

**THE ATTITUDES AND PERCEPTIONS OF
USERS ON INDOOR FOOTBALL FACILITIES
AND CONTINUOUS TRAINING PLACES: Case,
Jyväskylä, FINLAND**

Gökhan Ates

Bachelor's Thesis
May 2014

Degree Programme in Facility Management
School of Business and Services Management



JYVÄSKYLÄN AMMATTIKORKEAKOULU
JAMK UNIVERSITY OF APPLIED SCIENCES



Author(s) Gökhan Ates	Type of publication Bachelor's Thesis	Date 12.05.2014
	Pages 59	Language English
		Permission for web publication (X)
Title THE ATTITUDES AND PERCEPTIONS OF USERS ON INDOOR FOOTBALL FACILITIES AND CONTINUOUS TRAINING PLACES: Case Jyväskylä, FINLAND		
Degree Programme in Facility Management		
Tutor(s) Simon Kay-Jones		
Assigned by		
Abstract <p>The objective of the research was to find out the attitudes and perception of users on how to adopt Finnish football facilities to permanent training places for players to increase the quality of Finnish football. It is known that football is not the number one sport in Finland because of long winter break that makes it challenging for football to play on the outside pitches.</p> <p>The goal was to find out football players' and experts' perspective whether indoor football facilities could improve the quality of Finnish football or not. The findings might lead to football players being provided with indoor pitches. After that, the quality and ability of Finnish players could be improved, which could, eventually, have positive effects on national team.</p> <p>The study was based on qualitative research method. Thus, a survey questionnaire was sent to football players and interview with experts in order to gather reliable information. And, also different analysis methods such as 'blueprints' and 'service journeys' were used in the research process. Participants were Finnish and international people who are related to the central Finnish football industry.</p> <p>Participants found access to appropriate place for training in winter season as a major barrier improvement. Likewise, successful sports athletes in any field are perceived by the participants, to require continuous training facilities at the elite level, by removing the lack of indoor facilities.</p> <p>As a recommendation, future researches can be conducted for the whole Finland to see how Finnish football should be promoted for the future success of the Finnish national football team.</p>		
Keywords Finnish football, indoor football facilities, players' ability, quality in football, interview, survey, recommendation		
Miscellaneous		

Contents

1. Introduction	3
2. Background	6
2.1 Football in general.....	6
2.2 Finnish football.....	7
2.3 Development of sport in Finland.....	9
2.4 A brief introduction to football in winter season.....	12
2.5 Existing indoor football facilities: case Jyväskylä.....	14
2.5.1 Killeri indoor football pitch.....	17
2.5.2 Hipposhalli convertible indoor football pitch.....	19
3. Research problem	20
3.1 Research questions.....	22
3.2 Objectives and motives.....	23
4. Methodology	23
4.1 Choice of case study.....	27
5. Collection of data	29
6. Research Results	30
6.1 Survey questionnaire results.....	30
6.2 Interview results.....	38
7. Reliability / Validity	39
8. SWOT analysis of indoor football facilities in Jyväskylä based on qualitative research results	41
8.1 Strengths.....	42
8.2 Weaknesses.....	42
8.3 Opportunities.....	43
8.4 Threats.....	43

9. Discussion on the reliability of the research and future research areas.....	44
10. Conclusion and discussion.....	45
References.....	48
Figures.....	50
Appendixes.....	51
Survey questions.....	52
Interview questions and answers.....	53

1. Introduction

“In the past two decades, sport has moved from being a pastime to a business as a result of the process of commercialization, which has led sports managers and organizations to become concerned with business principles. This commercialization process has led sports organizations to be described as business-like as they become market orientated, pursue operational strategies that maximize profit or revenue, and become responsive to needs of customers”

Robinson (2008, p 308)

In today`s world, sports has become one of the biggest industries that involves a great number of fans and athletes. It is not only an activity that athletes do but also people all around the world do it on a daily basis in order to stay fit and healthy.

“Throughout, a sport is defined as an activity requiring direct physical competition with an opponent, has established procedures and rules, and defined criteria for determining victory” (Poliakoff, 1987). The most important and motivating aspects of sports are trophies, medals or money for victory because competitors have the immediate goal of winning the contest.

“The most watched sport in the world is football reporting some 3.5 billion fans across the world with a heavy concentration of those fans in Europe, Asia and Africa. The International Football Federation (FIFA) is reportedly valued at \$1 billion with equity of \$1.061 million. At the last World Cup in 2010, television rights were valued at \$650 million”

(FIFA (2014)).

These numbers are tremendous when compared to other sports such as basketball, baseball, cricket, ice hockey or volleyball. That is why football is the biggest sport with its equity and assets.

Although, football is so important in most countries, some countries like Finland face the cold winter season that affects football culture negatively. “The position of football in Finland is affected by the climate. Winters are long and cold, inevitably directing people’s interest towards winter sports, in which Finnish athletes have been successful at the Olympics and elsewhere” (Itkonen&Nevala,2012, 579.) Numerous of players are not able to play for a whole winter season because of the weather that makes it impossible to play out in the open pitches. Also, weather plays an essential role in how often players can attend training sessions.

“Another dimension of quality of viewing is weather conditions. One robust finding from studies of the relation between weather and attendance is that types of weather conditions that are known to disrupt play in a sporting contest will have a negative effect on attendance”

(Borland & Mcdonald, 2003, p 488).

Therefore, players who play and practice only during a limited number of months do not have the same as those, for example, in Spain where efficient training is possible all year round.

On the other hand, as for Finland, success and quality are lower in Finnish football. One factor may be the lack of indoor football facilities restricts training resulting in less able players. However, since the weather cannot be changed completely, Finnish football facilities may need to be adapted to the winter season by building more indoor facilities in order to offer the potential to increase the skills of players.

“Football will remain a low-cost sport, but will move towards a more realistic charging system in order to be able to provide better quality playing environments. Formats of football will have changed, with a far broader range on offer and different ‘entry points’ into the game – both recreational and affiliated. These flexible formats will require

that facilities are similarly flexible and capable of supporting new and emerging game formats.”

The FA, (2013-2015, P 11)

According to survey respondents whose team has to pay approximately 80 Euros per hour, the prices of indoor football facilities are high which means that the more training there is the greater the cost will be. Therefore, it would be logical to lower the prices to provide a better access to the facilities. This could be helpful to improving Finnish football because families have to pay a considerable amount of money to teams for their children` yearly fees. Therefore, many families cannot offer football as a hobby to their children because it is too expensive for them. “Another parent, who said they pay between 7,000 and 8,000 euros per year for three kids to play football in Espoo “(Yle, 2013.)However, if football would be cheaper hobby for children, then families could send their children to football teams, which would be vital for the teams to produce better players and raise their level of success both nationally and internationally in the long run.

The mixed research methodology was applied in order to collect data on the development of indoor football facilities. Moreover, all the data was collected through related academic articles, books, observations, surveys and interviews with experts. The survey was sent to three different semiprofessional football players groups to receive different opinions of individuals about indoor football facilities.

The goal was to find out active football player`s and professionals` perspectives on whether indoor football facilities could improve the quality of Finnish football or not. Attention was also tried to pay to the possible lack of indoor football facilities in Jyväskylä. This may assist football players by providing the initial research into the need for indoor pitches during winter periods. Based on these findings, a discussion will follow to interpret the relationship between an access to indoor winter sports facilities and the quality and ability of players in the Finnish football field.

2. Background

2.1 Football in General

Football refers to sports that involve kicking a ball with foot to score a goal. The most popular of this sport is generally known as ``football`` or soccer. It is a sport played between two teams of eleven players with a spherical ball. The game is played on a rectangular field with a goal at each end. The object of the game is to score by using any part of the body besides the arms and hands to get the football into the opposing goal. The goalkeepers are the only players who allowed to touch the ball with their hands or arms while it is in play and then only in their penalty area. Outfield players mostly use their feet to strike or pass the ball, but may use their head or torso to strike the ball instead. The team that scores the most goals by the end of the match wins. The Laws of The Game were originally codified in England by The Football Association in 1863. Association football is governed internationally by the International Federation of Association Football (FIFA; French: Fédération Internationale de Football Association) which organizes a World Cup every four years (FIFA, Rules, 2014).

Football has been one of the most attractive sports for fans and athletes in many countries. "There are about 38 million registered football players worldwide, with some 270 million people being involved in football. It is also the worlds' most significant team sport in economic terms" (Iho & Heikkilä, 2008, p3). This makes football one of the most popular sports in the world. "Football has successfully outmaneuvered many other team sports, such as ice hockey, basketball or handball, and has been accepted as the number one sport with regard to media attention and audience reception worldwide" (Horne & Manzenreiter, 2002b). According to FIFA (the football international governing body, Fédération Internationale de Football Association) statistics, the FIFA World Cup Korea against Japan set a new record for a sports event of 49.2 billion people worldwide in terms of viewer hours. The 2002 Final between Brazil and Germany was the most viewed match in FIFA World Cup history, with 1.1 billion individuals watching the game, and being broadcasted in 213 countries worldwide.

2.2 Finnish football

3. INTRODUCTION

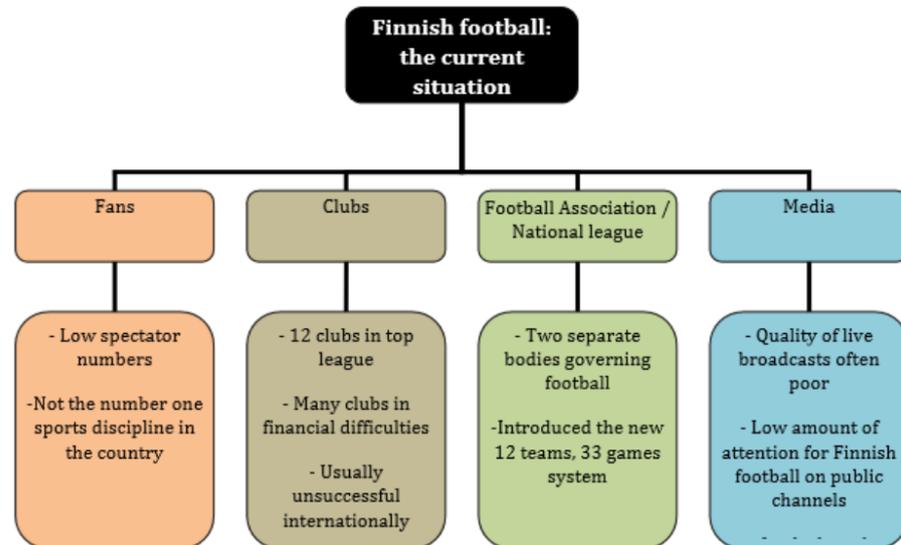


FIGURE 1: FOUR PILLARS OF FINNISH FOOTBALL

FIGURE 1: Four pillars of Finnish Football (Van der Aar, 2011)

Football is a sport that it is followed by people from different nations, age group and sex all around the world. “Football has been the world’s most popular sport, at least since the late nineteenth century and its international diffusion by the British. The global game spans culturally diverse societies in all continents “(Giulianotti&Robertson, 2004, p 2). However, this sport is not the number one in Finland because Ice Hockey is preferred to watch rather than football in this country. “The main series of ice hockey is the only Finnish ball sport that can be regarded as a professional sport. All other ball games are played either semi-professionally or on a completely amateur basis” (Itkonen&Nevala, 2012, p579). Because of the low population of Finland which is approximately 5.4 million people, there is not that much interest of football. ”Sport in Finland, in general, is not as commercialized and professionalized as in other parts of Western Europe or in the US. This is due to historical, cultural and socio-economic reasons that caused the prevalence of the public and volunteer sector in the country. Additionally, the number one sport is not football, as being the case in most European countries, but ice-hockey, of which the highest division is the only fully professional league in Finnish sport”

(Szeróvay, 2010, p9). That is why; it gives challenge to both clubs and football association to promote football in any kind of Finnish media. Finnish football structures and regulations have been controlled by the Finnish football association and top division is managed by Veikkausliiga ry.

