

# **Perceptions of Host Community on the Impacts of Mega-Sport Tourism in Russia**

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## **ABSTRACT**

Nowadays tourism is one of the continuously growing industries in many countries. In many countries, the tourism industry is on a par with agriculture, health, mining and education, notably the role of tourism in creating large numbers of new jobs. Undoubtedly tourism is able to develop not only the economy of the countries, but also affects social and cultural life of the people and of course on the environment.

The Russian Federation, despite its high potential, is still very modest place in the global tourism market, but tourism, especially sporting events is raising the bar. The last Olympic games in Sochi in 2014, and future Confederations Cup 2017 and world Cup 2018 increases attention to tourism and make a great contribution to the development of the industry. In this study, it is been proposed to consider how Russian citizens perceive the hosting of sports mega-events, on example of the FIFA Confederations Cup 2017 and FIFA World Cup Russia™ 2018 and what impacts it brings along.

**Keywords:** Mega-event tourism, Sport tourism, FIFA Confederations Cup Russia 2017, 2018 FIFA World Cup Russia™, Economic impact, Socio-Cultural impact, Environment impact.

## ÖZ

Günümüzde turizm, birçok ülkede sürekli büyüyen bir endüstridir. Turizm bu ülkelerde tarım, sağlık, madencilik, ve eğitim ile çakışmaktadır ki özellikle yeni iş alanları yaratması konusunda rolü büyüktür. Şüphesiz ki, turizm sadece devletlerin ekonomisini geliştirmekle kalmaz, bunun yanı sıra kişilerin sosyal ve kültürel hayatları ve çevreleri üzerinde etkileri vardır.

Rusya Federasyonu, büyük potansiyeline rağmen, küresel turizm pazarında mütevazı bir yerdir, ama özellikle spor turizmi çitayı yükseltmektedir. Sochi'deki son Olimpiyat oyunları ve gelecek Konfederasyon kupası 2017 ve Dünya Kupası 2018, turizme ilginin artmasını sağlamaktadır ve bu endüstrinin gelişmesine büyük bir katkı sağlamaktadır. Bu çalışmada, tasarlanan Rus vatandaşlarının büyük aktivitelerde, nasıl ev sahipliğini yapacağını düşündükleri anlamaktır; örneğin, FIFA Konfederasyon Kupası 2017 ve FIFA Dünya Kupası Rusya 2018 ve getirdiği etkiler.

**Anahtar Kelimler:** Mega-Olay turizmi, Spor turizmi, FIFA Konfederasyon Kupası Rusya 2017, FIFA Dünya Kupası Rusya 2018, Ekonomik etki, Sosyo-kültürel etki, Çevresel etki.

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# TABLE OF CONTENTS

ABSTRACT .....	iii
ÖZ .....	iv
ACKNOWLEDGMENT .....	v
TABLE OF CONTENTS .....	vi
LIST OF FIGURES .....	viii
1 INTRODUCTION .....	1
1.1 Concept of the Study .....	1
1.2 Goal and Objectives .....	2
1.3 Questions of the Study .....	3
2 LITERATURE REVIEW .....	4
2.1 Literature Review of Event Tourism.....	4
2.1.1 Event Tourism .....	4
2.1.2 Mega-Event Tourism .....	5
2.1.3 Sport Mega-Event Tourism .....	6
2.1.4 Sport Mega-Event Tourism at BRICS Countries .....	7
2.1.5 Event Tourism at Russia.....	10
2.1.6 Preparation of Russian Cities for Future World Championships by FIFA 13	
3 METHODOLOGY .....	27
3.1 Methodology of the Study.....	27
3.2 Sampling .....	28
3.3 Data Collection.....	29
4 DATA ANALYSIS .....	30
4.1 Results of collected data .....	30

4.1.1 Economic Impacts .....	30
4.1.2 Socio-cultural Impacts .....	31
4.1.3 Environmental Impacts .....	32
4.1.4 Development of Tourism .....	34
4.1.5 Long-term Impacts.....	35
5 DISCUSSION AND CONCLUSION.....	38
5.1 Discussion of the Study.....	38
5.2 Theoretical and Practical Implications.....	42
REFERENCES.....	44
APPENDICES .....	53
Appendix A: Questionary (English version).....	54
Appendix B: Questionary (Russian version) .....	55

## LIST OF FIGURES

Figure 1: Luzhniki Stadium (Moscow).....	14
Figure 2: The Stadium Pobeda (Volgograd city).....	15
Figure 3: Stadium Nizhny Novgorod (Nizhny Novgorod).....	16
Figure 4: Arena Kaliningrad (Kaliningrad).....	17
Figure 5: Rostov Arena (the city of Rostov-on-don).....	19
Figure 6: The Fisht Olympic Stadium (Sochi).....	20
Figure 7: Samara Arena (Samara).....	21
Figure 8: Arena Mordovia (Saransk).....	22
Figure 9: Yekaterinburg Arena (Yekaterinburg).....	23
Figure 10: Kazan Arena (Kazan).....	24
Figure 11: Zenit Arena (Saint-Petersburg).....	25
Figure 12: Spartak Arena (Moscow).....	26



# Chapter 1

## INTRODUCTION

### 1.1 Concept of the Study

Recently, Tourism has known as one of the most effective sectors of the economy. "Over the past six decades, tourism has experienced continued expansion and diversification to become one of the largest and fastest-growing economic sectors in the world" (World Tourism Organization, 2016). Within the different directions of the tourism, Event tourism is a newly developed concept which has attracted the attention of tourism fans. Event tourism currently plays a key role in creating a successful and attractive tourist destination. "Event tourism is an important and rapidly growing segment of international tourism" (Getz, 2007, p. 405). The holding of mega-events like world and European Championships in football (as sport tourism), can also have a significant impact on the economy of host countries. According to Kennelly "Sport events have been recognized as "valuable catalysts for economic development" and consequently have been integrated into the tourism and destination marketing strategies of many of the world's cities and regions" (Kennelly, 2017, p. 883). Olympic Games as a Mega event can have a significant impact on the international tourism among host countries. As Solberg and Preuss (2007) argued "internationally recognized hallmark tourism events such as the Olympic Games or the FIFA World Cup have the potential to create substantial enduring impacts on the growth of international travel to the host region".

