourists were in a hurry to the queues at the stadium. The more the authors did the interviews, the easier and faster it became to do them. Also after the initial hype and when the people calmed down a bit and got used to the surroundings, they were more willing to stop to answer the questions. The authors also think that the questions were good and specific but it might have been better if they would have made the actual questionnaire

shorter, asked the contact information and sent rest of the questions afterwards via email.

3.2.2 International Visitor Perceptions of South Africa during the World Cup

Knott's study's purpose was to find out about visitors thoughts about South Africa during the FIFA World Cup 2010 event. The questionnaire was divided into two pages and contained 13 questions. The questionnaire was about nation branding and the questions did stay on the subject and were as specific as was necessary. First part of the questionnaire asked about the visitor's reasons for the visit, if they watched the football games during their visit and whether or not had visited previous FIFA World Cup events or South Africa and what were the respondent's main perceptions of South Africa prior to visit (see Appendix 2).

Next part is a cross box question where was asked that from which sources of information helped to form the perceptions the respondent answered on the previous questions. This is followed by questions if the visit has changed the respondent's perceptions and how. Last part contains two cross box questions: "My visit to South Africa has encouraged me to..." and "South Africa has/is..." Last part is of basic demographic information of the respondent and would they like to take part to the follow-up survey via email. Knott is also planning to send a follow-up survey to the respondents who left their contact information via email. This is planned to happen on July 2011 which is a year later from the FIFA World Cup 2010 South Africa.

In authors' opinion the questionnaire was applicable. It was quick to fill and contained the most important questions about nation branding. The swiftness and the outlook of the questionnaire was a big part why all of the interviewees filled the whole form and from what the authors have heard they were more willing to do it than the longer visitor survey.

3.2.3 Pocono 500 Spectator Survey

Turco's study in Pocono 500 (NASCAR) is a tourism and economic impact survey. This study took place in 2009 Pocono Raceway, USA, West of New York City. The purpose of the study was to find out which marketing channels would be the best to use for the event, are there many tourists who participate to the event annually and how much money do they bring with them to the event (see Appendix 3).

The questionnaire starts with a question about which state the respondent is from. This is followed by three questions about the visitor group's size and the group's background, where they are going to stay, how many nights and how much money the group is going to spend during the event. Next question is about whether the respondents have attended to previous Pocono 500 events and how many times. The last part prior to demographic information of the respondents is about media. What kinds of radio channels they listen to, from what source did they receive information of the event and how would the respondents prefer to receive information of the event. Final question is regarding whether or not the respondents are willing to answer follow-up questions which are sent via email.

The questionnaire is simple and very specific. It clearly contains the questions which the research group wants to know. It is only one page and takes about three to four minutes to fill. The time required to fill the questionnaire is something the authors aim with the Neste Oil Rally 2011 example questionnaire.

3.2.4 2009 U.S. Women's Open Spectator Survey

This survey by Turco is also about tourism and economic impact but concentrates more into the host city than the actual event. The event was organized in 2009 Lehigh Valley, USA. The questionnaires content and progress is about the same as it was in Pocono 500 survey. Main difference in the questions is that in this questionnaire there are few optional questions depending if the re-

spondent is a local or a visitor and there is no questions about the media. There also is a question to the locals if they would have went to the event if it would have been organized somewhere else. (Appendix 4)

In the opinion of the authors, the questionnaire is a very similar questionnaire to the one used in Pocono 500 which it should be as the goal is similar as well. This time the main focus seems to be the locals and their affection to the event. The questionnaire is fast to fill and easy to understand which makes it more appealing to the potential interviewees. This questionnaire would be well applied to usage of the iPads.

3.2.5 Sport Tourism and the Economic Impact of the 1000 Lakes Rally

Puronaho's study in 1000 Lakes Rally 1997, Jyväskylä, Finland is about the economic impact of the event to the host city of Jyväskylä. The survey design concentrates on the visitor's perceptions of the event and its host city and their consumer behavior. Puronaho has interviewed 30 persons from rally organization 21 sponsors, 231 of the local corporations, 22 of local and national newspapers, three of magazines and 379 spectators. This is total of 692 interviews, questionnaires and content analysis.

The questions are divided to the people's perception of the city of Jyväskylä (positive – negative), their value for money, are they coming to the rally next year and how much money the spectators have spent during the event and where did they spend it. The questionnaire also contained a question about how the respondents would have spent the money if they did not have come to the rally event. (Appendix 5)

Even though it has been 13 years from the research, the economic questions used now days are still very much the same. This questionnaire and the subject are very close to the example questionnaire for the Neste Oil Rally 2011 and it is why this study helped the authors the most. The actual research that is going to be conducted in the Rally 2011 can use Puronaho's study as comparable material.

4 CONCLUSIONS

The purpose of this thesis was to explore the challenges of sport event impact research process and to describe best practices according to experienced researchers. The authors interviewed five international sport marketing professionals who have years of experience of sport event research. The main findings consist of how a research should be executed and which things should be taken into account when planning the process. The goal was also to format an applicable questionnaire about how event impact and a city's image can be studied during a sports event.

Sports tourism is a business which is growing explosively year after year. People want to include more experiences in their lives and sport events provide those. Researching sport tourism is still a new phenomenon in Finland and for this particular reason many organizations working around sports have taken interest in sport research. With the aid of experienced researches it is possible to develop sports events to attract more spectators and make the events more appealing to possible sponsors. Also host cities and nations will get benefit from researches because by interviewing the sport tourists the host city can find out more about its image.

Creating a strong brand to annual sports event is very important task to the host. It requires careful planning and research work to make it happen so, the spectators will return to the next event as well. E.g. Neste Oil Rally Finland is a good example of this. Tens of thousands of rally fans and sport tourists from across the world, come annually to Jyväskylä in order to see the event. Is it just because of the rally? No. The answer is much more complicated because if the organizer and the host city fail in some big way in making the event happen, the tourists will stop coming and the event will much likely be transferred to somewhere else. The point is that the city of Jyväskylä has something else to offer besides the rally event. It might be the city's architecture, services, nature, or the brand which the city of Jyväskylä has created by using all these.

In the conclusions part the authors will present the findings that has been founded during the process of creating the thesis. The first result is the questionnaire for Neste Oil Rally Finland 2011. The second part will describe the results from the interviews. It has been categorized in same way than in theory and interviews –parts. Finally the authors are presenting the evaluation and reflection of reliability and validity in the thesis.

4.1 Neste Oil Rally Finland 2011 visitor survey

As a result the authors created a questionnaire for Neste Oil Rally Finland 2011. It acts as an example of specified impact research. For creating a city branding questionnaire, the authors used city branding theory, Schwartz's human value theory and professionals' surveys to choose the most suitable questions for the questionnaire.

The authors wanted to find answers to the questions like why the tourists will or will not return to rally next year and which sources help them to create perception of the city of Jyväskylä before and during the rally. The authors wanted to make, like Turco and Nauright suggested, the questionnaire short and compact to keep the respondents interested and less likely to say no to the interview.

The authors are using the basic layout and question types mainly from Turco's Pocono and U.S. Women's Open and Knott's nation branding questionnaires. These three studies have the questions in them which the authors also want to ask in their questionnaire. Turco's studies had an economic side to them which the authors left alone and only focus on the questions about city branding and the reasons what makes the tourists participate to Neste Oil Rally Finland. Knott's study was about nation branding which is very close to what the authors want to focus on their sport event impact questionnaire. All the questions in the questionnaire are opened for better understanding their meanings.

“1 Where are you from?”

1.1 If Finnish, which city?”

The authors wanted to start the questionnaire by asking where the respondent is from. The authors separated this from the other demographic questions in the end because there are questions which require the information about the respondent’s domicile. The first two questions: where are you from and if Finnish, which city helps to divide the answers depending of their nationality to see what the different nationalities think about Jyväskylä and how did they form their opinions.

“2 How did you arrive to Jyväskylä?”

Train Bus Airplane Car Other, specify”

Next question is how the respondents arrive to Jyväskylä. As Jyväskylä offers many public transportation methods, the authors want to see which way of transportation is used most commonly. The answers can help Jyväskylä improve in this sector in the future and even offer insight to corporations which places would be the best to advertise their products.

“3 What is the purpose of your visit to city of Jyväskylä this time?”

Rally General tourism Friends / relatives Business Other, specify”

The third question is about the respondent’s purpose of visit to Jyväskylä. This question will help to find out whether the respondent has come to watch the rally or has different motives to visit Jyväskylä. The options of the answer are rally, business, friends or relatives, general tourism and some other reason. If there was other reason, the authors want the respondent to specify that.

“4 Have you participated to Neste Oil Rally before? Yes No”

Fourth question is if the respondent has participated to Neste Oil Rally before. The reason why the authors want to know is to find out about if the respondent is coming to Jyväskylä because of the rally. These results can be used to compare to Puronaho’s 1000 Lakes Rally study in 1997.

“5 Have you visited Jyväskylä before? Yes No

5.1 If yes, when was your last visit to Jyväskylä?

>1 year 1-2 years 3-5 years <5 years”

“5.2 If yes, what was the purpose of your last visit?

Rally General tourism Friends / relatives Business Other, specify”

“If from central Finland

6 Had the Neste Oil Rally been organized in another city, would you still have participated the rally? Yes No”

“If visitor

6.1 Would you have travelled to Jyväskylä this time if the the Neste Oil Rally was not being hosted here? Yes No”

Fifth and sixth questions ask if the respondent has visited Jyväskylä before and what were the reasons for the previous visits. The reasons for these questions are to find about tourist activity in the city with or without rally event and if the respondent is coming to Jyväskylä outside the rally event. These questions also help the authors to figure out how many new tourists there are. One of the reasons the authors wanted to ask the nationality first is to find the correct sixth question. If the respondent is from central Finland the question is

if the Neste Oil Rally would have been organized in a different city, would they still have gone there instead of staying in Jyväskylä. With this question the authors can find out if the respondent's motive being in Jyväskylä during the event is the actual rally or are they here just because they live nearby and want to see what is happening around the city. If the respondent is from different city or country the authors will ask if they would have still traveled to Jyväskylä even if the event would have been elsewhere. The answer will tell if the respondent is truly a rally tourist or if Jyväskylä is the real reason for the visit.