Finnish football consist of one professional league, one semi-professional league and three amateurs leagues with their own sub-ordinate leagues. The professional league called Veikkausliiga which exists of twelve teams and all teams play against each other three times during one season. The first division league is called Ykkönen and it is semi-professional which consists of thirteen teams, with all teams playing each other twice in a season. Below the first division, there is a second division which is called Kakkonen and it is an amateur division, separated in three geographic areas, all including fourteen teams that play each other twice in one season.

The media for football in Finland is different than other countries because all the games which are played in Veikkausliiga are streamed online but the system is through a pay-per-view server which means that two or three games of every round are broadcasted live on television through pay-tv sports channels which is called UrhoTV 8 and Canal Plus. However, customers who pay for these services are not satisfied with services that they receive because they think that video quality and football expertise of the commentators are being below average compared to other European countries. The public broadcasting channel is called YLE which has the sources to provide quality broadcasting, but it does not focus on Finnish football games and only broadcasts games from the UEFA Champions League

2.3 Development of Sports in Finland

Since it is already mentioned that football is not number one sport in Finland, it would be logical to compare it with the most popular sport which is ice hockey in order to see the difference between these two sports in this country for last 50 years. Recent developments of these two sports could provide an informative context on how Ball sports and the industry more generally has changed in Finland during the last 50 years.

Firstly, the first hockey game played in Helsinki on Pohjoisranta (the Baltic Sea) in 1899. However, there was no association until 1927, at that time Finnish Skating Association introduced ice hockey as part of its program. After that ice hockey adopted into teams and in 1928 the first club game is played in Tampere on January 15 between Pyrintö vs. Palloilijat. Reipas from Viipuri became the first national champion in ice hockey by winning over KIF with 5-1 in a six team tournament hosted by The Finnish Football Association. Also that year first national team game played: Finland vs. Sweden 1-8. Through The Finnish Skating Association Finland was approved as a member of LIHG (Ligue Internationale de Hockey sur Glace).

Since growing, from these beginnings in Finland, in 1929 the Finnish Ice Hockey Association has been founded on January 20 and features 17 clubs. HJK Helsinki wins the first championship. After it became more professional sport with association, success also came with different competition. Example, 1962 Finland gains its first medal in IIHF championship: a silver medal at European Championships. And also Finland won the Euro Hockey Tournament for the sixth time. But none of the success was as glory as world ice hockey championship which Finland won two times. All the information above proves that Finland has been successful with ice hockey and there is perhaps a relation between why it became one of the most popular sports in this country. Furthermore, giving numerical number of players would be good proof about ice hockey, it is considered as hobby for more than 195 000 Finns. There are 67 463 registered players and 428 clubs with 2976 teams. Approximately 40 000 games played in one season and there are 2 257 referees and linesmen including 469 officials. As a facility, there are 249 rinks

in 217 ice halls. More than 50 full time employees located in eight areal divisions and central office in Helsinki. (Finnish Ice Hockey Association, 2014)
Finnish ice hockey development can be seen through following figure:

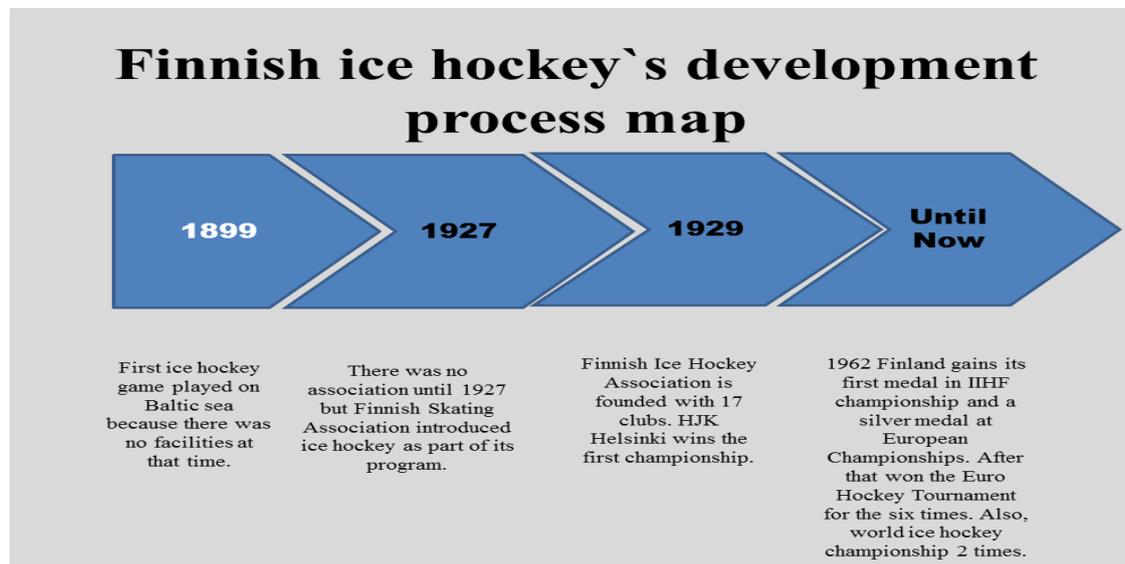


FIGURE 2: Finnish ice hockey`s development process map for over years (Ates, 2014)

On the other hand, Football was not as successful as ice hockey but it also preferred by many people. Football history started when it was brought to Finland in the 1890s by English sailors and the first Finnish football club was set up in 1897. The FA of Finland was established in 1907 and became a FIFA member the following year. Finnish FA is more popularly known as SPL, after its local name of Suomen Palloliitto. The highest division of professional football in Finland was formed in 1930 and was called Mestaruussarja. It was professionalized in 1990 and was renamed Veikkausliiga. Competed by 12 teams, the lowest-ranked club at the end of the season plays a two-legged match against the top team of the second division to determine relegation or promotion. Because of the harsh winter in Finland, regular season usually runs during spring, summer, and autumn (usually from April to October). The Finnish national football team played their first international match in 1911, a 2-5 defeat to Sweden. The following year, Finland made its best performance by finishing fourth in the 1912 Olympics. Finland is yet to qualify for the two biggest international competitions in football: the UEFA European Championship and the FIFA World Cup. However, the team nearly qualified to

Euro 80, only failing to do so by a point. They were also close to qualifying in the 1986 World Cup, but came two points short (Veikkausliiga, 2014.)

Although, football started roughly the same time as ice hockey in Finland, it could not develop as much as ice hockey due to factors of climate, culture together with financial investment being focused on ice hockey development rather than football. Ice hockey has had in historical terms better finance investment which has led to better facilities. It professionalized with this support and developed at a greater rate than football over the same period. Finnish football development over the years can be seen from following figure:

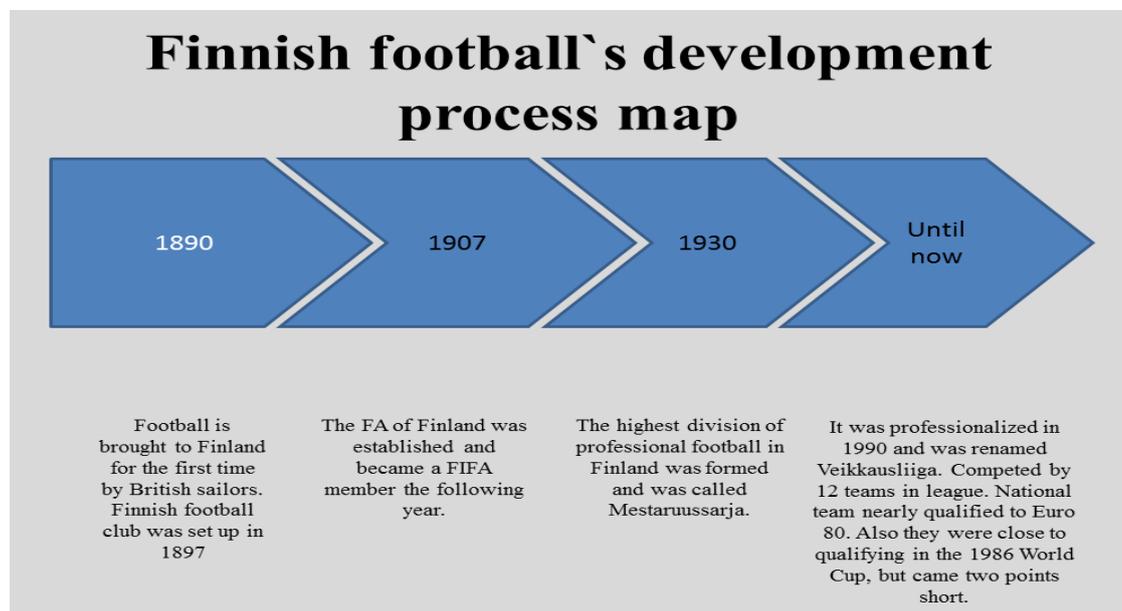


FIGURE 3: Finnish football's development process map over years (Ates, 2014)

Ice hockey is traditionally the most popular sport in Finland but football is increasing its popularity over recent years, especially among kids, youth, and women players. According to information that has taken from central Finnish Football Association, the number of registered football players in whole Finland is about 119 000 and number of players in central Finland is 6003. The most surprising information is that number of adult players in central Finland is 1220 but this number is almost four times bigger if it considered for U19 and younger 4783 (Palloliitto, 2014).

“The popularity of football has increased continuously in Finland. Measured by the number of players, football is the most popular youth sport. In 2009, there were 217,000 children and young people aged 3–18 mentioning football as their hobby. The next most popular ball games were floor ball (144,000) and ice hockey (101,000). The growth of girls’ and women’s football has been particularly strong, fuelled no doubt by the success of Finnish women football players in international tournaments. The holding of Women’s European Championships in Finland in 2009 also had an effect on the popularity of football.”

(Itkonen&Nevala, (2012, p, 11)

Itkonen and Nevala show the level of interest by the young towards Football in Finland. As the summary numbers show; the interest by young sport athletes for football is more than ice hockey with the number of registered players for Football being almost double of its comparable ice hockey figure. However, successes of these two sports are not even Ice hockey has been more successful than football and this relates to appropriate facilities and professionalism of ice hockey which football has not yet, been adapted within a Finnish context. While revenue and investment compared between football and ice hockey is large mainly due to the sport of ice hockey being a spectator sport and the number one sport in Finland.

2.4 A Brief Introduction to Football in the Winter Season

“The position of football in Finland is affected by the climate. Winters are long and cold, inevitably directing people’s interest towards winter sports, in which Finnish athletes have been successful at the Olympics and else- where”

(Itkonen & Nevala (2012, 579).

Football is considerably affected by the cold winter season in Finland so it is considered as a summer sport by a remarkable number of people. The most prevalent perception of football is; `it cannot be played while there is still snow outside`. That is because Palloliitto is trying to make football to be played out

in the open earlier than is typical by organizing earlier tournaments. However, football fans are not willing to go to watch early football games because they prefer to go to stadia to watch football when the ice hockey season is over. It is an interesting context to which football must operate, as it seems inappropriate for the Finnish football league to start earlier when there are not enough fans. However, it seems that the season should be one to two months longer even if the facilities and fans are not yet ready for that because the more football season is longer the more players can improve and train in their maximum level.