Fortunately for Russia, it is the first time in history chosen by the hostess-organizer of the world's largest football tournaments under the auspices of FIFA 8th FIFA Confederations Cup 2017 as a rehearsal before the 21st 2018 FIFA World Cup™. It can provide a great opportunity for Russia to achieve a significant boom in tourism industry. Unfortunately, Russia, despite all cultural, historical and natural tourism attractions, has not experienced a notable boom in tourism industry in comparison with other European countries. As World Tourism Organization (2016) noted Russia has been in the 10th place in terms of international tourist arrivals among European countries during the year 2014 and 2015. While, holding FIFA 2017 and 2018, as a valuable mega event, if managing appropriately, can increase the number of loyal international tourists in Russia and as a result provide a long-term and sustainable growth in tourism industry in the region.

## **1.2 Goal and Objectives**

The large-scale aim of the study is to improve tourism industry in Russia by using Mega-sport events such as FIFA 2017 and 2018 championships as an opportunity to introduce Russian tourism attractions to the foreign visitors. The objectives of the study include: engaging loyal foreign tourists by holding large sports events in Russia during the FIFA Championships in 2017 and 2018; Evaluating the positive and negative impacts of Mega-sport tourism in Russia with the aim of increasing the strength of the tourism industry (particularly in the area of sport tourism) as well as decreasing the weak points of tourism industry especially in the area of sport-tourism).

### **1.3 Questions of the Study**

There are several questions that will be discussed in this study to reach to the aim of the study including:

- 1) What are the positive and negative impacts of Mega-events prognosis on the Russian tourism industry according to previous experience in the world?
- 2) What are the advantages of the event tourism in Russia (particularly in the area of sport tourism)?
- 3) What are the disadvantages of the event tourism in Russia (particularly in the area of sport tourism)?
- 4) How FIFA 2017 and 2018 championships can improve the tourism industry in Russia?
- 5) What is the nature of the impact in the context of the economy, socio-cultural, environment and tourism is expected from the Russian citizens?

## **Chapter 2**

### **LITERATURE REVIEW**

#### **2.1 Literature Review of Event Tourism**

##### **2.1.1 Event Tourism**

“An event is a well-planned occasion that provides special experiences involving cognitive, emotional, sensory and relational values for attendees, including a broad spectrum of forms, e.g. cultural celebrations, sports competitions and art/entertainment such as concerts and performances” (Getz, 1997). Today can accurately claim that event tourism stands out among other types of tourism and has a special uniqueness, where the main object for tourists is the event that can be different in their content. The whole event tourism can be divided into several categories, which are selected according to the scale of the event. Thus, in event tourism, we can identify several areas that are divided according to topics: film festivals, theatrical shows, carnivals, fairs, fashion shows, folk festivals, flower festivals, food festivals, sports events, music festivals, religious festivals and economic forums etc. On this basis allocate national and international events. It is worth noting the fact that for a short time, this type of tourism has gained enormous popularity and genuine interest, and this combined with its specificity allows us to speak about mass among tourists. Daily in different parts of the world there is a great variety of interesting and exciting events, a witness and participant of which you can be. Carnival in Brazil, Oktoberfest and Love parade in Germany, a festival of bullfighting in Pamplona, Spain, the tennis tournament in Wimbledon in England and the cycle race "Tour de France", respectively, in France

etc. In almost every country of the world at least once a year, sometimes one, and sometimes several traditional events that attract the attention of not only locals but also foreigners. But if such events are not, they are trying to come up with and properly to advertise – because event tourism in recent time is one of the most profitable in the industry. “Event tourism is an important and rapidly growing segment of international tourism” (Getz, 2007, p. 405).

### **2.1.2 Mega-Event Tourism**

“Mega-events are short-term events with long-term consequences for the cities that stage them. They are associated with the creation of infrastructure and event facilities often carrying long-term debts and always requiring long-term use-programming” (Müller, 2015). Many scientific papers from respected authors have considered the various impacts of mega sport events on the territories of which such major events were held. Mega sport events such as Olympic games, World Cups for various sports, Formula 1 and so on, entail local, regional, and global consequences and impacts affect the urban life of cities. (These events are becoming increasingly important for local and regional economic development and improve quality of life for residents. (Pop I. et al., 2016). Mega-events provide host countries and cities with opportunity for infrastructure development and appearance of the territory, thereby provoking to increase the number of its visitors, as well as more to reach the level of competitions and tenders for larger events. (Rogerson, 2014) Thus, mega-event tourism plays an important role for developing countries, motivating the government to implement the Federal support to improve infrastructure within the state and improving the quality of life in the country simultaneously creating many new jobs. A reputation as one of the most festive countries of Europe is deservedly Italy. The Italians are famous for knowing how to have fun and turning national holidays into a real show. Moreover,

the carnival is a good way to earn on tourism during the low season. The undisputed leader among the Italian carnival of Venice is held annually in February. It is as accurate as possible in our days, recreates the atmosphere of the festivities of the eighteenth century. Within ten days of the cavalcade, traditional ceremonies, and various parades and masquerades tirelessly replace each other on the bustling and colorful streets. In respect of the carnival of Venice is quite possible to use the concept of "brand".

### **2.1.3 Sport Mega-Event Tourism**

Sports mega-events that are convened for a short duration, such as the Olympic Games, World Expos or the Fédération Internationale de Football Association (FIFA) World Cup, are increasingly significant phenomena in this era of globalization (Hall 2006; Getz 2007). Across both developed and developing countries, a common research thread is the vital position of mega-events for boosting local economic development and urban tourism (Galdini 2007; Rogerson 2008; Hall and Page 2009). Sport mega-events are exceptional sporting events with an international scale that are hosted in a particular city (Caiazza & Audretsch, 2015). A significant number of authors noted that sports mega-events are a steadily growing tourism segment which directly attracts significant numbers of tourists and generates substantive tourism receipts (Gelan, 2003), while also improving the host country's market position (Brown, Chalip, Jago, & Mules, 2002), and changing the image of the associated tourist destination (Kim & Morrision, 2005). From the sociological perspective, Roche (2000) further defined mega-events as major cultural (including commercial and sports) events that attract attention, are very popular and have international significance. Mega-events have a strong correlation with the urban economic development and can strengthen social consensus and cohesion, producing loyalty to the site and distracting attention away