7 How much do you think the following terms describe Jyväskylä?
Scale 1 (not at all) to 7 (very much)

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|-----------------------|---|---|---|---|---|---|---|
| 7.1 Innovative | | | | | | | |
| 7.2 Expensive | | | | | | | |
| 7.3 Exiting | | | | | | | |
| 7.4 Nature-protective | | | | | | | |
| 7.5 International | | | | | | | |
| 7.6 Successful | | | | | | | |
| 7.7 Wealthy | | | | | | | |
| 7.8 Healthy | | | | | | | |
| 7.9 Safe | | | | | | | |

The seventh question is to find out about respondents perceptions about Jyväskylä. This question uses Schwartz's value. Seven of the values were chosen, in authors opinion, the most central adjectives which the respondent has to link to Jyväskylä with a scale of 1 to 7. 1 means that it does not describe Jyväskylä at all and 7 mean that it describes Jyväskylä very much. Adjectives used are following: Innovative, Expensive, Exiting, Nature-protective, International, Successful, Wealthy, Healthy and Safe.

Innovative, Expensive and Exiting are terms which are under the category of openness to change. Jyväskylä is an innovative city with lots of excitement and as locals the authors have seen the rise in pricing during the Neste Oil Rally event so the authors want to know what the respondent's thoughts about these matters are. Nature-protective and International fall under the self-

transcendence category and as Jyväskylä has a 'Keep the rally city clean' campaign going on and the event itself is international so the authors want to know if these things are actually working in the eyes of a spectator. Next two terms, Successful and Wealthy are part of self enhancement. These two were picked because they are, in the authors' opinion, the two most interesting topics how Jyväskylä can be seen by the visitors. Does Jyväskylä seem successful and do you think Jyväskylä is wealthy? Last part is about conservation and the terms Healthy and Safe try to find out about spectators perceptions how they see Jyväskylä's overall healthiness and do they feel about their security during the visit.

"8 How much do you think the following sources of information helped you to form previous perceptions? (1: Not at all; 2: very little; 3: not sure; 4: a little; 5: very much)

- 8.1 Media and news about Jyväskylä*
- 8.2 Family and friend's experiences / opinions*
- 8.3 Your previous travel experiences*
- 8.4 Doing business with companies from Jyväskylä*
- 8.5 Tourist promotion of Jyväskylä*
- 8.6 Jyväskylä's hosting of other sport events*
- 8.7 News and information related to the Neste Oil Rally Finland*
- 8.8 The achievements of Finnish rally drivers*
- 8.9 Any other sources, specify"*

"9 Has your current visit to Jyväskylä during the Neste Oil Rally changed your perceptions?

Yes No

9.1 If yes, how did they change?"

The eighth question is structured question. There are nine different sources of information which might have affected to the respondent's perceptions about Jyväskylä. The answers are given with a cross-box model and the scaling is from 1 (not at all) to 5 (very much). First source of information is media and

news about Jyväskylä. Media is interested in major events like Neste Oil Rally and makes news about it internationally. Second source is family and friend's opinions. There is always a chance that the respondent's family members or friends have visited Jyväskylä before and have told something about the city. Third is if the respondent has gained some kind of information about Jyväskylä during his travels.

Fourth source of information is business and whether or not the respondent has done business with companies from Jyväskylä. Fifth source is tourism promotion of Jyväskylä and has the respondent seen ads or other kind of tourism promotion somewhere. Sixth source is about Jyväskylä's other sport events. The respondent might have been watching for example track and field events hosted in Jyväskylä via TV. Seventh is news and information related to Neste Oil Rally. Organizations behind Neste Oil Rally and media overall are actively publishing concerning the event and the question tries to find out how many respondents the news have reached. Eighth source of information is as well focus on rally. Question is if the respondent has noticed some of the achievements by Finnish rally drivers and perhaps even began to start watching rally because of this. Ninth and last source of information is open-ended question if there was other source how the respondent has heard about Jyväskylä or Neste Oil Rally which was not included to our list. The ninth question is 'has your current visit to Jyväskylä during the Neste Oil Rally changed your perceptions?' The authors want to know if there has been something during their visit what have changed their perceptions about Jyväskylä. For example service in hotel was better than expected or Paviljonki area's services have improved from last year. If respondent answers yes to this question we want to know how did the perceptions change.

"10 Will you participate to Neste Oil Rally next year?"

Yes

No

Do not know"

Question number ten is a simple question based on the respondent's perceptions during their visit if they are willing to return to Rally next year. This ques-

tion was also asked 1997 in Puronaho's study and we want the results to be compared.

"11 Would you recommend Jyväskylä to others as a tourism destination?"
"12 Which grade from 1 to 10 would you give to Jyväskylä? _____"

The eleventh and twelfth questions are about their final opinion about Jyväskylä. The authors want to find out how the respondents see Jyväskylä as a tourism destination and what grade would they give to the city from 1 to 10.

"13 How old are you? _____ years"

14 Gender *Male* *Female*

15 Do you have children? *Yes* *No*"

Last part of the questionnaire is demographic questions. Questions are about the respondent's background like age, gender and if they have children. These questions give us valuable information to separate the answers in certain groups just like the nationality question in the beginning.

"16 May we contact you after the Neste Oil Rally to ask a few more questions?"

Email:"

As Knott mentioned, it is good to have an opportunity for follow-up questionnaire which should be done considerably later from the first one. The final question is about permission to send follow-up questionnaire via email later to see if the opinions have changed after some time. This also neutralizes the possibility that the atmosphere during the event affects to the respondent's answers. (Appendix 6)

4.1 Conducting the research

The authors received very good and important answers from the interviewees for the sport event researching process. The main point of the interviews was to find the challenges and problems of sport event research. It is true that every sport event has its own nature which makes every research project unique and therefore, one cannot say for sure what kind of challenges will emerge in each study. In South Africa the authors noticed that no matter how well the research is planned, there will be problems in some way which is why the authors wanted to point out the problems. Every study requires long-term planning and preparation to make it work.

4.1.1. Defining the research problem

It is important that the questions are accurate and they reflect the research problem. Questions have to be clear for the interviewees. It would be better to focus only to the one particular part of the research. Although, it depends on the objects of the research, which way is better. Sometimes there are many different organizations behind the research and they all want to know different kind of results. E.g. in South Africa in the visitor survey had multiple focuses included to the questionnaire because they wanted wide-spread information about the tourists' behavior.

4.1.2. Developing the research plan

It is good that the researchers have some comparable material when they are creating the research. For example in South Africa they used questionnaire and methodology from the previous FIFA World Cup in Germany. The whole planning process gets easier if there is a chance to collaborate with other pro-

professionals. Knott pointed out how important it was that they had a chance to co-operate with people like Douglas Turco. He has so many years of experience doing the field research that his opinions are important when planning a research.

The placing and timing are important issues when planning the research. The place where the research will be conducted should be carefully picked. The authors got a few examples from the interviewees about when the placing did not quite work out. Even though they have been planned, there still might be problems with them like the authors saw during the FIFA World Cup, 2010 in Cape Town. The field research groups were divided to do interviews at the Fan Fest area and Fan Mail (the road leading to stadium). During the first day, the research group went to the Fan Mail to do interviews and it proved to be extremely hard as the people were rushing towards the stadium and felt too impatient to stop to answer the questionnaire. There was no place to sit down and the questionnaire was simply too long and time consuming.

Timing in the research should also be planned carefully. Every one of the interviewees mentioned time planning as one of the most important matters when planning a research. The earlier the group starts to work to create the research, the better they can to prepare for possible problems during the field research. Also financing the research gets easier if the objective and the process of the research are clear to everyone.

For example Swart said that they ended up being in a real hurry with the FIFA World Cup visitor survey because they made more changes to the actual research questionnaire two weeks before the event started. This is one of the reasons why the data was collected on paper and there was a group specifically feeding the filled forms to computers. With electronic equipment, in this case iPad, the collection and analyzing of research data would have been faster and would have released more individuals to do the actual field research work.

4.1.3. Collecting the information

Turco pointed out that the researchers should set themselves targets when certain part of the works has to be done. They need to strive towards it even though it might seem impossible. For the academic issues it is important to know all the parties who are working with the research.

It is also good to take the interviewees as a part of the conversation and point out that their opinions really matter. When the interviewees are feeling like that they are important, they are more willing to tell their real opinions.

4.1.4. Matters to consider before analyzing the information

Peoples' perceptions about the event can change during it. The perceptions can be totally different before they are attending the event. In the authors' opinion one of the most important part of researching is to do background research and to create a clear picture of who are working or are somehow involved with the project. Many of the interviewees told that they should have done more background research so the nature of the research would have been clearer. Knott and Swart pointed out how important it is to remember all the individuals and groups working with the research project. For example Knott told that the FIFA World Cup visitor survey could not have been built as it was without collaborating with people who have important experience in sport event research like Turco and Preuss. The group working with the questionnaire was able to find the questions to create a specified and accurate questionnaire with the help of their opinions. The nature of the research can be clarified and the subjects that should be included into the research questionnaire which means better answers by doing through background research.