The change has to be started with the junior football teams because this point was raised earlier by FIFA in their analysis of entry points and providing more opportunities to developing athletes early to increase the competitiveness of Finnish Football. Providing football fields for athletes is the most important factor where they can train to increase their performance but it is difficult to provide suitable facilities due to cold winter in Finland because it should be indoor facilities where provide athletes continuous training places. There is a trend that enables people to train and play football even in the winter season thanks to synthetic grass and indoor facilities which have been used in the countries where it is difficult to take care of real grass because of the effect of the weather. "With football's ongoing popularity only checked in some countries by extreme weather conditions, Finland 2003 was seen as the ideal location and the perfect opportunity to try out the synthetic turf and assess its performance" (ESTO, 2014). With the help of indoor football facilities, young football players can focus on the game throughout the year against which there was a strong opposition just 10 years ago, when you could only play in the summer time. "A Finnish Coach Jyrki Heliskoski said that "I believe this is the solution for the future of football in Finland," he added, "With our long, hard winters, it could extend our season by two or three months and that could be invaluable for Finnish football."

Indoor football facilities and synthetic grass pitches with under"soil" heating system can be found in many cities of Finland. However, according to blueprinting of indoor football facilities in Jyväskylä and semiprofessional football players perception, there is not sufficient amount of indoor football

facilities for the young and existing football generation to provide continues training pitches for the whole year round because the number of young players for U19 is 4783 in central Finland.

The existing capacities of these facilities which are only, Killeri and Hipposhalli, are inadequate for this demand. Improving and increasing the number of these kinds of facilities will not only provide a place where to train but will also change the eagerness of young players completely because they will eventually bring their families as spectators;

“Young people who believe they are competent and have the skills to be physically active are more likely to be active. Likewise, young people who feel supported by friends and families or are surrounded by others interested in physical activity, activity are more likely to participate in both structured and non-structured activities. These social norms are powerful in determining people’s actions”

([Increasing Physical activity] 2009).

2.5 Existing Indoor Football facilities: case Jyväskylä

According to second Finnish football division team Gnistan’s head of youth development Sipi Ulvas, there are not enough indoor football facilities and stating that: “There has been an increase in the number of heated pitches in Finland, but we still don’t have enough. Gnistan are fortunate in that our home ground is well-equipped to deal with the cold and we can carry on playing even when the temperature gets to -10 or -15, when many Finnish clubs have to play indoors on inadequate surfaces. Our pitch is FIFA 2 star accredited, and is very different to the old style astro-turf. It can take a stud and is quite similar to natural grass.”

According to Ulvas, unfortunately many Finnish clubs, have to play inadequate surfaces and there is no doubt that short football season affect

Finnish football negatively because quality cannot be improved as much as other countries unless there are more investment for indoor football facilities and changing people`s mindset about football.

The thesis case city of Jyväskylä is located in the lake district of Central Finland. Jyväskylä`s population growth rate is one of the highest in Finland. With the population of 135 000, city of Jyväskylä is the seventh largest city in Finland. In order to prove the lack of indoor football facilities, it would be better giving example of existing facilities in Jyväskylä. Also, it would be good example to see Jyväskylä on the map of Finland in order to see where it is exactly located in. Jyväskylä location can be seen on following figure:



FIGURE 4: Jyväskylä`s location on Finland map

There are limited amounts of indoor football facilities available for people who live in Jyväskylä. According to central Finnish football association, there are

over 50 football teams from different division in central Finland but there are only two indoor football facilities in the city. In order to understand more deeply of services that players receive while they use the facilities, it can be good evidence to show blueprint of facilities. Blue print of facilities is as follows:

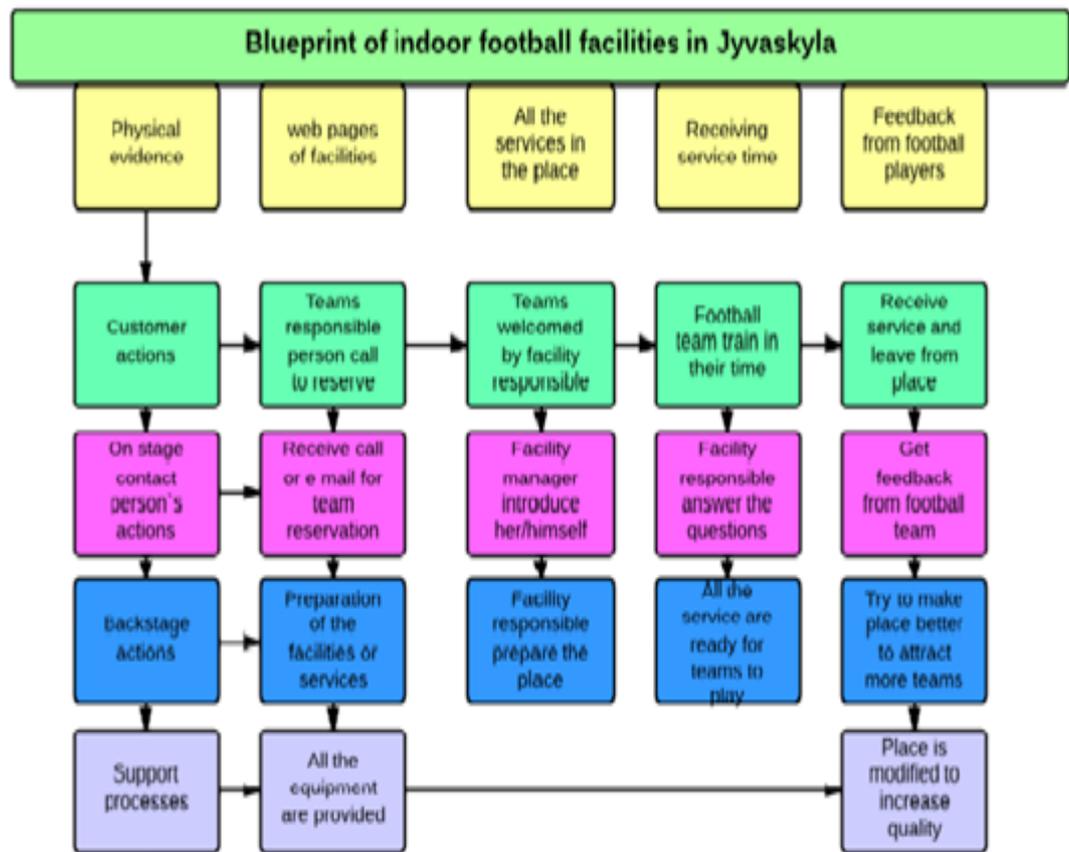


FIGURE 5: Blueprint of indoor football facilities in Jyvaskyla (Ates, 2014)

There are only two indoor football facilities in Jyväskylä which are not enough for all teams; existing facilities in Jyvaskyla are following:

2.5.1 Killeri Indoor football Pitch



FIGURE 6: Killeri indoor Football

Killeri indoor Football facilities are located in Jyväskylä and it is approximately 15 km away from city center. It is available for indoor football all year round but there is a huge problem that there are many football teams in Jyväskylä which are playing for first, second, third, fourth and fifth division of Finnish Football and most of the teams would like to reserve place to start training at winter season but there are not enough reservation time slots available for all teams. The following appendix is taken from Killeri indoor football field`s online schedule:



FIGURE 7: Reservation schedule of Killeri Indoor football

The schema that attached above shows that most of the accessible times has been reserved for the JJK` juniors team and there are only limited amount of places left which are reserved by some other amateur teams. However, even if there are some times available for reservation, teams do not have enough money to reserve time because the prices are comparatively high between 90 € to 100 € per hours. There are some summer season offer in Killeri which are around 30 € per hour but none of the teams interviewed (and generally Finnish teams more widely, given the popularity of booking evidenced) want to play inside in summer time due to convenience of outside facilities. The service journey of the Killeri indoor football facility shows more detail of the customer journey while they use Killeri. The following figure is about service journey of the customer:



FIGURE 8: Service journey of Killeri indoor football facilities` customers (Ates, 2014)

2.5.2 Hipposhalli convertible indoor football Pitch

The Hipposhalli convertible indoor football pitch is located nearby the city center and it cannot be considered as full time indoor football facility because there are so many other sports performed that is why it cannot be converted whenever teams want to play. Therefore, it is not convenient for all football teams that really limited time can be reserved for the trainings. According to central Finnish football association`s officer Mika Järvinen, number of football teams are increasing which requires more indoor facilities for them to train. Also, players are not happy about the size and surface of the Hipposhalli because it is small field and the surface is hard (resulting in injury of players). Because of the location, it is a good place to train and if it is modified such as changing artificial grass, then can be considered as good place just for training. The interview respondent R1 stated that “There is a Hipposhalli, but there is only certain days that can be played otherwise it is a running truck and surface of the football field is hard and burning your skin”. Hipposhalli can be seen on following figure:

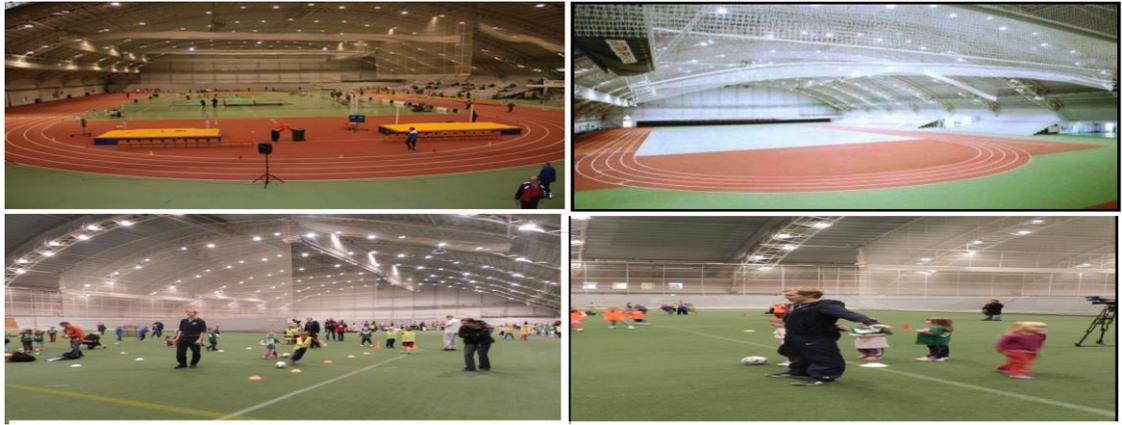


FIGURE 9: Hipposhalli convertible indoor football field

3 Research Problem

“Indoor soccer is a great way to get extra training sessions in while in the off-season. We roll through each of the benefits of playing indoor soccer and the main reasons you should have your team play indoor soccer in the off-season”

Johnson, (2014.)

Finnish football's future depends on indoor football facilities where young and existing generation can improve their skills and train in off season to be fit for the actual season. There are indoor football facilities in most cities in Finland however they lack adequate provision for the demand because players should have the possibility to train 2 or 3 times in a week in order to maintain fitness. For example, stages between the ages of fourteen to seventeen are the period when players need to be trained in order to learn how to compete. “At this stage the ratio of competition in training is increasing. The focus is in developing complete football players which means that all of the sectors of technical, tactical, physical and emotional development and the life style of the athlete are in balance “(Beswik 2001, p15.)

Moreover, some football players shift to `futsal` for winter season due to the lack of indoor football facilities. Futsal might be helpful to maintain fitness but

it will not improve their football skills. The rules and contexts are completely different between futsal and football; therefore, the biggest barrier for Finnish football is not having enough indoor football pitches to cater for demand which compromises players` ability to improve skills. If however, there would be enough spaces for people, it could improve the quality level in the Finnish football league.