from urban problems (Waite 1999). During the preparation and holding of major sporting events, as well as later in the hosting country, there are multiple effects in the cultural, economic and political aspects, which can play positive or negative role. For example, the growth in the number of jobs, visitors in a hospitable business customers in stores is attributed to positive influences, opposite to the rising prices of goods and services will be a negative impact for local residents and visitors (Fourie & Santana-Gallego, 2011; Rogerson, 2014; Pop I. et al., 2016). Concerning socio-cultural impacts there are many different influences, since the different cultures collide in one place, the exchange of national cultural traditions in a positive aspect, but also possible cultural clash or in the worst case, the acts of vandalism, crime and interracial conflict as a negative impact (Giulianotti et al., 2015). In the world, there is a wealth of sporting mega-events such as the Summer Olympic Games in London 2012, UEFA Euro Poland/Ukraine in 2012, the annual Wimbledon tennis tournament in London, the 2014 FIBA Basketball World Cup in Spain, the 2016 IIHF World Hockey Championship in Moscow and many others.

#### **2.1.4 Sport Mega-Event Tourism at BRICS Countries**

The BRICS (Brazil, Russia, India, China and South Africa) members are characterized as the most rapidly developing large countries with high population that provides cheap labor, as well as have a large number of important world economic resource from agricultural and mineral to energy and nuclear. Special attention is given to the BRICS countries for the reason that in recent decades, countries in this group received the rights to host Mega sport events many times, and because this group includes the host country of future FIFA tournaments of 2017 and 2018. Thus, among the BRICS countries the Olympic games were held three times in the last decade: XXIX summer Olympic games in Beijing (China) 2008, XXII Olympic winter games in Sochi

(Russia) in 2014 and the XXXI summer Olympic games in Rio de Janeiro (Brazil) 2016; moreover, Beijing is preparing to host the same and the XXIV winter Olympic games in 2022. Delhi's intension of bidding for the XIX Commonwealth Games in 2010 was to promote growth and development, upgrade infrastructure, stimulate tourism and market the city as a global city destination, all to project India as an emerging economy (Maharaj, 2015). As for the last two FIFA World Cup FIFA was held in South Africa 2010 and Brazil 2014. As you know, in addition to the General economic development of the region, the construction of new stadiums for Championships and create jobs, money from the Federal budget are also allocated for transport infrastructure, energy, sanitation, water treatment, waste disposal, reconstruction of the embankment, the creation of new ports, for example of the Olympic games in Sochi in 2014 (Trubina, 2014; Golubchikov 2017).

For example FIFA world Cup South Africa 2010, experts expect the number of foreign tourists due to the limit of the Southern African Development Community, and in the process estimated this number decreased and ultimately was slightly less than expected and amounted to 221,981 arrivals that still had a 12% increase over the previous year and the number of tourists continued to rise and in the following years, which suggests that such major investments from the Federal budget in the mega sports event are the long-term prospects of tourism development thanks to new and improved infrastructure. (Peeters et al., 2014). Fourie and Santana-Gallego (2011) also indicate in their study, the 8% growth of tourist flow in terms of mega sport events not only directly after the event but within 3 years of the preparatory process for the World Cups. It is founded contrasting economic effects on South Africa's GDP from the



event, varying from 0.1% to 1.5% (Saayman & Rossouw, 2008; Swinnen, JFM & Vandemoortele, 2008; Du Plessis & Venter, 2010; Polity, 2010).

Starting from the 15th Pan American Games in Rio de Janeiro in 2007 Brazil had a big experience in providing sports Mega-events such as the V Military World Games in 2011, FIFA Confederations Cup in 2013, the FIFA Soccer World Cup in 2014, and the Olympic and Paralympic Games in 2016, that makes a significant impact due to this country and the citizens of Brazil. Due to the investment of the state in sports infrastructure, Brazil has become attractive as a hostess for the holding of sports mega-events, especially Rio de Janeiro. Capital in Brazil actually has gained worldwide popularity as a true sporting city, or "naturally obsessed with sports" (Currie et al. 2011).

Russia joined the large group of governments that think such sports mega-events as a promising way to enhance national prestige, after the Olympic games in Sochi 2014 and also in preparation for the FIFA Championships of 2017 and 2018 (Boykoff 2013; Cottrell & Nelson 2011). Mega-events-as-mega-projects, involving huge public budgets for infrastructure and regional development, may seem to be an echo from the Keynesian era of interventionist mega-projects (Altshuler & Luberoff 2003), but leveraging mega-events as an opportunity to promote 'strategic' locations fits well into the present-day neoliberal modalities (Brenner & Theodore 2002, Hall 2006). Moreover, one of the important influences held the Winter Olympic Games in Sochi in 2014 is decentralization and development of territorial rebalance away from the mono-centricity of Moscow and to recalibrate the traditional sectoral approach of the federal government's economic development policy to territorial development and urban policy (Golubchikov 2017). Thus, in the framework of the FIFA World Cup

2018 in Russia Federal budgeting for development is distributed not only in the better-known Moscow and St. Petersburg, but other major Russian cities finally got the impetus to improve the level of development of life, transportation and infrastructure.

#### **2.1.5 Event Tourism at Russia**

In world practice, there are several ways of artificial enhancement of attractiveness of tourist objects and sights, also via attracting tourists to the various mass spectacles, cultural events, big festivals and nation holidays celebrations, that certainly is the components of event tourism. Event tourism currently plays a key role in creating a successful and attractive tourist destinations (Sheresheva 2016). Widely visited by tourists, the events have a significant economic impact and give a powerful impetus to the promotion of the territory in which such events are held (Seunghyun & Kwangsoo 2017). Events can bring people together with similar interests for a limited period of time. The holding of mega-events like world and European Championships in football, can also have a significant impact on the economy of host countries. With regard to Russia world Cup 2018 will increase Russia's GDP by 527 billion rubles in addition, the FIFA world Cup 2018 will create 810 new jobs. The budgets of different levels will receive income in the form of taxes in the amount of 96 billion. Spending on World Cup 2018 preliminary will be 632 billion rubles following this Mega sport event in Russia will remain the stadiums and all the infrastructure for the football tournament. (Laiko M. et Al., 2012)

If the life of the tourist object has no events historically as a tradition, it up specifically. For example, in Suzdal (Vladimir region) held a variety of theme holidays – these events gather a large number of both Russian and foreign tourists. Have become famous ganders and the cucumber Festival, held at the Museum of wooden

architecture. In Russia, tourists are attracted by such events as the "New Year", "Christmas", "Kreshenie", "Trinity", festival "Russian fairy tale", "Pancake week Carnival", "Mermaid week", international festival "Indian summer" and other events (Fiona X. Yang 2017; Chibir & Shirko 2015).