Another important matter that came out during the interviews is creating a control group. Especially Turco stressed this matter because with control

group the research project gets specified comparable material which reveals if the event itself has for example tourists' opinions about the city image. Creating a control group can prove to be challenging, and as Turco mentioned, it can be sometimes impossible to find the right group who for example visits Jyväskylä before or after the Neste Oil Rally event so the hype from the rally would still be there even though the rally would be over already.

Turco and Knott both stress how important a pre- or after-study is, the purpose of which is to make a second questionnaire to find out more about the respondents' thoughts. This is why the actual questionnaire should be maximum two pages long with the time required for filling it in is maximum four minutes. When a questionnaire follows these limits, the respondents' interests will remain during the whole interview, and the results will be more reliable. Especially when asking about peoples' opinions it is smart to create a second questionnaire via email which the respondents will fill in some other time because the surroundings and the mood can affect to the answers so the results can give a wrong picture to the group conducting the research.

4.1.5. Functioning questionnaire

The questionnaire cannot be too long because the interviewees can start losing their focus and interest to it. According to Knott if the questionnaire is only one paper long the interviewees will be more willing to stop and answer the full questionnaire. If the questionnaire is six pages long as the other visitor survey in Cape Town was, there is a chance that people will lose their interest to answer the questions and some can even left it only partially answered.

4.1.6. Event impact

Turco pointed out how the size of the event can affect to the impacts. If the host city or community is small and the event will attract more people than there are locals, the impact will be huge.

There are differences in methods when the researchers are focusing in particular impact. Turco pointed out that in economic impact studies the client does not care at all if the spectators join to stay over nights at the event of place. They are just caring about the money that tourists will carry to the host city.

Knott has been studying perceptions about South Africa in Olympic Games in Beijing. He found it interesting that the answers were so positive. The actual perceptions during the FIFA World Cup were almost exactly the same. So the pre-study in Beijing was good, because now he can compare these results and he has got material where the mood and atmosphere does not affect to the answers.

4.2 Evaluation and reflection of reliability and validity

After writing down the whole process, it occurred to the authors that they could have made the interviews to be more in-depth and therefore could have ventured further into the core of sport event research. When making the questions for the interviews, the authors were not sure in which direction they wanted to head with the research. In the end the authors ended up to describe the research process and its problems. This is the nature of qualitative research where the authors cannot be sure what results there might be found. The authors kept the research questions clear in their minds during the whole process.

The authors wanted to create the questionnaire as a demonstrating example of city branding and image research in different impacts of sport event. This is why the authors were not prepared to ask much about city branding during the

interviews but for example Knott's interview they were able to open the subject enough. Also the theory used in the thesis and the Winfield-Pfefferkorn's master's thesis the authors found about city branding are supporting the theme of the thesis.

This thesis' reliability is good because the interviewees were true professionals in the field of sport research. They have years' experience about researching and they are internationally respected. The interviews were taped, so the authors had chance to listen them again. There were also five really good questionnaires that the authors used as a comparable material. The surveys were used in a real life and the authors knew that the results from them were really good.

REFERENCES

Allen, J., O'toole, W., Harris, R. & McDonnell, I. 2008. Festival & Special Event management. 4th edition. Australia: John Wiley & Sons Australia Ltd

Central Finland welcomes drivers and rally fans. n.d. Jyväskylä Regional Development Company Ltd. (JYKES) Official website. rederred 11.4.2011.
http://www.jykes.fi/en/news_and_events/central_finland_welcomes_drivers_and_rally_fans.html

Chalip, L. 2004. Chapter 12: Beyond impact: A general model for sport event leverage. Sport tourism: interrelationships, impacts and issues, edited by Ritchie B. & Adair, D. 1st edition. Great Britain: Channel View Publication

Hair, J. & Bush, R. 2009. Marketing research in a digital information environment. 4th edition. McGraw-Hill. USA: New York

History n.d. AKK Sports Ltd Neste Oil Rally Finland official website. Referred 1.3.2011. <http://www.nesteoilrallyfinland.fi/en/history/>

Jyväskylä 2011. n.d. The city of Jyväskylä official website. Referred 11.4.2011
http://www.jyvaskyla.fi/info/tietoja_jyvaskylasta

Keller, K. 2008. Strategic Brand Management. Building, Measuring, and Managing Brand Equity. 3rd edition. Pearson education limited. USA: New Jersey.

Kotler, P. & Keller, K. 2008. Marketing Management. 13th edition. Pearson education limited. USA: New Jersey.

Lähes kaikki majoitus myyty loppuun rallien ajaksi. n.d.
30.7.2008. Keski-suomalainen website. Referred 11.4.2011.
<http://www.ksml.fi/teemat/ralli/l%C3%A4hes-kaikki-majoitus-myyty-rallien-ajaksi/189281>

Malhotra, N& Birks, D. 2007. Marketing research. An applied approach. 3rd edition. Pearson education limited. England: Edinburg.

MM-rallilla suuri merkitys Keski-Suomelle. Juudin, M. 14.11.2008. Keski-suomalainen official website. Referred 11.4.2011
<http://www.ksml.fi/teemat/ralli/mm-rallilla-yh%C3%A4-suuri-merkitys-keski-suomelle/285259>

Neste Oil Rally Finland. n.d. Jyväskylän Seudun Matkailu official website. 2009. Referred 4.3.2011.
http://jyvaskylanseutu.fi/matkailu/jsm/tiedotteet/nesteoilrallyfinland_fiveyeardeal

Nurmi, V., Urheilun suurtapahtumat sponsoroinnin kohteena. Master's thesis. 2008. University of Jyväskylä

Poliisi kirjoitti yli 390 sakkoa ylinopeudesta. Luomala, J. 2.8.2009. Keski-suomalainen website. Referred 12.1.2011. <http://www.ksml.fi/teemat/ralli/poliisi-kirjoitti-yli-100-sakkoa-ylinopeudesta/470617>

Proctor, T. 2005. Essentials of marketing research. 4th edition. Pearson education limited. England: Edinburg Gate

RalliCity 2010. n.d. City of Jyväskylä official website. Referred 11.4.2001.
<http://www.jyvaskyla.fi/kaupunkikeskusta/tapahtumat/Rallicity>

Robinson, T. & Gammon, S. 2004. A Question of primary and Secondary motives: revisiting and applying the sport tourism framework. Journal of sport tourism volume 9 number 3

Sport tourism definition.n.d. Caribbean tourism organization. One Caribbean official tourism business website. Referred 9.12.2010.
<http://www.onecaribbean.org/content/files/SportsTourism.pdf>

Sport Tourism. n.d. World Sport Tourism Expo. Referred 9.12.2010.
<http://www.worldsportdestinationexpo.com/sport-tourism/>

Schwartz, S. 2007. Basic human values: An overview. Basic human values: Theory, methods and applications. The Hebrew University of Jerusalem. Referred 16.3.2011. <http://segr-did2.fmag.unict.it/Allegati/convegno%207-8-10-05/Schwartzpaper.pdf>

The environment n.d. AKK Sports Ltd. Neste Oil Rally Finland official website. Referred 7.2.2011. <http://www.nesteoilrallyfinland.fi/en/environment/>

Uusi Sokos-hotelli Jyväskylään. n.d. Sokos-hotels official website. referred 12.4.2011 <http://www.sokshotels.fi/etusivu/ajankohtaista/uusi-sokos-hotelli-jyvaeskylaeaen/>

Weed, M. & Bull, C. 2009. Sports tourism –participants, policy and providers. 2nd edition. Great Britain: Elsevier

Winfield-Pfefferkorn, J. 2005. The branding of cities – Exploring city branding and the importance of brand image. Master's thesis. Graduate school of Syracuse university. Referred 16.3.2011
http://www.brandchannel.com/images/papers245_Branding_of_Cities.pdf