According to the second Finnish football division team Gnistan's head of youth development Sipi Ulvas, "Gnistan's home pitch is called the Fair Play Arena, and thanks to a heated artificial pitch and snow clearing machinery, Gnistan's team, play and train throughout the winter. With an average temperature in Helsinki of -7 during February, the facilities are crucial for player development and the rapid improvement of the club's youth programme in recent years".

In addition, football seems to be a high-cost hobby in Finland the opposite of other countries because families have to pay considerable amount of money to clubs for their children which prevent families in sending their children who cannot afford these prices. However, in many countries, football remains low-cost sport where most of the children can join the teams easily. Since, football is already an expensive sport in Finland;

"The report said Finland's most expensive children's sports pastimes are horse riding and figure skating, the least being floor ball, soccer (football) and the Finnish version of baseball. It added the cost of hobbies for children, in particular competitive hobbies, has risen by 300 percent over the past ten years"

(Upi, 2014.)

It has to move towards to be able to provide better quality playing environments because there will be different "entry points" where it requires better recreational and affiliated facilities.

As a summary, athletes need to train for whole year round in order to be fit and increase their talents but it seems impossible for most of the teams in

Jyväskylä to train in winter season because they do not have enough space for trainings. Therefore, most of the players are resting for 4 months of the year which has a negative impact upon their performance. The following chapter is a more detailed definition of the research problem regarding this question of `entry points` and indoor football facilities.

3.1 Research Questions

By taking in consideration both cultural and seasonal factors, the goal of this thesis is to ascertain an answer to the main research question:

- From the perspective of young active football players, will developing indoor football facilities help to improve the quality in Finnish football?

This question was chosen as a main question and also improvement and suggestion will be found out through research objectives which are as follow:

The research objectives to meet this question are:

“What are the needs, aspiration and attitudes of young active footballers in Finland? “

“From `a young active footballer`s` perspective, what are the ways to meet demand of indoor football facilities for the young generation?”

“How can improvements of indoor football facilities affect the Finnish football in general?”

3.2 Objectives and motives

The objective of the work is to assist the Finnish football association in seeing the importance of indoor football facilities to players' ability and the success of Finnish football in the international competition. It is essential to see how indoor facilities can help a young generation to have an active football culture. According to researches that Finnish football association made and football professionals who are former professional football player and Finnish football referee, there seems to be a high demand for football among members of the younger generation, if continuous training places are provided for them the whole year round.

The reason of choosing this topic was that the author has been playing football in his home country for a long time and when he arrived in Finland, he could not find any place where he could play football in the winter season. Therefore, it was surprising for the author that most players were resting for a period of months, a factor that affects the players' ability negatively. That is why, through studying facility management, the author thinks that he could apply his knowledge into sports facility management which is related to this topic.

4 Methodology

“In primary data analysis the individuals who collect the data also analyze it; for meta-analysis an investigator quantitatively combines the statistical results from multiple studies of a phenomenon to reach a conclusion; in secondary data analysis individuals who were not involved in the collection of the data analyze the data. Secondary data analysis, may be based on the published data or it may be based on the original data”

Church (2001, 32.)

Research methodology process includes a number of activities to be performed in order to find data. These are arranged in proper sequence of timing for conducting research and one activity after another is performed to complete the research work. The main source for data is usually primary and secondary data.

According to this explanation of primary and secondary data, both research methods will be used in order to find solution to the research questions. As primary data, a questionnaire to be filled out by active football players, and also an interview with professionals with expert opinions who are actively in football in central Finland and will be used as basis of raw data to answer the research questions and objectives.

“A survey is way to collect information directly from people in a systematic, standardized way. Survey use questionnaires that ask the same question in the same way to all respondents. Data collected this way can then be used to make inferences about the population of interest (e.g. farmer in your country, parents who attend a parenting workshop, etc.) Information can be collected about people`s opinions, knowledge, attitudes, beliefs, behaviors, plans and background”

Powel&Hermann, (2000, P 3).

The reason for author to choose a survey and interview method was to collect data for a better understanding of a certain research problem.

On the other hand, Vartanian, (2010, p. 3), states “Analysis of secondary data, where secondary data can include any data that are examined to answer a research question other than the question(s) for which the data were initially collected” and the author will in this research utilize secondary data, of which includes sports literatures and theories to gather more information about the topic generally and to provide a contextual base to the Primary data.

This research design is based on “inductive” research strategies because its aim is to establish universal generalization to be used as a pattern explanation by using accumulative observation “Observations can be conducted on nearly any subject matter, and the kinds of observations you will do depend on your research question” (Driscoll 2011, 160) and data which based on survey and interviews. Inductive research strategy was the best suited method for this study because the attitudes and perceptions of the user of indoor facilities was the main focus that needed to be carried out. The information that was gathered through research strategies produce generalization for Finnish indoor football and pattern to explain further observations.

“The primary purpose of the inductive approach is to allow research findings to emerge from the frequent, dominant, or significant themes inherent in raw data, without the restraints imposed by structured methodologies. In deductive analyses, such as those used in experimental and hypothesis testing research, key themes are often obscured, reframed, or left invisible because of the preconceptions in the data collection and data analysis procedures imposed by investigators”

(Thomas (2006, 2.)

Moreover, the research case can be considered as “exploration” because it is associated with inductive strategy which requires finding out answers to questions like the “what” of subject matter, (regarding indoor football facilities). “Exploratory case study research is often regarded as little more than a preliminary step toward specific and focused causal research to generate required hypotheses” (Streb 2010, 6.) The size of the respondents that aimed to receive was around (25-35) responses from three different groups which was successfully achieved by collecting 30 responses. Thus, this gave chances to author for data saturation which is necessary for qualitative research but much less than a quantitative research. All the respondents of the survey and the interview had the experience by using indoor football facilities in Jyvaskyla which enabled author to use data saturation. Types of the respondent were young football players between the ages of 18 to 26 from two different teams in Jyvaskyla. There were different types of questions

concerning interview because author wanted to widen the perspective of current situation about indoor football facilities in Jyvaskyla and answer the research question and objectives. However, most of the respondents had the same ideas on current situation about indoor football facilities in central Finland region. The interview questions were as follows:

- What is your general opinion about Finnish football?
- How do you think Finnish football can be improved?
- How would you describe indoor football facilities in Jyvaskyla?
- Do you think that current indoor football facilities meet demand of the teams from Jyvaskyla?
- How are the demands for football in younger generation?
- How important to build new indoor football facilities for Finnish football? Can this increase quality in general?
- What are the biggest factors that prevent Finnish football to develop as much as other European countries?

The reason of choosing each question was to understand Finnish football more deeply and see the perspectives of expert about development of football facilities. Respondents were experienced about football industry in central Finland area which gave insight ideas as response to interview.

In addition, football players are the most important aspect in football business so it is essential to receive their opinions about indoor football facilities. Quality in football starts with players and they are the main focus to improve the level. Therefore, it is important to know what the players think of the current situation in football facilities in Jyvaskyla.

4.1 Choice of case study

There are two main reasons of choosing Jyväskylä as a case city. The first, one is that the author saw the struggling nature of the football teams through first hand observation. It was observed that teams were not able to find places or time schedules to train in warm-up sessions in order to prepare for the main season. And the second; that Jyväskylä is neither a big nor a small city in the context of the average Finnish city size and population, density. Jyväskylä is a regional center and problem solutions for indoor football facilities in Jyväskylä can also be applied for other cities and regions.

The city of Jyväskylä is located in the lake district of Central Finland. Jyväskylä's population growth rate is one of the highest in Finland. With the population of 135 000, City of Jyväskylä is the seventh largest city in Finland. The Jyväskylä region is easily reached by land and air: the distance of 270 kilometers from Helsinki takes only 35 minutes by plane and some 3 hours by car or by rail. Jyväskylä is a school and university city with 47 000 students during the academic year. That is why it has relatively young population where they do so many different sport activities including Football.

Finland has not been in the interests of football researchers internationally. The 100-year history of FIFA has no mention of Finland, nor does the recent special issue on Scandinavian football of Soccer and Society (Itkonen & Nevala, 25 Apr 2012, P 2), Since there is not that much research available about Finnish football facilities It is understandable, then, that it is important to focus on this unexplored phenomenon and select the right research strategies in order to reach sufficient information to answer the research questions correctly and provide an emerging understanding of the Finnish context in Football.

All the questions that have been asked to people are designed to obtain an insight in the ideas and suggestions, as well as the overall level of satisfaction of football players. By getting result of the questions, different factors in football player's satisfaction are supposed to be covered. This thesis will provide different aspects on the subject of needs to be improved with the help

of indoor football facilities which are; players` ability; improvement of satisfaction and quality of football in Finland.

It is important to create relevant and appropriate questions in order to provide sufficient surety (reliable and credible) of answers for what is looked for in the research. For the survey, there are a variety of different ways to apply but in this thesis, the online questionnaire survey was used due to its accessibility to people and provision of graphs and analytical data of the answers. Using the online survey was also good for the participants because most of the participants are studying and working so it is difficult to gather the entire participants in same place. Therefore, participants were given two weeks` time to respond the survey and most of them were able to take part in the research. Google doc which is online software programs that enable people to create, share survey and receive all the relevant data will be used.

Questions, mentioned above in the research question section, are going to be asked to people who play football or associated with football in order to collect reliable information. The author has expert knowledge about the subject matter of football and he has conducted pilot interviews to establish the appropriate participants who were interested in answering questions were invited to the research. Two weeks provide adequate time for all interested participants to fill out the questionnaire, after which the form was closed and final data was collected. Custominsight (2010) suggests giving a window of 7 to 10 days, with a follow-up reminder sent a few days before the end date, is an effective method of using online survey questionnaires.

In addition to the survey questionnaire, it is also important to carry out semi structured interviews with football experts to provide different opinions on the Finnish football context and experts who can see the situation much wiser than anyone else. The structure of the interview was semi-structured interview because open ended questions were used in order to receive answers from respondents:

“Semi-structured interviews were selected as the means of data collection because of two primary considerations. First, they are

well suited for the exploration of the perceptions and opinions of respondents regarding complex and sometimes sensitive issues and enable probing for more information and clarification of answers. Second, the varied professional, educational and personal histories of the sample group precluded the use of a standardized interview schedule”

(Barriball & While (1994, 330.)

Also, the respondents were semi-elite experts who knew football well in the central Finland areas. The results of the interview with the results from the survey questionnaire gave an insight in the areas that both Finnish indoor football facilities and Finnish football as a whole need to be improved upon.

By collecting data from both the questionnaire and the interview, the right solutions can be found to fit the needs of both indoor football facilities and Finnish football as a whole. This can be considered as 'data triangulation'. “Data triangulation also referred as data sources triangulation depicts the use of multiple data sources in the same study for validation purposes” (Hussein 2009, 3.)

5. Collection of data

The qualitative data which conducted through questionnaires, interviews, academic books and articles was used in order to gather related research. A questionnaire survey was sent to three different groups in Jyväskylä which were the third Finnish football division team players of JPS (Jyväskylän Seudun Palloseura), a Finnish futsal second division team Fs.Feeniks` players and football related people who know the situation about football in Jyväskylä. The questionnaire survey was conducted on 26 March to 7 April in 2014. The purpose of the survey was to get a deep understanding and gather perceptions of those who are involved in football. The respondents gave their own ideas about their perception on indoor football facilities in Jyväskylä.

The goal was to receive 25-35 responses to gain reliable data. The deadline for collecting the data was the end of the first week of April because usually after March, most of the football teams are starting to play outside football pitches and they already had experience the indoor facilities for training in the winter season.