In the GDP of the Russian Federation, the share of tourism is insignificant. Currently, the share of tourism in Russia's GDP is 1.5 percent with the world average value of 10 percent. (Safonov 2016). About this informed the head of the Federal tourism Agency Oleg Safonov during the "government hour" in the state Duma. In the past 3 years, the tourism has developed in favor of the inward, as the crisis and the exchange rate did not allow most citizens to travel outside of the country. But then the head of the Federal tourism Agency noted that the inbound and domestic tourism in our country has "all the chances to turn into highly profitable sector of the national economy." "In many remote areas, there are no conditions for the development of industry, but tourism can develop almost everywhere". According to the official, a special value of domestic and foreign tourism has for creating jobs, development of self-employment and development of small and medium-sized businesses. "One ruble invested in the business gets from three to five rubles of profit, one job in tourism creates up to five jobs in related industries. According to the world tourism organization, tourism leads to the development of the 53 sectors of the economy, in this regard, investing in the tourism industry very effectively" (Safonov 2016).

The only exception is Moscow, where up to 7% of the annual capital budget is formed by revenues from tourism. (Vasiliev 2007). Until recently, industry of tourism is considered in Russian Federation as a minor industry, although experience and practice of a lot of other countries say otherwise, that it can be a major one. The position and

situation of the tourism industry without proper effective participation of the state led to the fact that Russia acts as a supplier of tourists abroad, and, as a consequence, the outflow abroad of large sums of currency with a simultaneous stagnation or decline of yield from foreign tourism. For the past 15 years, the international tourism in Russia is developed mainly with a focus on travel otherwise than to attract more arrivals. The main factor that influenced this growth of outbound tourism has been a huge demand for trips abroad, as evidenced by the number of departing and arriving tourists, documented the Federal tourism Agency. Hosting big events "puts the country or city on the map," and provides a major international exhibition destination. Such events can be seen as political events, demonstrating political, cultural and economic opportunities of the host country. (Baade & Matheson 2004)

Fortunately for Russia, it was the first time in history chosen by the hostess-organizer of the world's largest football tournaments under the auspices of FIFA 8th FIFA Confederations Cup 2017 as a rehearsal before the 21st 2018 FIFA World Cup™. And the list of innovations on the choice of a country hostess-organizer is not the end, due to fact that president of FIFA Gianni Infantino decided to use video referees system according to a positive experience of it on some previous football matches (2017, April 17). Videocast replays will be able to use the match referee for decision-making in complex situations. Moreover, a new system of mandatory identification fans who buy the tickets for these sports events must register FAN ID without which fans would not be able to get to the stadium to watch the match. This innovative solution, as the inclusion of FAN ID system will not only improve the safety in venues for the Championships, but also able to attract tourists with their novelty. This “seeking for novelty” is on key motivation of travel and leisure (Assaker et al., 2011), building an

innovative corporate image plays a prominent role in maintaining a company's competitiveness and sustainable development (Enz 2012). The most important factor plays role in attracting the attention of foreign tourists and fans to Russia is visa-free regime for 30 countries (including Turkey) during the Championships in 2017 and 2018, more detailed list and rules of entry on the territory of the Russian Federation can be found on the official website of the World Cup. In addition to visa-free travel, this card allows fans to enjoy free transportation between the cities providing Championships and will open doors to some cultural sites and museums. The Confederations Cup will be held in Moscow, Saint Petersburg, Sochi and Kazan, and during the world Cup in 2018, as many as 11 cities will take foreign visitors from all over the world, namely, Moscow, Saint-Petersburg, Kazan, Kaliningrad, Volgograd, Nizhny Novgorod, Sochi, Saransk, Samara, Rostov-on-don and Yekaterinburg. Therefore, the holders of FAN ID will save money on the movement between the cities. In addition to the FAN ID will be recorded ongoing violations on the matches, which consequently will increase the security in the stadiums, because particularly violent fans will be deprived of this document.

#### **2.1.6 Preparation of Russian Cities for Future World Championships by FIFA**

According to reports of the FIFA to 2018 year Russia pledged to build about 7700 km of roads and more than 2000 km of railways and 263 objects of capital constructions (2016 December 5). In all cities where will take place championship matches, it is planned to reconstruct runways and building new airports. Another significant point will be a large-scale construction of budget hotels in the respective cities. Even in Moscow and St. Petersburg there is a shortage of budget hotels, especially popular among football fans, and tourists. Of great importance for Russia is the fact that the FIFA world Cup, according to existing practice, helps to improve the quality of life of

the citizens of the host country and the image of the state. After any such tournament 90% of fans have consistently expressed their desire to visit the country - the mistress of the championship again. The world Cup will see our country with new positive aspects. At the same time the Russians will have the opportunity to come into contact with people of different cultures and traditions. (Laiko et al., 2012)

In all the cities held large-scale works priced FIFA for the five main positions: training grounds, stadiums, hotels, FIFA, hotels for teams and airports. Most problems in these cities are observed from stadiums and international airports. All these issues were resolved in Sochi because of Olympic games in 2014, and in Kazan was conducted by the XXVII world summer Universiade in 2013, and are least represented in Moscow and Saint - Petersburg but in other cities was conducted and substantial work to achieve the estimated position of FIFA.



Figure 1: “Luzhniki Stadium” (Moscow): source: <http://god-2018s.com/sport/stadiony-k-chempionatu-mira-po-futbolu-2018-goda-v-rossii>.