APPENDICES

Appendix 1: FIFA World Cup 2010 Visitor Survey

CONFIDENTIAL



Cape Higher Education Consortium
 111, 113, 115, 117, 119, 121, 123, 125, 127, 129, 131, 133, 135, 137, 139, 141, 143, 145, 147, 149, 151, 153, 155, 157, 159, 161, 163, 165, 167, 169, 171, 173, 175, 177, 179, 181, 183, 185, 187, 189, 191, 193, 195, 197, 199, 201, 203, 205, 207, 209, 211, 213, 215, 217, 219, 221, 223, 225, 227, 229, 231, 233, 235, 237, 239, 241, 243, 245, 247, 249, 251, 253, 255, 257, 259, 261, 263, 265, 267, 269, 271, 273, 275, 277, 279, 281, 283, 285, 287, 289, 291, 293, 295, 297, 299, 301, 303, 305, 307, 309, 311, 313, 315, 317, 319, 321, 323, 325, 327, 329, 331, 333, 335, 337, 339, 341, 343, 345, 347, 349, 351, 353, 355, 357, 359, 361, 363, 365, 367, 369, 371, 373, 375, 377, 379, 381, 383, 385, 387, 389, 391, 393, 395, 397, 399, 401, 403, 405, 407, 409, 411, 413, 415, 417, 419, 421, 423, 425, 427, 429, 431, 433, 435, 437, 439, 441, 443, 445, 447, 449, 451, 453, 455, 457, 459, 461, 463, 465, 467, 469, 471, 473, 475, 477, 479, 481, 483, 485, 487, 489, 491, 493, 495, 497, 499, 501, 503, 505, 507, 509, 511, 513, 515, 517, 519, 521, 523, 525, 527, 529, 531, 533, 535, 537, 539, 541, 543, 545, 547, 549, 551, 553, 555, 557, 559, 561, 563, 565, 567, 569, 571, 573, 575, 577, 579, 581, 583, 585, 587, 589, 591, 593, 595, 597, 599, 601, 603, 605, 607, 609, 611, 613, 615, 617, 619, 621, 623, 625, 627, 629, 631, 633, 635, 637, 639, 641, 643, 645, 647, 649, 651, 653, 655, 657, 659, 661, 663, 665, 667, 669, 671, 673, 675, 677, 679, 681, 683, 685, 687, 689, 691, 693, 695, 697, 699, 701, 703, 705, 707, 709, 711, 713, 715, 717, 719, 721, 723, 725, 727, 729, 731, 733, 735, 737, 739, 741, 743, 745, 747, 749, 751, 753, 755, 757, 759, 761, 763, 765, 767, 769, 771, 773, 775, 777, 779, 781, 783, 785, 787, 789, 791, 793, 795, 797, 799, 801, 803, 805, 807, 809, 811, 813, 815, 817, 819, 821, 823, 825, 827, 829, 831, 833, 835, 837, 839, 841, 843, 845, 847, 849, 851, 853, 855, 857, 859, 861, 863, 865, 867, 869, 871, 873, 875, 877, 879, 881, 883, 885, 887, 889, 891, 893, 895, 897, 899, 901, 903, 905, 907, 909, 911, 913, 915, 917, 919, 921, 923, 925, 927, 929, 931, 933, 935, 937, 939, 941, 943, 945, 947, 949, 951, 953, 955, 957, 959, 961, 963, 965, 967, 969, 971, 973, 975, 977, 979, 981, 983, 985, 987, 989, 991, 993, 995, 997, 999, 1001, 1003, 1005, 1007, 1009, 1011, 1013, 1015, 1017, 1019, 1021, 1023, 1025, 1027, 1029, 1031, 1033, 1035, 1037, 1039, 1041, 1043, 1045, 1047, 1049, 1051, 1053, 1055, 1057, 1059, 1061, 1063, 1065, 1067, 1069, 1071, 1073, 1075, 1077, 1079, 1081, 1083, 1085, 1087, 1089, 1091, 1093, 1095, 1097, 1099, 1101, 1103, 1105, 1107, 1109, 1111, 1113, 1115, 1117, 1119, 1121, 1123, 1125, 1127, 1129, 1131, 1133, 1135, 1137, 1139, 1141, 1143, 1145, 1147, 1149, 1151, 1153, 1155, 1157, 1159, 1161, 1163, 1165, 1167, 1169, 1171, 1173, 1175, 1177, 1179, 1181, 1183, 1185, 1187, 1189, 1191, 1193, 1195, 1197, 1199, 1201, 1203, 1205, 1207, 1209, 1211, 1213, 1215, 1217, 1219, 1221, 1223, 1225, 1227, 1229, 1231, 1233, 1235, 1237, 1239, 1241, 1243, 1245, 1247, 1249, 1251, 1253, 1255, 1257, 1259, 1261, 1263, 1265, 1267, 1269, 1271, 1273, 1275, 1277, 1279, 1281, 1283, 1285, 1287, 1289, 1291, 1293, 1295, 1297, 1299, 1301, 1303, 1305, 1307, 1309, 1311, 1313, 1315, 1317, 1319, 1321, 1323, 1325, 1327, 1329, 1331, 1333, 1335, 1337, 1339, 1341, 1343, 1345, 1347, 1349, 1351, 1353, 1355, 1357, 1359, 1361, 1363, 1365, 1367, 1369, 1371, 1373, 1375, 1377, 1379, 1381, 1383, 1385, 1387, 1389, 1391, 1393, 1395, 1397, 1399, 1401, 1403, 1405, 1407, 1409, 1411, 1413, 1415, 1417, 1419, 1421, 1423, 1425, 1427, 1429, 1431, 1433, 1435, 1437, 1439, 1441, 1443, 1445, 1447, 1449, 1451, 1453, 1455, 1457, 1459, 1461, 1463, 1465, 1467, 1469, 1471, 1473, 1475, 1477, 1479, 1481, 1483, 1485, 1487, 1489, 1491, 1493, 1495, 1497, 1499, 1501, 1503, 1505, 1507, 1509, 1511, 1513, 1515, 1517, 1519, 1521, 1523, 1525, 1527, 1529, 1531, 1533, 1535, 1537, 1539, 1541, 1543, 1545, 1547, 1549, 1551, 1553, 1555, 1557, 1559, 1561, 1563, 1565, 1567, 1569, 1571, 1573, 1575, 1577, 1579, 1581, 1583, 1585, 1587, 1589, 1591, 1593, 1595, 1597, 1599, 1601, 1603, 1605, 1607, 1609, 1611, 1613, 1615, 1617, 1619, 1621, 1623, 1625, 1627, 1629, 1631, 1633, 1635, 1637, 1639, 1641, 1643, 1645, 1647, 1649, 1651, 1653, 1655, 1657, 1659, 1661, 1663, 1665, 1667, 1669, 1671, 1673, 1675, 1677, 1679, 1681, 1683, 1685, 1687, 1689, 1691, 1693, 1695, 1697, 1699, 1701, 1703, 1705, 1707, 1709, 1711, 1713, 1715, 1717, 1719, 1721, 1723, 1725, 1727, 1729, 1731, 1733, 1735, 1737, 1739, 1741, 1743, 1745, 1747, 1749, 1751, 1753, 1755, 1757, 1759, 1761, 1763, 1765, 1767, 1769, 1771, 1773, 1775, 1777, 1779, 1781, 1783, 1785, 1787, 1789, 1791, 1793, 1795, 1797, 1799, 1801, 1803, 1805, 1807, 1809, 1811, 1813, 1815, 1817, 1819, 1821, 1823, 1825, 1827, 1829, 1831, 1833, 1835, 1837, 1839, 1841, 1843, 1845, 1847, 1849, 1851, 1853, 1855, 1857, 1859, 1861, 1863, 1865, 1867, 1869, 1871, 1873, 1875, 1877, 1879, 1881, 1883, 1885, 1887, 1889, 1891, 1893, 1895, 1897, 1899, 1901, 1903, 1905, 1907, 1909, 1911, 1913, 1915, 1917, 1919, 1921, 1923, 1925, 1927, 1929, 1931, 1933, 1935, 1937, 1939, 1941, 1943, 1945, 1947, 1949, 1951, 1953, 1955, 1957, 1959, 1961, 1963, 1965, 1967, 1969, 1971, 1973, 1975, 1977, 1979, 1981, 1983, 1985, 1987, 1989, 1991, 1993, 1995, 1997, 1999, 2001, 2003, 2005, 2007, 2009, 2011, 2013, 2015, 2017, 2019, 2021, 2023, 2025, 2027, 2029, 2031, 2033, 2035, 2037, 2039, 2041, 2043, 2045, 2047, 2049, 2051, 2053, 2055, 2057, 2059, 2061, 2063, 2065, 2067, 2069, 2071, 2073, 2075, 2077, 2079, 2081, 2083, 2085, 2087, 2089, 2091, 2093, 2095, 2097, 2099, 2101, 2103, 2105, 2107, 2109, 2111, 2113, 2115, 2117, 2119, 2121, 2123, 2125, 2127, 2129, 2131, 2133, 2135, 2137, 2139, 2141, 2143, 2145, 2147, 2149, 2151, 2153, 2155, 2157, 2159, 2161, 2163, 2165, 2167, 2169, 2171, 2173, 2175, 2177, 2179, 2181, 2183, 2185, 2187, 2189, 2191, 2193, 2195, 2197, 2199, 2201, 2203, 2205, 2207, 2209, 2211, 2213, 2215, 2217, 2219, 2221, 2223, 2225, 2227, 2229, 2231, 2233, 2235, 2237, 2239, 2241, 2243, 2245, 2247, 2249, 2251, 2253, 2255, 2257, 2259, 2261, 2263, 2265, 2267, 2269, 2271, 2273, 2275, 2277, 2279, 2281, 2283, 2285, 2287, 2289, 2291, 2293, 2295, 2297, 2299, 2301, 2303, 2305, 2307, 2309, 2311, 2313, 2315, 2317, 2319, 2321, 2323, 2325, 2327, 2329, 2331, 2333, 2335, 2337, 2339, 2341, 2343, 2345, 2347, 2349, 2351, 2353, 2355, 2357, 2359, 2361, 2363, 2365, 2367, 2369, 2371, 2373, 2375, 2377, 2379, 2381, 2383, 2385, 2387, 2389, 2391, 2393, 2395, 2397, 2399, 2401, 2403, 2405, 2407, 2409, 2411, 2413, 2415, 2417, 2419, 2421, 2423, 2425, 2427, 2429, 2431, 2433, 2435, 2437, 2439, 2441, 2443, 2445, 2447, 2449, 2451, 2453, 2455, 2457, 2459, 2461, 2463, 2465, 2467, 2469, 2471, 2473, 2475, 2477, 2479, 2481, 2483, 2485, 2487, 2489, 2491, 2493, 2495, 2497, 2499, 2501, 2503, 2505, 2507, 2509, 2511, 2513, 2515, 2517, 2519, 2521, 2523, 2525, 2527, 2529, 2531, 2533, 2535, 2537, 2539, 2541, 2543, 2545, 2547, 2549, 2551, 2553, 2555, 2557, 2559, 2561, 2563, 2565, 2567, 2569, 2571, 2573, 2575, 2577, 2579, 2581, 2583, 2585, 2587, 2589, 2591, 2593, 2595, 2597, 2599, 2601, 2603, 2605, 2607, 2609, 2611, 2613, 2615, 2617, 2619, 2621, 2623, 2625, 2627, 2629, 2631, 2633, 2635, 2637, 2639, 2641, 2643, 2645, 2647, 2649, 2651, 2653, 2655, 2657, 2659, 2661, 2663, 2665, 2667, 2669, 2671, 2673, 2675, 2677, 2679, 2681, 2683, 2685, 2687, 2689, 2691, 2693, 2695, 2697, 2699, 2701, 2703, 2705, 2707, 2709, 2711, 2713, 2715, 2717, 2719, 2721, 2723, 2725, 2727, 2729, 2731, 2733, 2735, 2737, 2739, 2741, 2743, 2745, 2747, 2749, 2751, 2753, 2755, 2757, 2759, 2761, 2763, 2765, 2767, 2769, 2771, 2773, 2775, 2777, 2779, 2781, 2783, 2785, 2787, 2789, 2791, 2793, 2795, 2797, 2799, 2801, 2803, 2805, 2807, 2809, 2811, 2813, 2815, 2817, 2819, 2821, 2823, 2825, 2827, 2829, 2831, 2833, 2835, 2837, 2839, 2841, 2843, 2845, 2847, 2849, 2851, 2853, 2855, 2857, 2859, 2861, 2863, 2865, 2867, 2869, 2871, 2873, 2875, 2877, 2879, 2881, 2883, 2885, 2887, 2889, 2891, 2893, 2895, 2897, 2899, 2901, 2903, 2905, 2907, 2909, 2911, 2913, 2915, 2917, 2919, 2921, 2923, 2925, 2927, 2929, 2931, 2933, 2935, 2937, 2939, 2941, 2943, 2945, 2947, 2949, 2951, 2953, 2955, 2957, 2959, 2961, 2963, 2965, 2967, 2969, 2971, 2973, 2975, 2977, 2979, 2981, 2983, 2985, 2987, 2989, 2991, 2993, 2995, 2997, 2999, 3001, 3003, 3005, 3007, 3009, 3011, 3013, 3015, 3017, 3019, 3021, 3023, 3025, 3027, 3029, 3031, 3033, 3035, 3037, 3039, 3041, 3043, 3045, 3047, 3049, 3051, 3053, 3055, 3057, 3059, 3061, 3063, 3065, 3067, 3069, 3071, 3073, 3075, 3077, 3079, 3081, 3083, 3085, 3087, 3089, 3091, 3093, 3095, 3097, 3099, 3101, 3103, 3105, 3107, 3109, 3111, 3113, 3115, 3117, 3119, 3121, 3123, 3125, 3127, 3129, 3131, 3133, 3135, 3137, 3139, 3141, 3143, 3145, 3147, 3149, 3151, 3153, 3155, 3157, 3159, 3161, 3163, 3165, 3167, 3169, 3171, 3173, 3175, 3177, 3179, 3181, 3183, 3185, 3187, 3189, 3191, 3193, 3195, 3197, 3199, 3201, 3203, 3205, 3207, 3209, 3211, 3213, 3215, 3217, 3219, 3221, 3223, 3225, 3227, 3229, 3231, 3233, 3235, 3237, 3239, 3241, 3243, 3245, 3247, 3249, 3251, 3253, 3255, 3257, 3259, 3261, 3263, 3265, 3267, 3269, 3271, 3273, 3275, 3277, 3279, 3281, 3283, 3285, 3287, 3289, 3291, 3293, 3295, 3297, 3299, 3301, 3303, 3305, 3307, 3309, 3311, 3313, 3315, 3317, 3319, 3321, 3323, 3325, 3327, 3329, 3331, 3333, 3335, 3337, 3339, 3341, 3343, 3345, 3347, 3349, 3351, 3353, 3355, 3357, 3359, 3361, 3363, 3365, 3367, 3369, 3371, 3373, 3375, 3377, 3379, 3381, 3383, 3385, 3387, 3389, 3391, 3393, 3395, 3397, 3399, 3401, 3403, 3405, 3407, 3409, 3411, 3413, 3415, 3417, 3419, 3421, 3423, 3425, 3427, 3429, 3431, 3433, 3435, 3437, 3439, 3441, 3443, 3445, 3447, 3449, 3451, 3453, 3455, 3457, 3459, 3461, 3463, 3465, 3467, 3469, 3471, 3473, 3475, 3477, 3479, 3481, 3483, 3485, 3487, 3489, 3491, 3493, 3495, 3497, 3499, 3501, 3503, 3505, 3507, 3509, 3511, 3513, 3515, 3517, 3519, 3521, 3523, 3525, 3527, 3529, 3531, 3533, 3535, 3537, 3539, 3541, 3543, 3545, 3547, 3549, 3551, 3553, 3555, 3557, 3559, 3561, 3563, 3565, 3567, 3569, 3571, 3573, 3575, 3577, 3579, 3581, 3583, 3585, 3587, 3589, 3591, 3593, 3595, 3597, 3599, 3601, 3603, 3605, 3607, 3609, 3611, 3613, 3615, 3617, 3619, 3621, 3623, 3625, 3627, 3629, 3631, 3633, 3635, 3637, 3639, 3641, 3643, 3645, 3647, 3649, 3651, 3653, 3655, 3657, 3659, 3661, 3663, 3665, 3667, 3669, 3671, 3673, 3675, 3677, 3679, 3681, 3683, 3685, 3687, 3689, 3691, 3693, 3695, 3697, 3699, 3701, 3703, 3705, 3707, 3709, 3711, 3713, 3715, 3717, 3719, 3721, 3723, 3725, 3727, 3729, 3731, 3733, 3735, 3737, 3739, 3741, 3743, 3745, 3747, 3749, 3751, 3753, 3755, 3757, 3759, 3761, 3763, 3765, 3767, 3769, 3771, 3773, 3775, 3777, 3779, 3781, 3783, 3785, 3787, 3789, 3791, 3793, 3795, 3797, 3799, 3801, 3803, 3805, 3807, 3809, 3811, 3813, 3815, 3817, 3819, 3821, 3823, 3825, 3827, 3829, 3831, 3833, 3835, 3837, 3839, 3841, 3843, 3845, 3847, 3849, 3851, 3853, 3855, 3857, 3859, 3861, 3863, 3865, 3867, 3869, 3871, 3873, 3875, 3877, 3879, 3881, 3883, 3885, 3887, 3889, 3891, 3893, 3895, 3897, 3899, 3901, 3903, 3905, 3907, 3909, 3911, 3913, 3915, 3917, 3919, 3921, 3923, 3925, 3927, 3929, 3931, 3933, 3935, 3937, 3939, 3941, 3943, 3945, 3947, 3949, 3951, 3953, 3955, 3957, 3959, 3961, 3963, 3965, 3967, 3969, 3971, 3973, 3975, 3977, 3979, 3981, 3983, 3985, 3987, 3989, 3991, 3993, 3995, 3997, 3999, 4001, 4003, 4005, 4007, 4009, 4011, 4013, 4015, 4017, 4019, 4021, 4023, 4025, 4027, 4029, 4031, 4033, 4035, 4037, 4039, 4041, 4043, 4045, 4047, 4049, 4051, 4053, 4055, 4057, 4059, 4061, 4063, 4065, 4067, 4069, 4071, 4073, 4075, 4077, 4079, 4081, 4083, 4085, 4087, 4089, 4091, 4093, 4095, 4097, 4099, 4101, 4103, 4105, 4107, 4109, 4111, 4113, 4115, 4117, 4119, 4121, 4123, 4125, 4127, 4129, 4131, 4133, 4135, 4137, 4139, 4141, 4143, 4145, 4147, 4149, 4151, 4153, 4155, 4157, 4159, 4161, 4163, 4165, 4167, 4169, 4171, 4173, 4175, 4177, 4179, 4181, 4183, 4185, 4187, 4189, 4191, 4193, 4195, 4197, 4199, 4201, 4203, 4205, 4207, 4209, 4211, 4213, 4215, 4217, 4219, 4221, 4223, 4225, 4227, 4229, 4231, 4233, 4235, 4237, 4239, 4241, 4243, 4245, 4247, 4249, 4251, 4253, 4255, 4257, 4259, 4261, 4263, 4265, 4267, 4269, 4271, 4273, 4275, 4277, 4279, 4281, 4283, 4285, 4287, 4289, 4291, 4293, 4295, 4297, 4299, 4