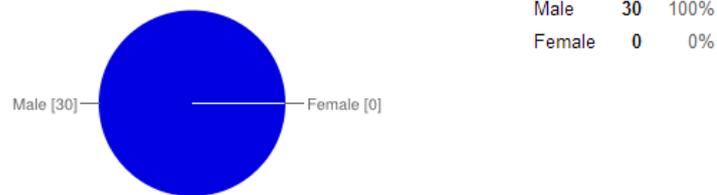
After the data had been collected, two different football professionals with expert opinions who were former JJK professional football player and Finnish futsal & football referee were interviewed in order to have deeper understanding of the Finnish indoor football facilities more in deep. Ethical questions and informed consent was asked to the interviewees and they 'exercised their right to anonymity'. Therefore, interview responded names are not on the research and they are called as respondent (R1) and R (2). The contents of the interviews were sent to the respondents approximately one week before the interview to give them time to read them through before the actual interviews. The interviews were carried out in the middle of April, at a suitable time for the respondents and taking approximately 30-40 minutes per interview.

6. Research Results

6.1 Survey questionnaire results

This online survey questionnaire consists of 13 questions which was online questionnaire prepared by using Google Docs for designing survey and delivered to three different target group in order to find out the views of each individuals. Although, author tried to do his best to receive more responses, he could manage to receive (30) responses which also can be considered as a reliable number for qualitative research which could enable author for data saturation. (30) Responses were adequate for data saturation because quantitative research requires much larger numbers of data. The result from the survey is as follows:

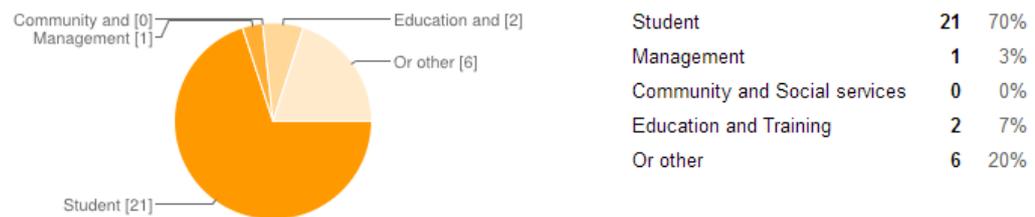
1) What is your gender?



Survey Figure 1: Gender

Figure 1 shows that all the respondents who took part in the survey were male because target groups were men football and futsal teams which were from Fs Feeniks, JPS and semiprofessional football players.

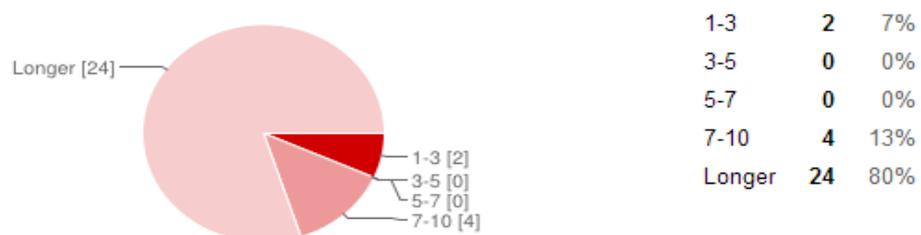
2) Which of the following best describes your current occupation?



Survey figure 2: Occupation

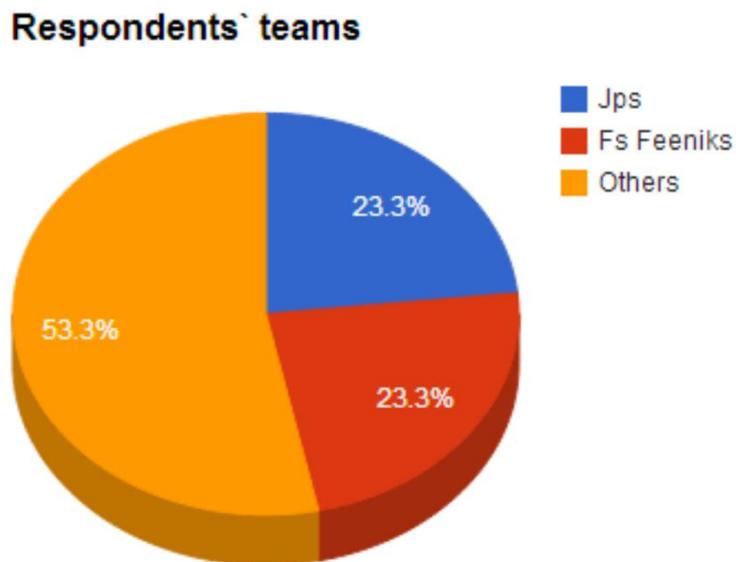
As it is already mentioned above that Jyväskylä has young population where attract large amounts of students from all around the Finland and different countries. Most of the football teams have many players who also study at the same time. In this survey case, target group teams also had many students which consist of 70 % of occupation.

3) How many years have you been playing football ?



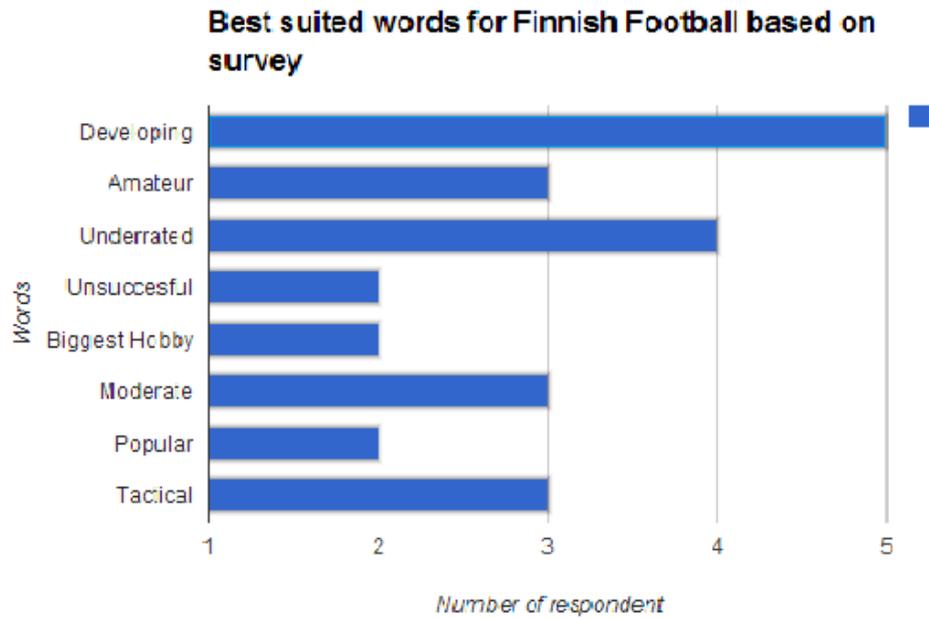
Survey figure 3: Experience of respondent

According to above survey chart, most of the respondents have been playing football more than 10 years which makes them expert about many aspects related to football subject. It also shows that those target groups were chosen correctly in order to receive reliable data which were gathered through survey.



Survey figure 4: Respondent`s teams

In this survey, three different target groups were questioned because comparison between different teams` players perspective on situation of indoor football facilities in Jyväskylä would be good evidence to see satisfaction of different teams` member. This is because, some teams can reserve better schedule time for training in winter season and some teams cannot reserve place which would bring different result on perception.



Survey figure 5: Best suited words for Finnish Football

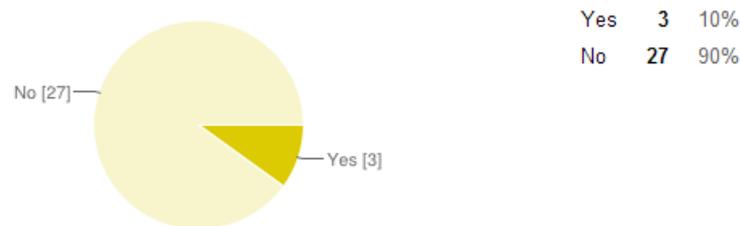
Question 5 was designed to find out, what words can be best suited to characterize Finnish football because a single word can easily explain a topic. The survey results show that, people think that Finnish football is still in the process of development and still has not been successful. However, according to number of the young football players proof that football will be more popular thanks to new generation because there are huge demands for football in young generation.



Survey figure 6: Best indoor Football facility

To question 6 which dealt with the perceptions of the best indoor football facilities, the respondents gave many answers which a `good` indoor facility must have. The responses to the survey questions also show that people are not satisfied with the maintenance and services of the facilities. Also, location, temperature, lights and prices seems to be other factors that are have not yet been sufficiently improved in Jyväskylä.

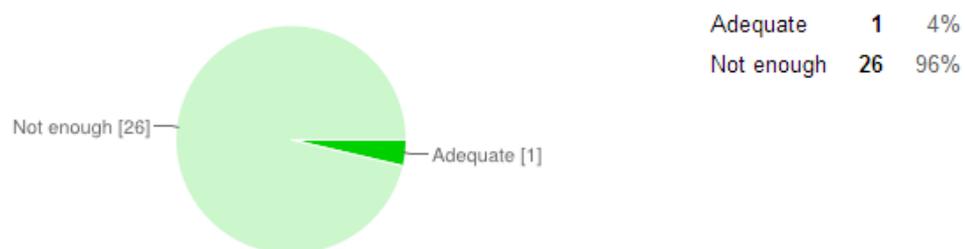
7. Are there enough indoor football facilities (not futsal) to train in winter season for Jyväskylä ?



Survey figure 7: Satisfaction on indoor Football experience

Figure 3 above showed that most survey respondents have been playing football for more than 10 years and they know what they really need to get better football. According to these answers, 90 % of the respondents are not satisfied with the current situation of indoor football facilities in Jyväskylä.

8. How do you feel about schedules of existing indoor football facilities in Jyväskylä ?



Survey Figure 8: Schedule of indoor Football satisfaction

In the schedule (figure 7 pg 19) Killeri indoor football facilities: most of the time has been reserved to JJK`'s juniors teams to train and free times when are generally in a day time are not adequate for the people who work and study due to daytime commitment such s work or schooling. It is understandable

that they give importance to young generation but there should appear a need for more facilities that enable other people to train regardless of age.

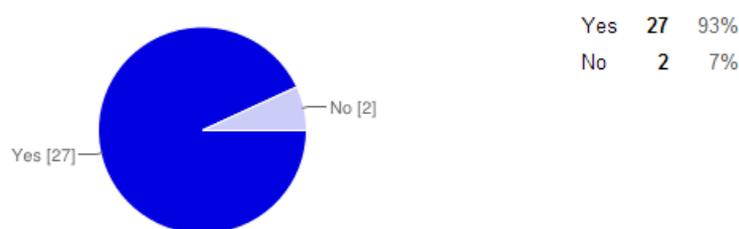
9. Please rate your overall experience of indoor football facilities for Jyväskylä ?