Stadium "Luzhniki" (Moscow) the famous arena in 2013 was closed to conduct renovation work for the upcoming world championship. The main ceremony, the opening match of the championship, one semi-final meeting, and final contest will be held in this stadium. To fully comply with all the requirements of FIFA, the complex management considered the version of the demolition and construction of a new Large sports complex. In this scenario, the arena would be able to accommodate 90 000 people, and its total area amounted to 221 000 sq. m. But ultimately the management team of complex decided that it is better to perform reconstruction of the object than to demolish and then to build an arena from scratch (2017 February 13).



Figure 2: "The Stadium Pobeda" (Volgograd City): source: <http://god-2018s.com/sport/stadiony-k-chempionatu-mira-po-futbolu-2018-goda-v-rossii>.

"The stadium Pobeda" (Volgograd city). At the end of 2014 a preliminary price tag of creating the arena in Volgograd has increased to 17 billion rubles. After some time, the media published all sources of funding. It was said that the bulk of the funds allocated from the Federal budget, but there are also extra-budgetary sources. According to the plan, the construction of the stadium should be fully completed in the first half of 2017. The arena will be designed for 45 000 places, including 640 the so-



called VIP seats, and 2290 seats for the press. The first floor of "Victory" has already been built. The work on the facade. 44 enlarged section forming a so-called "crown" of the facade. Each section is a white metal structure of a multibeam type, to look like a star. The first phase of construction of the facade have already been completed: the lower level is fully formed. The unique beauty of the stadium will be included in the list of symbols of Volgograd. Arena is located on the backdrop of the famous monument "the Motherland calls!" and Mamayev Kurgan. The facade will be stylized under a local tradition, and fishnet weaving wicker, and some elements will receive the design in the form of fireworks (2017 February 13).



Figure 3: Stadium "Nizhny Novgorod" (Nizhny Novgorod): source: <http://god-2018s.com/sport/stadiony-k-chempionatu-mira-po-futbolu-2018-goda-v-rossii>.

Stadium "Nizhny Novgorod" (Nizhny Novgorod). Arena world Cup 2018 appeared about "Strelka" (an elongated plot of land, located at the confluence of the Oka and Volga). The area is perfectly visible from the height of the Central part of the city and adjacent to the historical district where is located the great Alexander Nevsky



Cathedral. Thanks to this location, the new arena will meet and be a great continuation of the local appearance of the historical buildings. The area of the "Arrows" plan to unite into a recreational area for local residents and guests of Nizhny Novgorod, equipping the territory of the pedestrian walkways. The arena will have a capacity of 45 000 seats. For the construction of the facility will spend about 17 billion rubles. Today, the monolithic works are fully completed, the roof is also almost finished. In addition, the most important stage of the construction is almost finished — was erected last 88-th column. In addition, arena will receive transportation. In early 2012 the idea was proposed about creation on the territory of Strelka metro station, thanks to an extension of Sormovskaya line 1 station from the station by the beginning of 2018. At the end of the football world Cup, Nizhny Novgorod arena will be used for home games of the local football team "Volga" (2017 February 13).



Figure 4: Arena Kaliningrad (Kaliningrad): source: <http://god-2018s.com/sport/stadiony-k-chempionatu-mira-po-futbolu-2018-goda-v-rossii>.

Arena Kaliningrad (Kaliningrad) The initial capacity of the new arena was 45,000 places, but the plan of construction changes, and the final number of seats will be 35 000. As the basis of stadium "Kaliningrad" is the famous German "Allianz arena" that hosted meetings of the world championship in 2010. Bunk the stadium will be equipped with modern security systems, including video surveillance. The object will be commissioned before the end of this year. The project was set a price tag of 11 billion rubles, but soon the price rose to 17.5 billion rubles. Interestingly, the first pile in the Foundation of the Kaliningrad football stadium was driven only in September 2015. This late start of construction due to the fact that it took a long time to strengthen the coastline of the island October, where the construction of the object, also long enough approved the final project plan. Difficult time associated with the economic crisis in the country forced to cut back on some of the ideas in the project. Had to abandon the sliding roof, and business corners, which was planned to accommodate commercial space. Installation of the first corner block of the coating has been completed. Today at the construction site, actively operate the four-crawler crane with high lifting capacity: 350, 650 and two 750 tons. Roofing installation occurs in two counter each other flows. In each of the streams taking part the two taps, one is the installation of the blocks themselves, and the second deals with the purlins and trusses fill in between these blocks. According to the draft, a new arena in total will accommodate sixteen blocks covering eight of which are already installed. At the end of the 2018 world Cup, the arena's capacity will be reduced to 25,000 seats. The area that will surround the new arena will be landscaped and planted with vegetation (2017 February 13).



Figure 5: "Rostov Arena" (the city of Rostov-on-don): source:<http://god-2018s.com/sport/stadiony-k-chempionatu-mira-po-futbolu-2018-goda-v-rossii>.

"Rostov Arena" (the city of Rostov-on-don). Future stadium decided to build on the left Bank of the don. The construction cost of 20 billion rubles. Funds for construction are allocated from Federal and city budget. Compared to other Russian arenas, Rostov creation is characterized by an unusual architectural solution. North stand will be "open top" through which viewers will be available beautiful view of the don. Presented the project of the stadium was developed with all the requirements of FIFA — the safety here is at the highest level, special seats for persons with disabilities, as well as space for media and VIP stands. On the Theatre square of Rostov-na-Donu will have huge displays to the audience who have not managed to get to the stadium, had the opportunity to see the championship game. "Rostov-Arena" is close to complete the installation of the first layer of a football field. Work is performed 90%. Also, today 95% of works on construction of reinforced concrete stair, at 92% installation brick walls, 85% masonry for external walls and walls and 62% of completed works on installation of modular components of the deck stands. The front area is equipped with

metal panels. Roofing work is also nearing completion. The construction of the "Rostov-Arena" is going according to plan. The completion date is set for December of this year. After the championship, the arena will become the home stadium of the local club "Rostov" (2017 February 13).

The "Fisht" Olympic stadium (Sochi). Bright the arena was built specifically for the Olympic winter games in 2014 in Sochi. "Fisht" placed in the Olympic Park of Adler. Today the arena is on the stage of completion: all construction works have been



Figure 6: The "Fisht" Olympic Stadium (Sochi): source: <http://god-2018s.com/sport/stadiony-k-chempionatu-mira-po-futbolu-2018-goda-v-rossii>.

completed. The authorities of Krasnodar region reported that by March 2017 the stadium will be fully ready for operation. The original arena had a capacity of 40,000 spectators, but after reconstruction to world football championship stadium's capacity increased by 8,000 seats. Before the 2018 world Cup arena "Fischt" together with the



Kazan, St. Petersburg and one of the Moscow football grounds will host the meetings of the confederations Cup 2017 (2017 February 13).