2.3. If you have tickets, how did you obtain them and specify number/s?

| Official FIFA ticketing agency | Corporate guest | Included in travel package | Competition winner/ free ticket | Other means (friends/ family/website etc.) |
|--------------------------------|-----------------|----------------------------|---------------------------------|--|
| | | | | |

3. How many times will you visit an official FIFA Fan Park in total during the 2010 FIFA World Cup™ in the following cities?

| | Bloemfontein | Cape Town | Durban | Johannesburg | Polokwane | Port Elizabeth | Pretoria | Nelspruit | Rustenburg | Others in SA |
|--|--------------|-----------|--------|--------------|-----------|----------------|----------|-----------|------------|--------------|
| | | | | | | | | | | |

4. How many matches are you watching or going to watch today in the official Fan Park? none one two three four

5. Did others come with you to South Africa (if foreign tourist) or host city (if domestic tourist) who watched no football/ soccer, neither in stadiums nor at Fan Parks, during the entire stay?

5.1. Yes, specify number of people _____

5.2. No

CONSUMER BEHAVIOR

6. Was your South Africa visit arranged as a tour package? Yes No

6.1. If yes, what was the total cost per person: (R) _____

6.2. What was included in your package?

| Air travel | World Cup tickets | Accommodation | Food/beverage | Coach tours | Car hire | Other (specify) |
|------------|-------------------|---------------|---------------|-------------|----------|-----------------|
| | | | | | | |

7. Approximately how much money will you spend during the WHOLE 2010 FIFA World Cup? (Please write: "0" if no expenditure or "x" = I cannot guess that).