Survey figure 9: Overall experience of indoor football in Jyväskylä

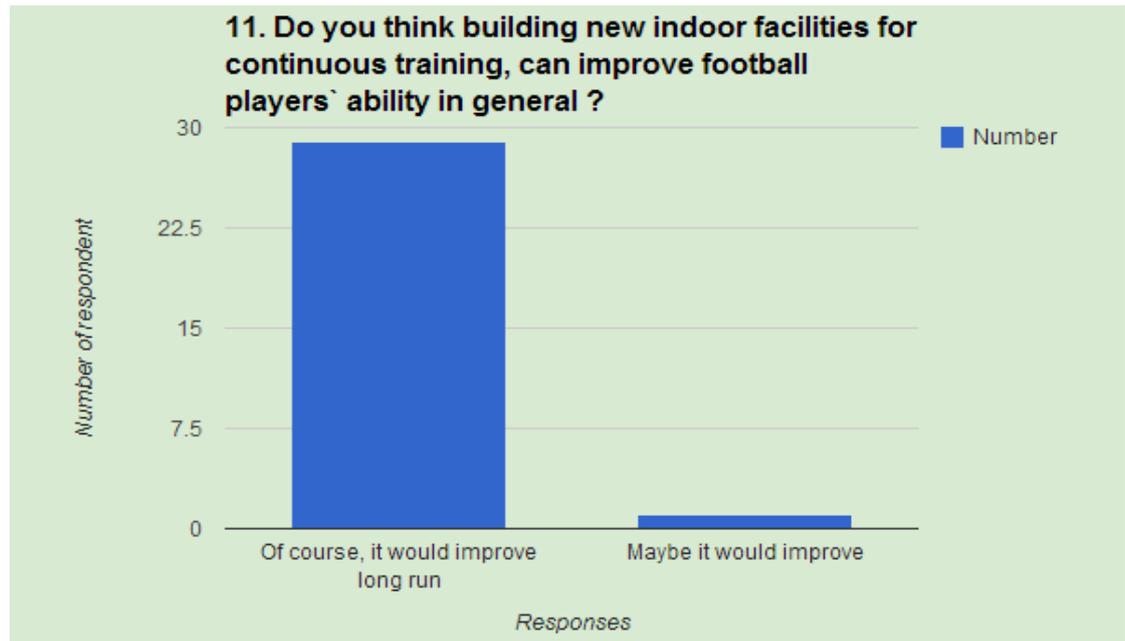
The earlier question was in relation to capacity of facilities and if there was enough or not. While, this question was designed to find out if people are happy with the existing facilities and their qualities. It seems that people have not voted for good grade in general and almost half of the respondent 45 % vote for 2 which is below average. This result clearly says that people are not satisfied with the quality of existing football facilities which need to be improved.

10. If there would be enough and better indoor facilities, would you like to train in winter season ?



Survey figure 10: People` perception to train in winter season

Most people in Finland think that football players are not willing to train in winter season but in this figure, it is proved that most of the respondents 93 %, would like to train in winter season if they would have enough facilities where they can train whole year round to improve their talent and stay fit.



Survey figure 11: Effect of indoor football on player`s ability

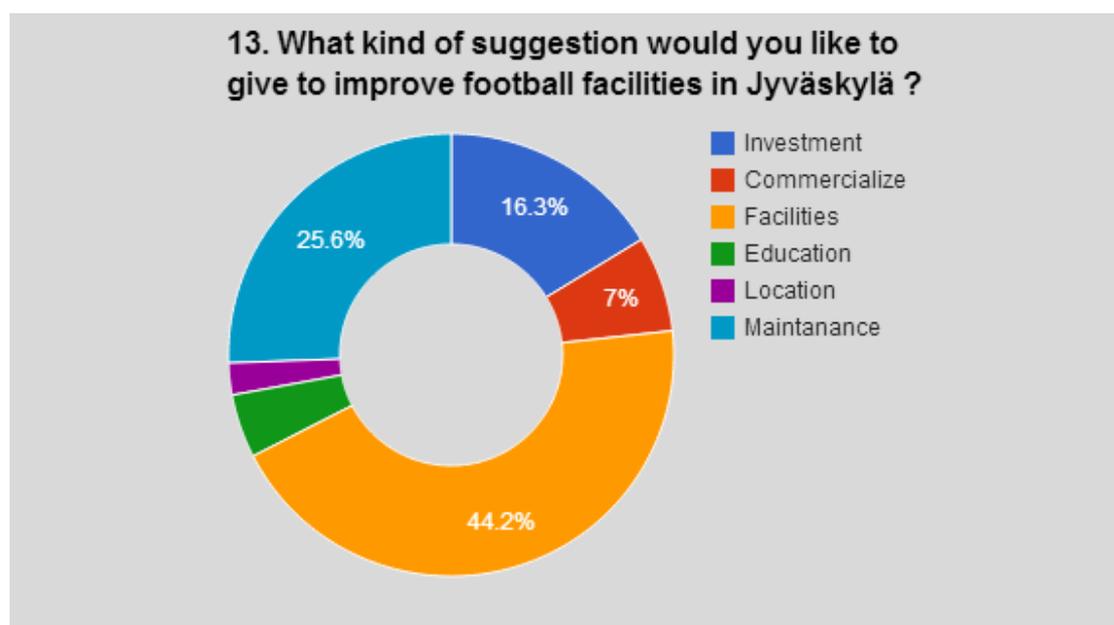
According to survey, most of the respondents who took part in the survey mentioned that building or providing indoor facilities for players, would help them to improve their abilities and if this starts with junior teams, that would also improve quality in national level naturally. Moreover, respondents think that providing these kinds of opportunities, would motivate people to go there to train more and more to achieve their goals. However, some of the respondents recommended that only building facilities would not help because there should more investment and interest on football which can make football culture in society rather than ice hockey.

12. How do you think providing this kind of facilities affects quality of Finnish football ?



Survey figure 12: Can indoor Football facilities improve quality of Finnish Football

Currently, Finnish football is not as successful as other countries and there has to be solutions for this situation since football is the number one sport in other countries. Indoor football seems to be one of the biggest options for this situation because as much as people find space to train more and more, their talents and abilities will increase automatically. Therefore, this would help Finnish football to be more successful in international competition. Also, it can be seen that most survey respondents think the same way as author and they vote for 4 and 5 which are highest grade to vote by 80 %.

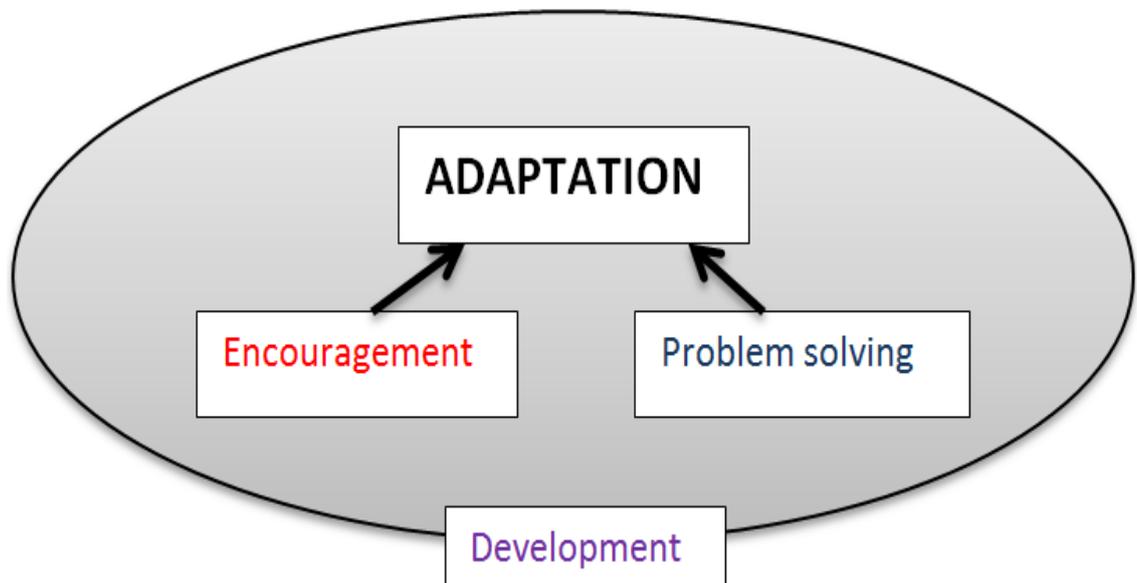


Survey figure 13: Recommendation on football facilities in Jyväskylä.

The respondents to the last question, which was about the recommendations on the facilities in Jyväskylä, gave a lot of constructive feedback. There were advices on different subjects such as investment, commercialization, facilities, education, location and maintenance of football facilities in Jyväskylä. However, the biggest recommendation percentage was on building new facilities (44, 2 %) and improving the maintenance of the existing ones (25, 6%). Also, half of the respondents mentioned that there are two outdoor football fields near Kortepohja area which is called Vehkalampi football field. One of them could be covered to meet the demand of the teams for the winter season because the location and the artificial grasses are suitable for training there.

6.2 Interview results

First, two professionals with expert opinions who are a former JJK's professional football player and Finnish football & futsal referee were interviewed. Each interview took approximately 30 minutes. The respondents had many different ideas about the football situation in Jyvaskyla because they have been active participants there for a long time. There were three different aspects, adaptation, problem solving and encouragement emphasized by the respondents during the interview. Correlation between these three aspects is shown in the following figure:



Interview figure 1: Three different aspects that can improve the indoor football facilities in Jyvaskyla (Ates, 2014)

According to the interview, adaptation including facilities, climate, opinions, aspects and differences is the most important subject about improving football and the related facilities because winter is really harsh in Finland which makes it difficult to adapt football to these conditions. Accordingly, there must be better indoor facilities to improve the quality of Finnish football. Furthermore, football is popular as participatory sports but not so popular as spectator sport in Finland. Therefore, the adaptation of football to the culture and climate is essential for future improvements.

Secondly, problem solving which includes recommendation, international relations and educations is another vital factor that can be effective in improving football in Finland. There were many recommendations that mentioned by the respondents such as a full size indoor football facility in Jyvaskyla, converting one of the Vehkalampi football fields and modifying the old ones to improve the facilities. Also, international relations were mentioned by the respondents as important sources of the different point of view of players or coaches from other countries. And then, local players and foreigners can learn from each other and improve their performance. The last point in problem solving was that young coaches are generally working as volunteers and they do not have the motivation to improve themselves. If the Finnish football association can offer them a good education we might have more talented young players.

Thirdly, encouragement was also mentioned many times in the interview which requires more involvement of people to football as their hobby. It is known that hobbies are expensive in Finland, if families want to send their children to a football team, then they have to pay for it. Therefore, involvement is not high because all the families cannot afford to give their children this opportunity. This also why there is no football culture in society. If football was a free or cheaper hobby, there would be more involvement in society which could lead to better players and greater popularity of football. All the above factors are effective tools for improving the status football in the Jyväskylä regions which could be a good example for other cities considering the quality of Finnish football.

7. Reliability / Validity

The reliability and validity issues of an experimental study are essential since they provide information on credibility for the thesis. “Fundamentally, reliability concerns the extent to which an experiment, test, or any measuring procedure yields the same results on repeated trials” (Carmines & Zeller, 1979, 1.) On the other hand, validity concerns more about relationship between concept

and indicator. It is more difficult to have reliability and validity in qualitative research than quantitative because in quantitative research, there are large amounts of numbers of data and people that can be transformed into useable statistic. However, qualitative research provides insights into the problem or helps to develop ideas or hypotheses for potential quantitative research. "This relates to the concept of a good quality research when reliability is a concept to evaluate quality in quantitative study with a "purpose of explaining" while quality concept in qualitative study has the purpose of "generating understanding" "(Stenbacka 2001, 551.)

In order to make sure validity of the interview and its result, only experts with a certain status such as former professional football player and official referee with multiple years of experience in the football field and overall good knowledge base on the subject were chosen. A good qualitative study can help us "understand a situation that would otherwise be enigmatic or confusing" (Eisner 1991, 58).

In addition, semi-professional football players who know the situation in Jyvaskyla about the indoor facilities took part in survey questionnaire. However, those belonging to the target groups were not interested in taking part in this research. The reason seems to be that most of the respondents were students, who were working at the same time. Therefore, they could not have time to respond to the survey questionnaire. However, enough responses (30) were received, which was sufficient for the research purposes.