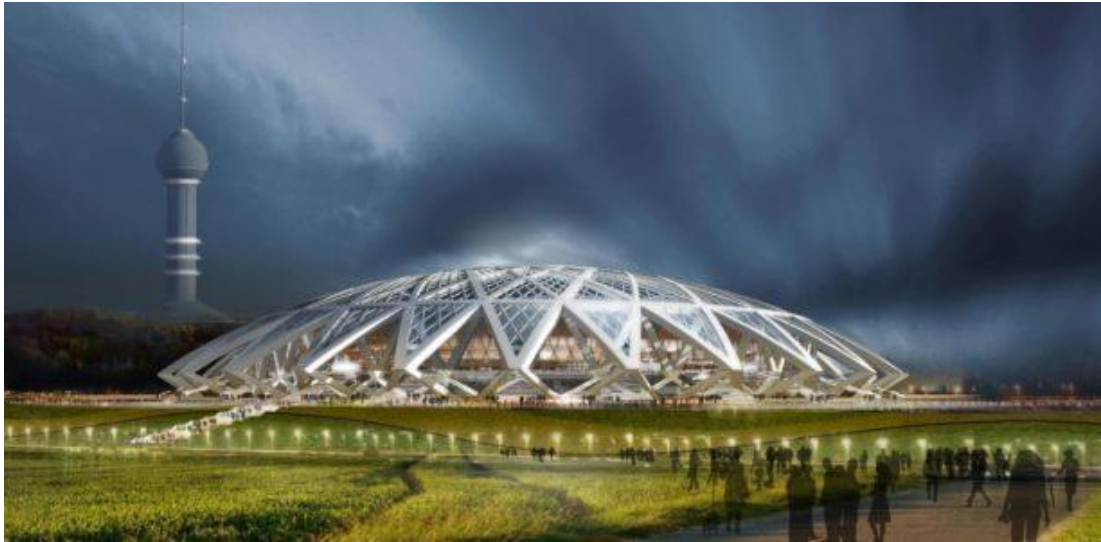


Figure 7: “Samara Arena”: source:  
<http://god-2018s.com/sport/stadiony-k-chempionatu-mira-po-futbolu-2018-goda-v-rossii>.

“Samara Arena” for the world Cup will be on the southern slope of the hill-outlier Fried Hill to the North of the city, referred to as the "Radio center". The total building area, including all surrounding infrastructure is simply amazing – 930 hectares. As a comparison, the complex "Luzhniki", one of the largest in Europe, covers an area of only 180 hectares. The construction of the arena for the 2018 world Cup began in 2014, namely on 21 July, when the President of Russia laid the first stone, thus giving rise to the construction of the stadium. According to the latest information the developer has made installation of the nine pillars of the pyramidal type and five consoles. But assembling the most part consoles are still in process. Training arena in the form of a spheroid is not without problems. The completion date is scheduled for December of this year, but as stated by the evaluation Commission, the willingness of the stadium

is made only 50%. The stadium will consist of 45 000 seats, and after the tournament will be the home field of the team "Wings of the Soviets" (2017 February 13).



Figure 8: "Arena Mordovia" (Saransk): source: <http://god-2018s.com/sport/stadiony-k-chempionatu-mira-po-futbolu-2018-goda-v-rossii>.

"Arena Mordovia" (Saransk). Specially designed for the world football championship venue is located in the centre of Saransk, in the floodplain of Insar. At the time of the competition "Mordovia arena" will be able to accommodate about 45,000 people. At the end of the championship some of collapsible the stands dismantled and in their place, will be constructed facilities for volleyball, tennis and fitness. Further, on an ongoing basis, the stadium will have a capacity of 30 000 seats. In accordance with the plan, the shape and color of the new stadium will copy the red sun, which is the flag of the Republic of Mordovia. This idea will be realized by the introduction of metal translucent perforated panels, and the Western area of the facade of the arena will be equipped with a led media façade. Stands of the arena are mounted on a two-storey structure – stylobate, thanks to this apparently will be created so-called floating effect.

According to preliminary calculations, the costs of construction of the arena will amount to 16.5 billion rubles. At the end of the 2018 world Cup arena will be the home playing field for the local team (2017 February 13).

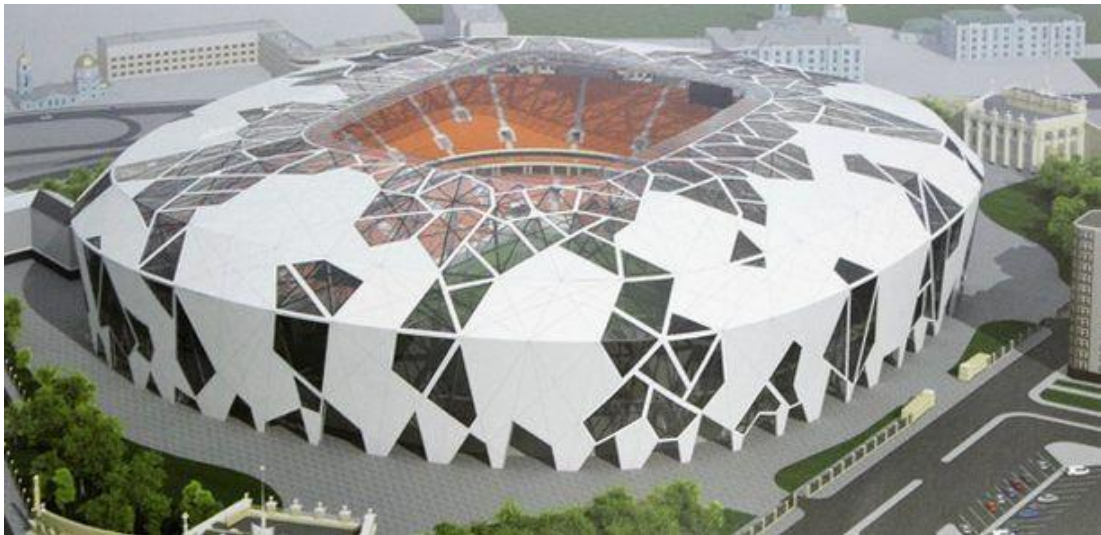


Figure 9: "Yekaterinburg Arena": source: <http://god-2018s.com/sport/stadiony-k-chempionatu-mira-po-futbolu-2018-goda-v-rossii>.