Tickets (all WC Tickets) (R) _____

Merchandise / 2010 fan-related articles (R) _____

Shopping (R) _____

Transportation, including air fares & within South Africa (Stadium, Public Viewing...) (R) _____

Accommodation (R) _____

Others (entertainment, visits to attractions, etc.) (R) _____

7.1. For how many persons are these expenditures? For myself or For _____ person(s)

8. Approximately how much money will you spend TODAY? (N6/7) (Please write: "0" if no expenditure or "x" = I cannot guess that).

Food and drink (R) _____

Tickets (all WC Tickets) (R) _____

Merchandise / 2010 fan-related articles (R) _____

Journey to Stadium, Public Viewing... (R) _____

Accommodation (R) _____

Shopping (R) _____

Others (entertainment, visits to attractions, etc.) (R) _____

8.1. For how many persons are these expenditures? (V5) For myself or For _____ person(s)

9. Rate your purchasing behavior at the 2010 FIFA World Cup™ on a scale of 1=purchase only what I really need to 5=I purchase whatever I want.

| | | | | |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|

10. Did you get financial support for your trip to this World Cup match? Yes No

11. How important was the 2010 FIFA World Cup™ in your decision to travel to South Africa (foreign visitors)/ this host city (domestic visitors)? (V1)

| | | | | |
|---------------------|----------------|------------|--------------|-------------------|
| 1. Very unimportant | 2. Unimportant | 3. Neutral | 4. Important | 5. Very important |
|---------------------|----------------|------------|--------------|-------------------|

11.1. if very unimportant, unimportant or neutral, what was your primary reason?

| Holiday | Business | Visiting friends/relatives | Shopping | Health/medical | Other (specify) |
|---------|----------|----------------------------|----------|----------------|-----------------|
| | | | | | |

12. Please answer "yes" or "no" to the following statements.

| | Yes | No |
|--|-----|----|
| I am watching this match because I happen to be in the region at this moment | | |
| I extended my holiday to see this match | | |

13. How many overnight stays did/will you spend during the World Cup in South Africa (foreign visitors) in total or in other host cities (domestic tourists) and in what type of accommodation? (V3/4) (indicate number of nights where applicable). In the last row include number of day trips as well.

| Accommodation Type | Number of nights in each host city | | | | | | | | |
|--|------------------------------------|-----------|--------|--------------|-----------|-----------|----------|------------|-------|
| | Bloemfontein | Cape Town | Durban | Johannesburg | Nelspruit | Polokwane | Pretoria | Rustenburg | Other |
| 4-5 star hotel | | | | | | | | | |
| 1-3 star hotel | | | | | | | | | |
| Guesthouse/B&B | | | | | | | | | |
| Car/camping | | | | | | | | | |
| Private room/flat/house rental | | | | | | | | | |
| Private accommodation (friends/family) | | | | | | | | | |
| No. of day trips | | | | | | | | | |

14. For overnight stays only: Do you plan to visit the following places regardless of the 2010 FIFA World Cup™ during the next two years? South Africa is not applicable for domestic tourists.

| | South Africa | Bloemfontein | Cape Town | Durban | Johannesburg | Nelspruit | Polokwane | Port Elizabeth | Pretoria | Rustenburg |
|-----|--------------|--------------|-----------|--------|--------------|-----------|-----------|----------------|----------|------------|
| Yes | | | | | | | | | | |
| No | | | | | | | | | | |

PREVIOUS ATTENDANCE/VISITS

15. Have you attended a previous FIFA World Cup™? Yes No
16. Have you visited South Africa before this trip? (foreign tourists only) Yes No
17. Have you visited this city before this trip? Yes No
18. Will you visit another country in Africa during his trip? Yes No
- 18.1. If yes, which country/countries and for how many nights? How much money in total will you spend in the other African country/countries?
- Country 1: _____ nights _____ Total spending (R) _____
- Country 2: _____ nights _____ Total spending (R) _____

DEMOGRAPHIC PROFILE/ STATISTICAL DATA

19. Country of origin (nationality): _____

20. Gender

Male Female

21. Age _____ years

22. Highest level of education attained

| | | | |
|----------------------|--|--|---------------------|
| No formal education | Primary completed (7 yrs of schooling) | Secondary completed (> 7 yrs of schooling) | Certificate/diploma |
| Undergraduate degree | Postgraduate | Other (specify): | |

23. Your monthly net income (after deduction of taxes and social security) _____ (specify currency €/\$/R)

24. Would you be willing to participate in a post-event survey after the 2010 FIFA World Cup™? Yes No

24.1. If yes, please provide your electronic mail address: _____

PERCEPTIONS OF SOUTH AFRICA AND CAPE TOWN

25. Indicate the extent to which you agree or disagree with each STATEMENT with an 'X' in the right hand column

| STATEMENT | Strongly disagree | Disagree | Neutral | Agree | Agree Strongly |
|---|-------------------|----------|---------|-------|----------------|
| V8 I feel confident that this event has been successfully hosted in South Africa/ Cape Town | | | | | |
| V9 I am satisfied with how the World Cup is organised | | | | | |
| V10 I am satisfied with the level of service I have received during the event | | | | | |
| V11 I am more aware of tourism facilities in the area due to attending the event | | | | | |
| V12 The World Cup caused/is causing no traffic congestion in the local area | | | | | |
| V13 The World Cup leads/ has led to increased crime in the local area | | | | | |
| V14 The World Cup increases pollution e.g. air pollution, waste etc | | | | | |
| V15 The World Cup has NO significant negative social impacts | | | | | |
| V16 Only answer the following question if you are a South African: I feel proud that South Africa is hosting this event. | | | | | |
| V17 Only answer the following questions if you are a foreigner: I am more aware of other destinations in South Africa because of visiting the event | | | | | |
| V18 I think South African athletes or teams are major competitors in this sport. | | | | | |
| I am more aware of other destinations in the rest of Africa because of visiting the event | | | | | |
| The environment in Cape Town is being degraded due to the hosting of the 2010 FIFA World Cup™ | | | | | |
| During the 2010 FIFA World Cup™, I go out of my way to purchase goods and services from local businesses | | | | | |

26. What are/ were the main activities you intend participating in/ have participated in during your stay in Cape Town? (Multiple responses):

| | | | | | | | |
|----------------------------------|--------------|---------|------------------------------|-----------------|--------------------|----------------|------------------|
| Shopping | Wildlife | Trading | Visiting natural attractions | Medical | Nightlife | Theme Parks | Visited a casino |
| Business | Social (VFR) | Beach | Health | Other (specify) | Cultural/ heritage | Sport competed | Food & wine |
| Sport attended (other than 2010) | | | | | | | |

27. Indicate the main sources of information on the destination used prior to departure to Cape Town:

| | | | | | |
|------------------------|-----------------|--------------------------------------|--|----------|------------------------|
| Television | Radio | Magazine | Newspaper | Internet | Social media platforms |
| Travel guide | Previous visits | Work related/professional colleagues | Friends or relatives who have visited Cape Town or are residents | | |
| Other (specify) | | | | | |

28. Would you advise friends, relatives or colleagues to visit Cape Town?

| | | |
|-----------------|----------|--------------------|
| Yes, definitely | Possibly | No, definitely not |
|-----------------|----------|--------------------|

29. Are you likely to take a trip Cape Town in the next 12 months?



| | | |
|-------------|----------|----------------|
| Yes, likely | Possibly | No, not likely |
|-------------|----------|----------------|

30. Have you been informed of any responsible tourism tips during your visit to Cape Town?

| | |
|-----|----|
| Yes | No |
|-----|----|

30.1 If yes, where have you seen these tips? (multiple responses)

| Place of accommodation | Tourism attraction | Cape Town Stadium | FIFA Fan Park | Tourism information centre | Other (specify) |
|------------------------|--------------------|-------------------|---------------|----------------------------|-----------------|
| | | | | | |

30.2 If yes, can you recall any of the responsible tourism tips? (multiple responses, unprompted)

| Responsible Tourism Tips | Yes | No | Yes | No |
|--|-----|----|---|----|
| Interact with locals and buy local goods and services | | | Use water sparingly and efficiently eg. drink tap water | |
| Use establishments that make use of local services and products | | | Dispose of rubbish carefully, recycle and reuse | |
| Donate to local charities instead of giving money to street children | | | Make use of public transport | |
| Use electricity efficiently eg. switch off lights, TV when not in room | | | Other (specify) | |

31. How would you rate your general impressions/experiences of Cape Town in terms of the following?

| | Good | Fair | Poor | Good | Fair | Poor |
|-----------------|------|------|------|---------------------------------|------|------|
| Friendliness | | | | Banking | | |
| Helpfulness | | | | Entertainment | | |
| Transport | | | | Value for money | | |
| Personal safety | | | | Responsible tourism destination | | |
| Cleanliness | | | | | | |

32. How important were environmental considerations in your choice of accommodation during the 2010 FIFA World Cup™

| | | | | |
|---------------------|----------------|------------|--------------|-------------------|
| 1. Very unimportant | 2. Unimportant | 3. Neutral | 4. Important | 5. Very important |
|---------------------|----------------|------------|--------------|-------------------|

33. How often did you separate your wet and dry waste in the correct bin during the 2010 FIFA World Cup™

| | | | | |
|----------|-----------|--------------|------------------|-----------------------------|
| 1. Never | 2. Seldom | 3. Sometimes | 4. Almost always | 5. Always without exception |
|----------|-----------|--------------|------------------|-----------------------------|

34. How did you arrive in this city? (Domestic tourists only)

O Air O Rail O Personal automobile O Motorcoach/bus O Rental car O Taxi O Other specify _____

35. What was your port of entry to South Africa? (foreign tourist only) O Cape Town O Durban O Johannesburg O Other specify _____

36. What was the main mode of transport did you use to get to match/ Fan Park from your place of accommodation/residence today?