All the above aspects were taken into consideration in this research study. However, based on the target groups of this survey`s questionnaire which was about people`s opinions on indoor football facilities, respondents think development of Finnish football may come with indoor football facilities in near future. This also could affect the outcomes of national Finnish football team which could raise their level of success both nationally and internationally.

For the future research, football players` and professional` points of views on the situation would be recommended to be gathered in 5 or 10 years so that the results can be benefited according to the Finnish football needs. The survey questionnaire which was already mentioned can be applied to different

target groups and research data can be bigger to have more trustful understanding.

8. SWOT Analysis of indoor Football facilities in Jyväskylä based on qualitative research results

SWOT is an acronym which stands for strength; weakness; opportunity and threats. SWOT is a tool to assess a business or a proposition. This should not be restricted to a business you own, but also to use it for your competitor's business (G Fine, p8). This business tool can help company or any organization to see whether current situation of the business or industry is going well or not.

There are so many different aspects in this thesis case that need to be considered when it is evaluated about the attitudes and perceptions of users on indoor football facilities and continuous training places because the ideas of each individual are affected by different elements such as price, location or accessibility. However, the easiest way of narrowing down of these elements was using SWOT analyses which enable this research to find out opportunities and threat. "Important decisions are made every day by each of us. There are times when we have to make a quick judgment, and we will base those decisions on the information we have available. Yet, there are other times when we have to look at lots of different factors available, and this is one of the times when we need to use a SWOT analysis" (G Fine, p4). That is why; SWOT analysis would cover all those aspects by showing strength, weakness, opportunity and threat of indoor football facilities in Jyväskylä. The following appendix simply explains SWOT analysis tools:



FIGURE 10: SWOT (ConceptDraw, 2014)

8.1 Strengths:

These are the positive factors of indoor football facilities that enable industry or organization to have advantages over others within control. “These internal strengths help to either exploit potentials and opportunities or they may be an asset to ward off threats and potential difficulties “(Schall, p5).

- High demand for indoor football in young generation
- High profit
- Good management system
- Growing popularity of football
- Multiple purpose use of facilities
- Quality of artificial grass

9.2 Weaknesses:

These can be considered the negative factors showing which area of organization should be improved. “An internal condition which supports the reduction of the factors which erode the consultant’s competitive position in

the consultancy industry or the weakness hampers the effective exploitation of the existing or future market opportunities” (Schall, p5).

- Not enough indoor football facilities
- Time scheduling
- Ineffective use of facilities
- Cost of building facilities
- Not enough funds to be invested in football facilities
- Long distance from the city center
- High prices

8.3 Opportunities:

These show what we have in order to expand our current facilities and how it should be utilized and expanded. Opportunities are generated by different environments. If the process is maintained well, the advantages of environment can be improved and profit can be maximized.

- Long winter season
- Different activities can be organized in facilities
- Number of football teams in Jyvaskyla
- Less expensive, more customers
- Dealing with professional teams in order to get more customer for free times

8.4 Threats:

These are external factors which can be controlled. It would be logical to be well-aware of the new trends in the field in order to control the threats.” Factors which need not be seen only from negative side, a threat can also be a posed by an unfavorable situation in the environment” (Schall, p6).

- Facility should be built for multi-purpose where different sports groups can be attracted
- Energy expenses
- High taxes
- Variable costs
- Competitors` facilities

9. Discussion on the reliability of the research and future research areas

The ideas exchanged with football players and professionals were one of the main factors that can be found in the research and that is the most important aspect to see how people think about current situation.

The feedback which was received from different targets not only told where the development of indoor football is at but also clarified what should be done to improve people` satisfaction and quality of facilities. After that, feedbacks indicated the people` expectations vs. experiences over the development processes.

Although, there were three different target groups in this research, it would be much more effective if Finnish football association also involve in the research and receive more feedback from different locations and target groups. Furthermore, all the information that would be gathered in further research could be good evidence to raise authorities` awareness in lack of indoor football facilities for people who need continues training place to improve their talents.

The same application which was used in this research process about indoor football facilities could be applied again in future research to find out if there are major changes over the years because the process may take from 5 to 10 years.

10. Conclusion and Discussion

The primary aim of this research was to find out different target groups' perceptions of and satisfaction with the quality of indoor football facilities in the city of Jyväskylä. In order to be able to gather valuable and reliable data for the thesis, it was relevant to explore those players' attitudes that are using indoor football facilities.

According to the research, it shows that Finnish athletes preferred to do individual sports such as running or skiing in the past because there were not enough facilities to do team sports. However, this situation has changed over the years because team's sports such as ice hockey or football became more popular in Finland. Ice hockey developed well with facilities and all the other supportive tools. On the other hand, football also developed remarkably in Finland but it could not improve as much as other countries because three different aspects that facilitate football which are climate, culture and finance did not support football in Finland. Moreover, the main reason was that players were not able to play four months because of cold winter season. The solution to this problem is indoor football facilities where players can train in winter season without taking a break. Indoor football facilities with artificial grass can be found many cities of Finland but numbers of facilities are not even close to meet the demand because there are many teams in each cities and high demand from young generation which requires more indoor facilities to provide those better places to train for whole year round.

There are many aspects that are positive side of Finnish football which encourage football association to develop football and facilities. Firstly, there are high demands for football in young generation which encourage authorities to assist with new indoor facilities for young generation because number of adult players in central Finland is (1220) but this number is almost four times bigger if it is considered for under 19 years old (4783) (Palloliitto, 2014). Moreover, since there are high demands for the indoor facilities, there is a high possibility to profit because there are not many facilities in central Finland and if there would be new facilities with multi-purpose, the owner would maximize its profit with both football and other sports. Also, long winter

season would be plus for this kind of facilities because athletes have to train inside until the weather get better to train outside. On the other hand, there are also weaknesses of indoor football facilities but it occurs if it is not managed well, located far from center, expensive prices and cost of facilities. However, all these negative aspects can be disappeared, if it is considered and managed well, then all the needs of the players would be met by the facilities.

In summary, the respondents' answers for the survey and interview, especially supported the hypothesis about the lack of indoor football facilities in Jyväskylä and about people's satisfaction with and experiences of the existing facilities. The respondents also thought that building new indoor facilities for football can affect Finnish football positively and minimize the negative effects of the winter season.

In addition, the respondents also clarified the problems, for example that most football players are unhappy about their performance which is negatively affected by the cold winter season. Nonetheless, the respondents gave so many positive recommendations such as converting some of the old outside pitches to indoor football facilities, for the city administration to build a multi-purpose hall as community service and to find some funds to build new ones at good location. As the main themes that came out from research was that there is a problem to train in winter season and there has to be more indoor facilities to give opportunities to young football generation to improve their talent and quality of football. However, the finance seems to be the biggest problem for investment of football in Finland since it is considered only as summer sport. This might be changed cooperation between football association and the Veikkausliiga to have better quality because stadiums are old fashioned and the fans' mindset is not ready for a longer football season unless the outside temperature is more than 20 degrees. Therefore, this mindset should change because young generation is interested in football and they should be provided better and appropriate places where they can train whole year round. And then, success might come in a long run with the young generation which train as much as other players from different countries. However, it seems that it might take more than a few years for us to see the

effects of the new generation of young football players to make football more popular.

Moreover, according to the respondents, it is said that this issue has been discussed for a long time but no action has yet been taken by the football authorities. However, the increasing popularity of and demand for football among members of the young generation, will finally convert Finnish football facilities into continuous training places to give players an opportunity to be some of the next Finnish football legends as Jari Litmanen or Sami Hyypiä.

The results give hope for the future of Finnish football because people's interest is increasing every day. The ice hockey culture will probably not change completely but football can be as popular as ice hockey in this country.

As for further studies, it would be also beneficial to do also quantitative research about the subject to see different points of views of a large number of people. Also, applying the survey questionnaire to different age groups or girls' football players in the future could be good evidence to see their overall satisfaction

REFERENCES

Ammon, Richard & Nagel, 2010. *"Sport Facility Management"*, West Virginia University, America

Antti Iho & Jaakko Heikkilä, 2008. *"Has selling tickets in advance increased attendance in the Finnish football league"*, University of Helsinki, Finland

Babatunde Wusu, 2013. *"Player development guidebook for JJK Jyväskylä football club"*, Helsinki, Finland

Barriball & While, 1994. *"Collecting data using a semi-structured interview: a discussion paper"*, King's College London, Department of Nursing Studies, London, England

Borland, J. & MacDonald, R. 2003. *"Demand for Sport"*, Oxford Review of Economic Policy 19(4): 478-502.

Chris Johnson, *"Indoor Soccer: The Benefits of Indoor Soccer"* Soccer Expert

Christoph K. Streb, 2010, *"Encyclopedia of Case Study Research: Exploratory Case Study"* Thousand Oaks, Berkeley, California.

"Customer Satisfaction Surveys: Maximizing Survey Responses." 24 Nov. 2010, Accessed on April 22, 2014 www.custominsight.com

Dana Lynn Driscoll, 2011 *"Introduction to Primary Research: Observations, Surveys, and Interviews"*.

David R. Thomas 2006. *"A General Inductive Approach for Analyzing Qualitative Evaluation Data"*, University of Auckland, New Zealand

Edward Carmines & Richard Zeller, 1979, *"Reliability and validity assessment"*, Beverly Hills, London

Egan Richardson, Feb 27, 2009. *"Gnistan sign co-operation deal with Sheffield Wednesday"*, Nordic Football news, Finland

Eisner, E. W. (1991). *"The enlightened eye: Qualitative inquiry and the enhancement of educational practice"*. New York, NY: Macmillan Publishing Company

Esto European Synthetic Turf Organization, 2014. *"Synthetic Turf development in Finland"*, Brussels.

FIFA, 2014 *"Football history"* Accessed on February 25, 2014 <http://www.fifa.com/classicfootball/history/>

Golafshani, N. (2003). "Understanding reliability and validity in qualitative research", *The Qualitative Report*, 8(4), 597-606.

Hannu Itkonen & Arto Nevala, 2012. "A popular game in Father Christmas Land? Football in Finland", University of Eastern Finland, Joensuu, Finland

Harald Dolles & Sten Söderman, (2005) "Globalization of Sports - The Case of Professional Football and its International Management Challenges", Tokyo, Japan

Hussein Ashatu 2009. "The use of Triangulation in Social Sciences Research: Can qualitative and quantitative methods be combined?" University of Agder, Norway

"Hockey too expensive for many Finnish kids, report says", Accessed on May 9th, 2014. http://www.upi.com/Top_News/World-News/2014/04/11/Hockey-too-expensive-for-many-Finnish-kids-report-says/6751397231657/

Information on Finnish Football structure, Accessed on March 3, 2014. <http://www.veikkausliiga.com/Statistic.aspx?id=6> <http://www.palloliitto.fi/>

Information on Ice hockey in Finland, Accessed on March 5, 2014. http://www.finhockey.fi/info/in_english

"Increasing Physical activity" accessed on March 14th, 2014 www.Health.gov.com

Lawrence G Fine, 2009. "The SWOT Analysis, Using your Strength to overcome Weaknesses, Using Opportunities to overcome Threats" by Kick It, LLC

Mihály Szeróvay, February 2010. "Marketing Analysis of JJK Jyväskylä, A First Division Football Club in Finland". University of Jyväskylä, Finland

Mihály Szerovay, July 9, 2013. "Sport Sponsorship in finland: the case Study of fc JJK Jyväskylä ", University of Jyväskylä, Finland

"One in five says cost has forced kids to give up a hobby", Accessed on May 9, 2014. http://yle.fi/uutiset/one_in_five_says_cost_has_forced_kids_to_give_up_a_hobby/6607009

Poliakoff, M. B. (1987). "Combat sports in the ancient world: Competition, violence, and culture". New Haven, CT: Yale University Press

Richard Giulianotti and Roland Robertso, 2004. "The globalization of football: a study in the globalization of the 'serious life'. London School of Economics and Political Science, England

Robinson, L.A. (2008). *The business of sport, in Sport and Society* (2nd ed.), Houlihan, B.M.J.H. (Ed.), London: Sage

Russell M. Church, 2001. *"The Effective Use of Secondary Data"* Brown University, p33, 32–45.