"Yekaterinburg Arena". City stadium "Central" decided to reconstruct especially for the 2018 world Cup. Thanks to the details the created project new stadium will meet all FIFA requirements. I should say that it is not quite the stadium was reconstructed, as, in fact, he completely demolished, leaving only one wall of the facade, as it was recognized as historically significant. In addition, the project pays attention surrounding the stadium site are going to be able to preserve the historical architectural ensemble of nearby objects, there will be the development of the transport infrastructure surrounding the stadium. The number of seats will be increased to the required FIFA of at least 35 000, thanks to the use of prefabricated steel structures. Reconstruction cost is 13 billion rubles. By the middle of last year work on

modernization of the "Central" was performed on 50%. To date, fully completed stage of concreting the base of the stands. Happen finishing work. With the onset of the spring season in the arena will occur in the treasure of the lawn. At the completion of the competition, the stadium will return the historical name of "Central" and will use it as a multifunctional urban entertainment-sports complex. In the future, it will be city events, sports tournaments at various levels, exhibitions, concerts (2017 February 13).

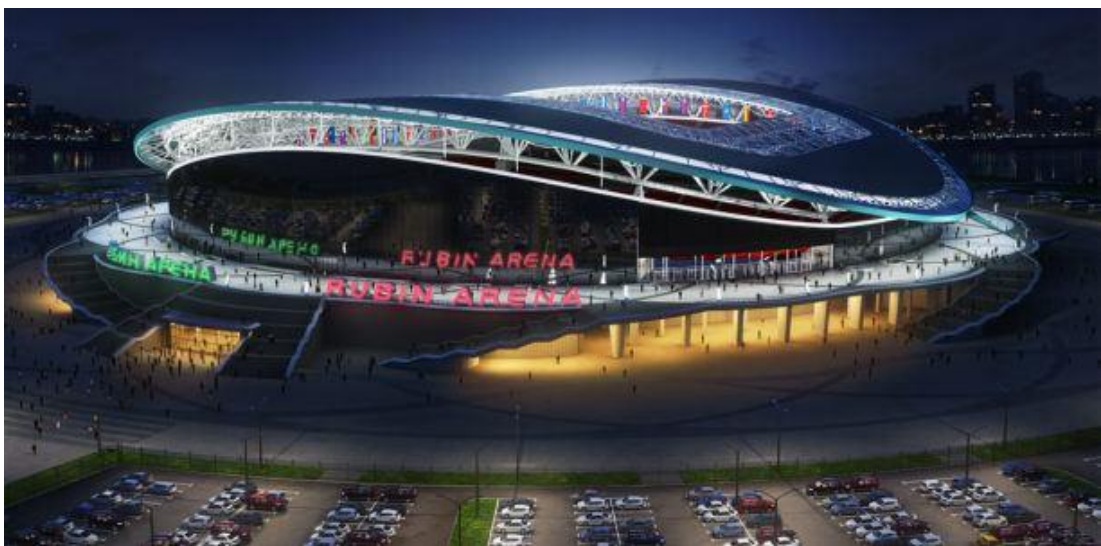


Figure 10: "Kazan Arena": source: <http://god-2018s.com/sport/stadiony-k-chempionatu-mira-po-futbolu-2018-goda-v-rossii>.

"Kazan Arena" — is Russia's first football stadium, built for the world championship. The center of attraction for great international events – Universiade-2013, world championship in water sports in 2015 famous for the confederations Cup, which will take place in 2017 and of course the world Cup 2018. The Kazan arena was built in 2014 in the Novo-Savinovsky district of the city and are able to make 45 000 spectators. This is a four-story building divided into four zones, each of which has an appropriate finish, hue, and has inputs and pointers: South – yellow, North – blue,



East – red, West – green. Spectator stands are closed canopy original blue color, while the field itself remains open. Under the stands are multifunctional facilities: medical facilities, Spa, fitness center, large hall with pool, entertainment and shopping establishments (restaurants, cafeterias, Museum of football team "Rubin", the Museum of retro-cars). The surrounding stadium area will have a Park and sports area. The creators are positioning this complex, with the adjacent territory, as a "city within a city" (2017 February 13).



Figure 11: "Zenit arena" (Saint-Petersburg): source: <http://god-2018s.com/sport/stadiony-k-chempionatu-mira-po-futbolu-2018-goda-v-rossii>.

"Zenit arena" in Saint-Petersburg - beautiful stadium located in the Western area of Krestovsky island gradually developed on the former site of the arena named after Kirov S. M. in addition to the world championship, the stadium will host matches of the confederations Cup 2017. In Russia in recent years, it is one of the controversial reasons for the discussion, because of budget allocated 48 billion rubles, and the stadium is still not entirely ready to accept the championship, according to teams

carrying out the test match on the field, but the developer claims that the arena will be completely ready to host the Confederations Cup 2017. In addition, about the stadium in Saint-Petersburg it can be told, that this is the most expensive stadium in Europe and it will be equipped with many innovative technologies, one of which will include a new protection system against bad weather conditions (2017 February 13).



Figure 12: "Stadium Spartak" (Moscow) Source: <http://god-2018s.com/sport/stadiony-k-chempionatu-mira-po-futbolu-2018-goda-v-rossii>

Initially, the stadium like to call the "New Coliseum" or in honor of the brothers Starostins. But in February 2013, it was reported that the sports facility will be called "Otkritie Arena", in respect of the sponsor Bank "Otkritie", but according to the rules of UEFA and FIFA, during the official games of the 2018 world Cup under the leadership of these organizations stadium cannot be called in honor of the sponsors and sports facility called "Spartak Stadium". This sports facility has become the home stadium of the team "Spartak Moscow", with a capacity of more than 45 thousand people (2017 February 13).