O Personal automobile O Motorcoach/bus O Rental car O Walked O Taxi O BRT
 O Other specify _____

Appendix 2: International Visitor Perceptions of South Africa during the World Cup

Interviewer: _____ Date: ____ / ____ / ____ Location: _____

International Visitor Perceptions of South Africa during the World Cup

Screening: Interviewer to note that respondent must be an international visitor, over 18 years of age and consent to their participation in the survey.

1. Which country are you a citizen of? _____

Introduction: This questionnaire asks you for your thoughts about South Africa during the World Cup. This survey should take a few minutes to complete. Your participation in this study is completely voluntary and you have the right not to answer any specific questions. The information you provide will be grouped with other participants' information to protect your identity. The information will be used for academic research purposes only.

2. What is the main reason/ purpose for your visit to South Africa at this time?

| | | | | | | | |
|--------------------------|------------------|--------------------------|-----------------|--------------------------|-------------------------|--------------------------|----------|
| <input type="checkbox"/> | World Cup | <input type="checkbox"/> | General tourism | <input type="checkbox"/> | Visit friends or family | <input type="checkbox"/> | Business |
| <input type="checkbox"/> | Other (specify): | | | | | | |

3.1 Will you be watching matches at the Fan Parks and/or at the stadium during your stay?

| | | | | | |
|--------------------------|-----------------|--------------------------|--------------|--------------------------|-------------|
| <input type="checkbox"/> | Yes, Fan Park/s | <input type="checkbox"/> | Yes, Stadium | <input type="checkbox"/> | No, neither |
|--------------------------|-----------------|--------------------------|--------------|--------------------------|-------------|

3.2 If yes, have you ever attended a football World Cup finals event previously?

| | | | |
|--------------------------|-------|--------------------------|----------------|
| <input type="checkbox"/> | Never | <input type="checkbox"/> | Yes (specify): |
|--------------------------|-------|--------------------------|----------------|

4. Have you ever traveled to South Africa or Africa previously?

| | | | | | |
|--------------------------|-------|--------------------------|------------------------------|--------------------------|-------------------|
| <input type="checkbox"/> | Never | <input type="checkbox"/> | Africa, but not South Africa | <input type="checkbox"/> | Yes, South Africa |
|--------------------------|-------|--------------------------|------------------------------|--------------------------|-------------------|

5. Would you have traveled to South Africa at this time if the World Cup was not being hosted here?

| | | | | | |
|--------------------------|----|--------------------------|-----|--------------------------|-----------------|
| <input type="checkbox"/> | No | <input type="checkbox"/> | Yes | <input type="checkbox"/> | Perhaps/ unsure |
|--------------------------|----|--------------------------|-----|--------------------------|-----------------|

6. What were your main perceptions of South Africa before you visited? (Note all, exact words used. Probe for detail/ multiple responses.)

7. How much do you think the following sources of information helped you to form these perceptions?

[1: Not at all; 2: very little; 3: not sure; 4: a little; 5: very much]

| | | 1 | 2 | 3 | 4 | 5 |
|------|---|---|---|---|---|---|
| 7.1 | International news and media | | | | | |
| 7.2 | Family and friend's experiences/opinions | | | | | |
| 7.3 | Your previous travel experiences | | | | | |
| 7.4 | Your formal education (e.g. school or university) | | | | | |
| 7.5 | Buying South African products | | | | | |
| 7.6 | Doing business with South African companies | | | | | |
| 7.7 | Tourism promotion of South Africa | | | | | |
| 7.8 | Meeting South Africans in your home country | | | | | |
| 7.9 | Hearing about famous South Africans | | | | | |
| 7.10 | The achievements of South African sports teams and sports stars | | | | | |
| 7.11 | South Africa's hosting of other sport events | | | | | |
| 7.12 | News and information related to the 2010 FIFA World Cup | | | | | |
| 7.13 | Any other sources? (specify): | | | | | |

8.1 Has your current visit to South Africa during the World Cup changed any of your perceptions?

| | | | |
|--------------------------|------------------------|--------------------------|-----|
| <input type="checkbox"/> | No (Go to Question 11) | <input type="checkbox"/> | Yes |
|--------------------------|------------------------|--------------------------|-----|

8.2 If YES, how would you describe your current/ new perceptions of South Africa? (Note all, exact words)

8.3 If YES, what do you think has changed/ formed your perceptions?

9. Please use the following scale to respond to the statement endings below:
 [1: Strongly Disagree; 2: Disagree; 3: Unsure; 4: Agree; 5: Strongly Agree]

| | "My visit to South Africa has encouraged me to..." | 1 | 2 | 3 | 4 | 5 |
|------|---|---|---|---|---|---|
| 9.1 | visit South Africa again | | | | | |
| 9.2 | encourage others to visit South Africa | | | | | |
| 9.3 | return to South Africa to watch or participate in future sport events | | | | | |
| 9.4 | become friends with South African people | | | | | |
| 9.5 | appreciate South African food, music, art and dance | | | | | |
| 9.6 | pay more attention to news or media relating to South Africa | | | | | |
| 9.7 | buy South African products more easily | | | | | |
| 9.8 | do business or invest in South Africa | | | | | |
| 9.9 | emigrate to South Africa | | | | | |
| 9.10 | explore other parts of Southern Africa | | | | | |

10. Using the same scale, please respond to the statement endings below.

| | "South Africa has/is..." | 1 | 2 | 3 | 4 | 5 |
|-------|---|---|---|---|---|---|
| 10.1 | a world-class tourism destination | | | | | |
| 10.2 | many friendly, welcoming people | | | | | |
| 10.3 | a number of successful sports teams and participants | | | | | |
| 10.4 | a segregated society | | | | | |
| 10.5 | a vibrant culture and cultural heritage | | | | | |
| 10.6 | beautiful scenery and natural attractions | | | | | |
| 10.7 | a good climate for tourism and sport | | | | | |
| 10.8 | a stable democratic government | | | | | |
| 10.9 | well-respected political leaders | | | | | |
| 10.10 | a safe place to visit | | | | | |
| 10.11 | a good place to do business/ invest in | | | | | |
| 10.12 | a desirable country to live in | | | | | |
| 10.13 | world-class sports facilities | | | | | |
| 10.14 | a competent host of the football World Cup | | | | | |
| 10.15 | an excellent destination to host future sport mega-events | | | | | |

Just a few personal details to help us interpret your responses:

11. What is your current age (years)? _____

12. How would you describe your ethnic origin? (e.g. White/ Caucasian, Asian, Black, Coloured, Mixed race etc.)

[13. Interviewer to note gender.]

| | | | |
|--------------------------|------|--------------------------|--------|
| <input type="checkbox"/> | Male | <input type="checkbox"/> | Female |
|--------------------------|------|--------------------------|--------|

Thank you for taking the time to complete this questionnaire! If you would be willing to respond to a brief follow-up survey via e-mail, please provide us with your email address:

Appendix 3: Pocono 500 spectator survey

Pocono 500 Spectator Survey

1. Where are you from? _____ City
 _____ State _____ Zip Code
2. How many people are in your immediate visitor group? _____ Alone
 2a. If one or more: Where are the other members of your group from? City _____ State _____
 2b. Please describe the composition of your group: Family _____ Friends _____ Family and friends _____
 Business associates _____ Other (please specify) _____
3. How many nights will you (and your group) spend in the Poconos this trip? _____ nights
 3a. Please describe your lodging accommodations in the Poconos:
 Hotel/motel _____ Camping _____
 Condo _____ Residence of friend/relative _____
 House rental _____ Other (please specify) _____
4. How much money will you and your immediate group spend in the Poconos **off-site** this trip for:
 Lodging _____ Shopping _____
 Eating and drinking _____ Other _____
5. Have you attended a Pocono Race prior to this year? Yes _____ No (first time) _____
 5a. If yes, how many previous Pocono Races have you attended (excluding 2009)? _____
6. What is your favorite radio entertainment? Country _____ Classic Rock _____ News _____ Talk _____
 Pop/Contemporary _____ Other (please specify) _____
7. What source did you primarily rely upon for information about the 2009 Pocono 500?
 Official race website _____ NASCAR.com _____ Speed Channel _____ NASCAR radio _____ Other (please specify) _____
8. How would you prefer to receive information about the next Pocono 500?
 Facebook _____ Twitter _____ Internet _____ Text message _____ Internet page _____ Direct mail _____ Newspaper _____
 Other (please specify) _____
- Demographics:** 9. How old are you? _____ years 10. Gender: Note respondent's gender M _____ F _____
11. Do you have children under 18 years of age? Yes _____ No If yes, how many? _____
12. What was your 2008 household income? Under \$30,000 _____ \$30,000-\$50,00 _____
 \$50,000-\$70,000 _____ \$70,000-\$100,000 _____ \$100,000+ _____
13. May we contact you after the Pocono 500 to ask a few more questions?
 If yes, Name: _____ E-mail: _____

Appendix 4: 2009 U.S. Women's Open spectator survey

2009 U.S. Women's Open Spectator Survey [Draft 26 June 2009]

1. Where are you from? _____ City
 _____ State _____ Zip Code
 _____ Country

2. How many people **excluding yourself** are in your immediate visitor group? _____ Alone
 2a. If one or more: How many of the other members of your group are from outside the Lehigh Valley?