Stenbacka, C. (2001). Qualitative research requires quality concepts of its own. *Management Decision*, 39(7), 551-555

Schwarz, Hall, Shibi, 2010. *"Sport Facility Operation management "*, Oxford England

Taylor-Powell, Hermann, May 2000. *"Collecting Evaluation Data: Surveys"* Madison, Wisconsin, America

The Author Journal compilation, 2008 *"Environmental characteristics relevant to young people's use of sports facilities: a review"*, Bodø, Norway

The FA National Facilities Strategy 2013 – 2015, (2013) *"Building, Protecting and enhancing sustainable Football Facilities"*

Von Franz & Schall, *"Practitioner's Guide: Strengths, Weaknesses, Opportunities & Threat (SWOT) "*

FIGURES:

FIGURE 1: Four pillars of Finnish Football (Van der Aar, May, 2011)

FIGURE 2: Finnish ice hockey`s development process map over year

FIGURE 3: Finnish football`s development process map over years

FIGURE 4: Jyväskylä`s location on Finland map

FIGURE 5: Blueprint of indoor football facilities in Jyvaskyla

FIGURE 6: Killeri indoor Football Jyväskylä

FIGURE 7: Reservation schedule of Killeri Indoor football

FIGURE 8: Service journey of Killeri indoor football facilities` customers

FIGURE 9: Hipposhalli convertible indoor football field

Survey Questionnaires FIGURES:

- Survey Figure 1: Gender
- Survey figure 2: Occupation
- Survey figure 3: Experience of respondent
- Survey figure 4: Respondent`s teams
- Survey figure 5: Best suited words for Finnish Football
- Survey figure 6: Best indoor Football facility
- Survey figure 7: Satisfaction on indoor Football experience
- Survey Figure 8: Schedule of indoor Football satisfaction
- Survey figure 9: Overall experience of indoor football in Jyvaskyla
- Survey figure 10: People` perception on train in winter season
- Survey figure 11: Effect of indoor football on player`s ability
- Survey figure 12: Can indoor Football facilities improve quality of Finnish football
- Survey figure 13: Recommendation on football facilities in Jyväskylä.

Interview FIGURES:

- Interview Figure 1: Three different aspects that can improve indoor football facilities in Jyvaskyla

FIGURE 10: SWOT Analyses (ConceptDraw, 2014)

APPENDIXES

Appendix 1: Survey Questionnaires

- 1) What is your gender?
- 2) Which of the following best describes your current occupation?
- 3) How many years have you been playing football?
- 4) Are you member of any Football or Futsal team? If yes please specify your team!
- 5) Can you describe Finnish football with best suited word? E.g (popular)
- 6) In your view what makes best indoor football facility?
- 7) Are there enough indoor football facilities (not futsal) to train in winter season for Jyväskylä?
- 8) How do you feel about schedules of existing indoor football facilities in Jyväskylä?
- 9) Please rate your overall experience of indoor football facilities for Jyväskylä?
- 10) If there would be enough and better indoor facilities, would you like to train in winter season?
- 11) Do you think building new indoor facilities for continuous training; can improve football players` ability in general?
- 12) How do you think providing this kind of facilities affects quality of Finnish football?
- 13) What kind of suggestion would you like to give to improve football facilities in Jyväskylä?

Appendix 2: Interview questions and answers

Respondent 1 and 2:

1) What is your general opinion about Finnish football?

R1: *Well, Finnish football has developed a lot last 10 or 15 years but if it is compared to other countries, unfortunately they have developed more than Finland. Therefore, level for football in Finland is not high compare to other countries and mostly Finnish football can be considered as semi-professional. Also, players cannot earn enough money even if they play in top division.*

R2: *Finnish football is kind of developing football and although Finland is rich country, football culture is not so good. Football has not been the number one sport in Finland but ice hockey has been. Earlier times, other sports were popular like individual ones such as skiing, running and etc. and team sports started to be popular maybe in 60`s or 70`s but still football was not popular at that time. However, football has been very popular as participant sport but not a spectator sport. Football became more global and also in Finland it is getting more and more popular in terms of participation but in term of spectator and interests it not popular yet. If it looked level of Finnish football, they are around 50`s in FIFA`s ranking.*

2) How do you think Finnish football can be improved?

R1: *In my opinion, key point is competition because younger teams should play harder games as possible which prepare them for more challenging games. Also, I think that they have to be divided in different groups according to their level such as better player play together and normal ones play with each other`s. After that, competition can increase the level of Finnish football.*

R2: *First of all, I think that Finnish football has a chance to be better but you have to take into consideration that Finland is a small country and it does not have tropical weather, football culture .Also, it has been researched that what are the good factor that makes football better are that GDP (Finland is okay), size of the country (Finland is small) and tradition (Finland does not have that). In those three it affects football a lot but Football association of Finland*

doing very well to improve football like coaching education which is going to right direction but still need to be improved and facilities because you cannot play football for whole year. If you think about football players who is 20 years old and started to play football at the age of 8 and played for 12 years, every year he or she was playing football only 8 months in 12 months. In 15 year just multiply this 4 months with 15, it is kind of sad back so if you compare other countries like Spain or Turkey, they play whole year round. If you consider this for coaching as well, he has less experience because they can play less time. Facilities, coaching education are the most important. In Finland coaching system is voluntarily but now it is changing to shifting system because even junior team, there are professionals are working in the club as head coach for example. It was like civil activity and now it is going right direction. Also minister of education gives some kind of support that you can get some money for education. Also there are some young coaches that are not experienced; they get some kind of pocket money. One more thing is also that international relations are quite important relates to coaching. For example, young coach can go abroad and get experience or foreign coaches can come here to participant some seminar, congress. For example there have been some coaches from Barcelona and Ajax in Finland. Let's see how teams improve junior team because there is a tendency for professional coaches and employees so if you just have look at the improvement and development of the performance, you definitely need more professional coaches. On the other hand, I have a critical approach because also prices are more expensive for parents. In Finland, there is a big discussion that all kind of sports are getting more expensive and if you want to involve more and more people like public sports then it should be cheaper but dilemma is if you want to have better coaches, you have to pay for that and it is not easy to solve this problem. Government gives some kind of support but it is still not enough

3) How would you describe indoor football facilities in Jyvaskyla?

R1: One word to describe indoor facilities would be "poor". We have some facilities but they are not even close to good enough. For example, in Killeri indoor football field turf is good but it is not big enough and there are not dressing rooms or shower. In Hipposhalli, there are dressing rooms but the

turf is so hard and field is too small so it is not good for competitive teams. Also, multi-use of Hipposhalli is good and efficient but it is cannot be reserved all the time.

R2: *Yes, indoor football facilities in Jyvaskyla definitely are not enough. If you think about that there is a professional team but this year they for 1st division, there is no full size indoor football facilities in Jyvaskyla where official games also can be played. It has been that official games in winter time, JJK had to go some other cities to play. At the moment there is only Killeri which is good for practicing and junior teams but it is not own by the city, it is private facility and it has a monopoly situation. Although some team has some deal to player there, it is still expensive and there are many teams in central Finland over 50 so it is not enough for all of them at all. Also there is a Hipposhalli, but there is only certain days that can be played otherwise it is a running truck and surface of the football field is hard and burning your skin. However, there is possibility that outside pitch where is called Vehkalampi might be covered for next winter but it is not official yet.*

4) Do you think that current indoor football facilities meet demand of the teams from Jyvaskyla?

R1: *No it doesn't because there is not enough training shift for all the teams. And also, there is no full size indoor field with turf in Jyvaskyla. Best accessible times in Killeri are reserved by the JJK junior's teams because they have money and resources to reserve the place in winter season which is current best indoor football in Jyvaskyla.*

R2: *It is already answered in question 3.*

5) How are the demands for football in younger generation?

R1: *I think that the amount of young football players in central Finland will not increase much maybe just a little but that would be all.*

R2: *Finnish youngster are doing a lot of physical activities until age of 12, but until the age of 18 football is the most popular sports to practice now. I think I can say it for sure because I have checked it from official statistics.*

6) How important to build new indoor football facilities for Finnish football? Can this increase quality in general?

R1: Yes, if we have full size indoor football facilities with good turf in central Finland, quality of the training would make a big leap in central Finland. This can affect national level maybe little bit but not so much in general.

R2: I was mentioning that quality is definitely should be improved on the other hand it should be though that does everyone has a chance to participate to activities and everyone should be given a change to practice so solution need to be found about level need to be improved but at the same time for everyone. However, it is really challenging task. Also, it is important to have indoor facilities, I am not sure situation in other cities but in Turku, Helsinki area they have enough but in Oulu they are also complaining that they do not have enough indoor facilities. At the moment there is an economic crisis still, and municipalities do not have so much money and try to save money by cutting from sports and other activities. For example city of Jyvaskyla is giving support for the clubs, maybe around 2 to 5 thousand yearly but this number is going down. Therefore, when you think about improving facilities, it is about money, priorities and you have to find some kind of ways financing these facilities. The way can be cooperation between public and also municipalities can involve as well but there is a crisis for companies as well. Also, Jyvaskyla still has a chance because football association is planning to Jyvaskyla to be city for coaching centre so that it can create better chances for the facilities because funding is not ready for that kind of facilities but if they decide to that in Jyvaskyla, it might be easier to get companies to fund facilities because the facilities that we have now are not enough that there should be more facilities with dressing rooms and stuff like that. If Vehkalampi is covered, it can be good solution to right direction.

7) What are the biggest factors that prevent Finnish football to develop as much as other European countries?

R1: Finnish players are not playing competitive enough and training seasons are longer than competition season. At least competition season should be longer to improve quality. Or there can be summer season league and winter

season league to make competitive season longer but obviously it requires more indoor facilities in order to do that.

R2: *If I go back little bit early that I mentioned about sociology, culture has to change. Certain sports were popular earlier because Finland location is in the north and it has an impact of climate, facilities are not good so doing individual sports were much easier. Also tradition that I talked about, success depend on the how rich is the country and how many games the national team played, what kind of coach the teams had, international relations are easy now but in 1920 ,geographically, It was not easy to involve other people from different countries. For example, Finland is always compare to Sweden, Sweden is little bit closer to central Europe and little bit different financing for football as well but in term of coaches, they had coaches from England, Hungary and other country earlier than Finland and of course this also affects the situation of improvement in Finland.*

8) What would you recommend about indoor football facilities in Jyvaskyla?

R1: *If we want to be respectable football region in Finland, full size indoor football facilities must be constructed as soon as possible. Existing facilities are doing well with their resources but Hipposhalli turf can be renewed with better turf to be better. And also there must be at least one more full size football field for winter season.*

R2: *As I said that if Vehkalampi converted to indoor facilities which can be good option. Although it is not easy situation, city does his best because when they are dividing the shift for teams they are trying to be really fair that everybody has a chance to train. And when Vehkalampi is converted they have to count as well if the times scheduling are enough for all teams or not. I think that still it would not be enough, because of course, most accessible shifts are after 16:00 o clock, not so many hours in a week, so probably there should be more shifts which require building new ones. However, like I said financial situation is not good so, probably public and government should cooperate to build facilities like building ice hockey field Synergy Arena. In football, it is quite different because we talk about so many small clubs which would be difficult to organize and cooperate to build new facilities.*