Skip to Q5 if subject is from Lehigh Valley

3. How many nights will you (and your group) spend in the Lehigh Valley this trip? _____ nights
 3a. Please describe your lodging accommodations in the Lehigh Valley:
 Hotel/motel _____ Camping _____
 Condo _____ Residence of friend/relative _____
 House rental _____ Other (please specify) _____

4. How much money will you and your immediate group spend in the Lehigh Valley this trip for:
 Lodging _____ Shopping _____
 Eating and drinking _____ Other _____
 Entertainment _____

Skip to Q6 for visitors

[If from the Lehigh Valley]

5. Had the U.S. Open Golf Championship been located in another community, would you have left the Lehigh Valley this weekend? Yes No
 5a. If yes, where would you have visited? _____
 5b. How many nights would you have stayed outside the Lehigh Valley? _____
 5c. How much money would you have spent outside the Lehigh Valley? _____

All subjects

6. Have you attended a U.S. Women's Open prior to this year? Yes No (first time)

7. Do you have a relative or friend competing in this tournament? Yes No

Demographics: 8. How old are you? _____ years 9. Gender: Note respondent's gender M F

10. Do you have children under 18 years of age? Yes No 10a. If yes, how many? _____

11. May we contact you after the U.S. Open to ask a few more questions?

If yes, Name: _____

E-mail: _____

Appendix 5: Sport Tourism and the Economic Impact of the 1000 Lakes Rally 1997

4. The Economic Impact of the Event

A total of 100,511 tickets were sold to spectators and 7,928 to the companies. Each spectator watches an average of 4.3 special stages, and the officials in charge of the stages came to an overall estimate 188,559 spectator visits. The total number of spectators as such was 43,000-53,000, of which 25,800-42,400 (60-70%) lived outside the area of the rally. If the proportion of the foreigners was same as among the people interviewed, there must have been 1,290-1,590 foreign spectators.

The spectators' opinions about Jyväskylä were very positive (Table 1.). Almost all of the spectators (85%) felt that they had got value for their money, although 11 % didn't have any opinion on this (Table 2.). Main parts of the spectators (85 %) were ready to come again next year, but 13 % couldn't say yet (Table 3.).

Table 1: Image of Jyväskylä

| | |
|------------|------|
| Positive | 76 % |
| Negative | 7 % |
| Neutral | 6 % |
| Cannot say | 11 % |

Table 2: Value for money

| | |
|------------|------|
| Yes | 85 % |
| Cannot say | 13 % |
| No | 4 % |

Table 3: Coming to the rally next year.

| | |
|------------|------|
| Yes | 85 % |
| Cannot say | 13 % |
| No | 2 % |

The spectators had spent an average 930 FIM per person on travel, accommodation, food, drink and supporter's items etc. at the rally. If the total number of the foreigners (spectators, journalists and teams) was about 2,700, and if they spent as much money as the average spectator, foreign currency incomes from the event would be over 2.5 mil. FIM.

The spectators spent a total of 39-48 mil. FIM, mainly in the area of the rally (Table 4.), of which 25-39 mil. FIM came from people living outside the rally area (estimate is based on the proportion of non-local spectators, and reports by the companies concerning increased sales during the event). The most money was spent on travel (306 FIM/spectator), drink (180 FIM/Spec.), food (147 FIM/spec.) and accommodation (137 FIM/spec.) Spectators bought supporter's items and souvenirs to a value of 48 FIM/spectator.

The spectators spent about 45 mil. FIM in the area of the rally itself, of which 32 mil FIM came from people living outside the area (estimate based on the proportion of non-local spectators, and reports by the companies concerning increased sales during the event).

Table 4: Money spent by spectators during the event

| Product/service | FIM/spectator | Variation/FIM |
|-------------------|----------------|-----------------------|
| Drinks | 180 | (0-2.000) |
| Tickets | 164 | (0-1.500) |
| Travel | 306 | (0-10.000) |
| Supporters' items | 48 | (0-2.600) |
| Accommodation | 137 | (0-3.150) |
| Food | 147 | (0-1.500) |
| Other | 34 | |
| Total | 930 FIM | (0-20.370 FIM) |

Table 5: Total spending by spectators during the event (mil. FIM)

| Product/service | All spectators | | Spectators from outside the area | |
|-------------------|----------------|------|----------------------------------|------|
| | min. | max. | min. | max. |
| Drinks | 7.7 | 9.5 | 4.6 | 7.6 |
| Tickets a' 50 FIM | 2.7 | 2.7 | 2.7 | 2.7 |
| Travelling | 13.2 | 16.2 | 7.9 | 13.0 |
| Supporters' items | 2.1 | 2.5 | 1.2 | 2.0 |
| Accommodation | 5.9 | 7.3 | 3.5 | 5.8 |
| Food | 6.3 | 7.8 | 3.8 | 6.2 |
| Other | 1.5 | 1.8 | 0.9 | 1.4 |

| | | | | |
|-------|------|------|------|------|
| Total | 39.4 | 47.8 | 24.6 | 38.7 |
|-------|------|------|------|------|

One fourth of the respondents couldn't say how they would have spent the money if they had not come to the rally, one in five would have used it for everyday living, one in ten would have saved it and one in 11 would have spent it on food and drink.

If all the effects are taken into consideration, the NESTE 1000 Lakes' Rally 1996 employed 80 persons directly and 180-230 indirectly during the course of the year.

The impacts of the rally on business enterprises were positive or very positive. The greatest benefits were increased sales, large numbers of customers and increased knowledge of the area. The sales reported by companies during the rally were 22 mil. FIM higher than at normal times. The average extra sales achieved by the companies which replied to the questionnaire were 100,000 FIM over the two weeks around the event.

Approx. 20 % of the companies which replied had had to hire extra staff because of the event, which increased their costs by around 4 mil. FIM. One company in four which took part in the research had increased its advertising costs because of the rally, leading to extra costs of about 6,500 FIM per company. It is estimated that the total costs to the companies were around 1.5 mil. FIM.

The accident which occurred during the rally affected the answers very little. It didn't effect the attitudes of 63 % of the respondents of all, 11 % thought that security measures should be improved, 10 % thought that the accident was unfortunate, and 9 % had a negative attitude towards the whole event because of the accident. The questionnaire concerned with sponsoring was answered by 15 sponsors out of 21 (71 %). The companies often defined their sponsor strategy as "Image, goals and target group in harmony with the sponsored" with the those of the recipient 75 %.

Sponsorship policies were found that were both concentrated on one or two events and spread over a large range of events. During the last five years national motor sport events (67 %), international events (53 %) and single drivers (47 %) had been targets of sponsorship. Most of the sponsors (57 %) had a desire or opportunity for indirect sponsoring. Sponsors generally made good use of the free tickets, services, happening and products offered by the organisers. The target was usually the whole of Finland (80 %) and also Europe in some cases (33 %).

Less than half of the sponsors planned to evaluate the goals they had set for the rally project, e.g. in terms of sales, TV and press visibility, research and gallop polls, and feedback from their own workers. Sponsor contracts had been promoted by the visibility achieved, tradition, product and target consistency and the useful contacts available. Other considerations were good publicity, the international nature of the event, suitability for the sponsor's line of business and image and the possibility to use various networks.

Managing directors, sales directors or the board of directors normally decided on sponsorship agreements, the projects being planned those responsible for marketing and advertising. The planning of the projects was normally started one year before the rally (53 %), or a little later. The companies had had enough planning time, with the exception of Orion, who started to plan their project in June 1996.

Most part of the respondents (73 %) were quite pleased with the co-operation provided by organisers, mentioning "the good connection between sponsors and the organisation", "good service", "good personal relationships", "flexible co-operation" and "exact fulfilment of the contract".

Appendix 6: Neste Oil Rally 2011 Visitor survey

Neste Oil Rally 2011 Spectator Survey

1 Where are you from? _____

1.1 If Finnish, which city? _____

2 How did you arrive to Jyväskylä?

Train Bus Airplane Car Other, specify _____

3 What is the purpose of your visit to city of Jyväskylä this time?

Rally General tourism Friends / relatives Business Other, specify _____

4 Have you participated to Neste Oil Rally before? Yes No

5 Have you visited Jyväskylä before? Yes No

5.1 If yes, when was your last visit to Jyväskylä?

>1 year 1-2 years 3-5 years <5 years

5.2 If yes, what was the purpose of your last visit?

Rally General tourism Friends / relatives Business Other, specify _____

If from central Finland

6 Had the Neste Oil Rally been organized in another city, would you still have participated the rally?

Yes No

If visitor

6.1 Would you have travelled to Jyväskylä this time if the Neste Oil Rally was not being hosted here?

Yes No

Neste Oil Rally 2011 Spectator Survey

7 How much do you think the following terms describe Jyväskylä?

Scale 1 (not at all) to 7 (very much)

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|-----------------------|---|---|---|---|---|---|---|
| 7.1 Innovative | | | | | | | |
| 7.2 Expensive | | | | | | | |
| 7.3 Exiting | | | | | | | |
| 7.4 Nature-protective | | | | | | | |
| 7.5 International | | | | | | | |
| 7.6 Successful | | | | | | | |
| 7.7 Wealthy | | | | | | | |
| 7.8 Healthy | | | | | | | |
| 7.9 Safe | | | | | | | |

8 How much do you think the following sources of information helped you to form previous perceptions? (1: Not at all; 2: very little; 3: not sure; 4: a little; 5: very much)

- 8.1 Media and news about Jyväskylä _____
- 8.2 Family and friend's experiences / opinions _____
- 8.3 Your previous travel experiences _____
- 8.4 Doing business with companies from Jyväskylä _____
- 8.5 Tourist promotion of Jyväskylä _____
- 8.6 Jyväskylä's hosting of other sport events _____
- 8.7 News and information related to the Neste Oil Rally Finland _____
- 8.8 The achievements of Finnish rally drivers _____
- 8.9 Any other sources, specify _____

9 Has your current visit to Jyväskylä during the Neste Oil Rally changed your perceptions?

Yes No

9.1 If yes, how did they change?

10 Will you participate to Neste Oil Rally next year?

Yes No Do not know

11 Would you recommend Jyväskylä to others as a tourism destination?

12 Which grade from 1 to 10 would you give to Jyväskylä? _____