## **Chapter 3**

### **METHODOLOGY**

#### **3.1 Methodology of the Study**

There are two types of research used by academics known as qualitative and quantitative, and combines a mix of these methods. Researchers in qualitative studies try to set up an ordinary mode of ideas to emerge (Strauss & Corbin, 2002). “To achieve the aims of this exploratory empirical study, a qualitative approach to data collection and analysis was adopted for two reasons (Creswell, 2003; Robb et al., 2014): (1) The research related to a new topic on which there was a paucity of extant research; and (2) the research sought to understand the perceptions of research participants.” Moreover, the study is more interested in soft data, such as Russian citizens’ opinion, words, predicts, different effects after the championships rather than hard data, such as numbers. According to the research preferences in quality instead of quantity, the qualitative method.

The objective of this research is to predict the impact of holding sports mega-events in the Russian Federation under the auspices of FIFA, to identify the likely advantages and disadvantages of the major football FIFA Championships in 2017 and 2018, and to determine whether this mega-event to improve the tourism industry in Russia.

In sport management, qualitative research is often conducted as a case study or case studies design, using semi-structured interviews as the primary means of data

collection and some form of coding as the approach for data analysis (Shaw & Hoerber, 2016). Thus, based on previous studies especially in the BRICS countries, conducted earlier major football Championships and the Olympic games, which is a significant part of a sports mega-events in tourism data were collected through semi-structured interviews with Russian citizenships, coupled with analysis of event websites and social media.

### **3.2 Sampling**

It is widely known that there are two main types of sampling probability and non-probability sampling. In the framework of the fact that Russian citizens are the immediate creators, participants and approximate to the planned sports mega-events and it is their existence, life and the environment will be influenced to a greater extent in the present study will be the citizens of Russia. This research is aimed to get as much details from the Russian citizens about what kind of impacts will be after the FIFA championships in 2017 and 2018 as at possible. In order to achieve this, it was shown attention to choosing respondents from those cities where these events are going to be held so the respondents had firsthand experience being part of these events. According to the research preferences in quality instead of quantity, the qualitative method with a non-probability sampling is chosen for the investigation. Merriam-Webster Dictionary defines sampling as “the act, process, or technique of selecting a representative part of a population for the purpose of determining parameters or characteristics of the whole population.” Convenience sampling (also known as availability sampling) is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study. In fact, that “the convenience of a web based survey and its ability to reach a study population on a 24/7 basis” (Ballard C. & Prine R., 2002., p. 486) this

is a very comfortable and useful sampling technique for both of the sides: researchers and respondents. Because of the impossibility of a personal meeting to conduct interviews with Russian citizens, used convenience sampling through web surveys through social networks (vk.com the most popular social network in Russia), and via email. Thus, convenience sampling enables you to remotely collect the necessary research data in the form of semi-structure interviews and a web questionnaire for subsequent data processing. According to Patton (2002) this “is probably the most common sampling strategy” to “doing what’s fast and convenient” (Quinn, 2002) proceeding from available possibilities. Accordingly, in this study (number of questionnaires) questionnaires containing (number of questions) were used to analyze the impacts of FIFA championships 2017 and 2018 in Russian tourism industry.

### **3.3 Data Collection**

Data were collected through a social network vkontakte.com which is the most popular in Russia. A number of questions were posed to the respondents (for questions see Appendices). According to the answers received, further questions were asked for clarification or further explanations were required in order to bring depth to the research. Whenever possible, Skype was used to interview respondents.

The questions asked came mainly from the questionnaires used in the FIFA reports on sports mega-events held in South Africa, Brazil and Germany, which included questions about various influences on the economy, socio-cultural life, the environment and the development of tourism in Russia. The questions were translated from English into Russian language for the convenience of the respondents. 33 respondents were interviewed to collect data of which were 10 women and 23 men aged from 20 to 45 years. Analysis of the data provided in the following section.

## Chapter 4

### DATA ANALYSIS

#### 4.1 Results of collected data

##### 4.1.1 Economic Impacts

The first question of the questionnaire was concerned with economic impacts in connection with the holding of the FIFA tournaments in 2017 and 2018. Russian respondents who were positive about the impact of FIFA tournaments sampled in the following way: 15 citizens (1, 3, 4, 5, 6, 7, 8, 12, 14, 15, 17, 20, 28, 31, 32) express their positive views as for example respondent 6 said "...such a large-scale event in the sports world simply cannot have no effect the country's economy. It's a great opportunity to show off a developed, economically strong as a competitive state..." or respondent 17 mentioned "...This will make the development of infrastructure of cities, which will host the tournaments more active...So it will have a positive effect on the industries required for the provision of transport, food, accommodation of tourists." On the other hand, there were 12 respondents (2, 10, 11, 13, 16, 18, 19, 22, 23, 24, 26, 29) who thought that tournaments had a negative effect on the economy and 7 people (Respondents 9, 21, 25, 27, 30, 33) who believed that it had a mixed effect, but mostly with a bias in the negative direction, as can be seen in the following expressions from respondent whom compared what happened now with what happened in Olympic Games in Sochi: "There was a growth of real estate prices, rent and land, significant environmental degradation occurred during the Olympic Games in Sochi in 2014..."(Respondent 18). Another respondent also commented how corruption is such

a big problem in Russia and hosting such events will further cause thriving of corruption following the expression: "...after the 2018 World Cup facilities built for the event will be popular and will become a burden for home owners and for cities...of course the Russian major problem is corruption, which always thrives on events like this. Already at the stages of planning areas, obtaining permits responsible person trying to get your "black income" from the prospects and benefit of the 2018 World Cup..." (Respondent 29). It should be also noted that the corruption referred by majority of interviewed people (Respondents 2, 4, 9, 10, 11, 13, 16, 18, 19, 22, 23, 24, 26, 29, 30, 33), for example, respondent 33 said: "it is likely that it will be another reason for carrying out corrupt transactions and not attempt to create any quality product."

#### **4.1.2 Socio-cultural Impacts**

In the second survey discussed the effects on the socio-cultural life of Russian citizens and the opinions on the effects on the socio-cultural life of Russian citizens were divided. Some believed that there will be positive effects where as others believed that there will be negative impacts. 14 respondents (1, 3, 5, 7, 11, 12, 14, 15, 17, 19, 25, 27, 30, 33) firmly believed in only positive effects. For example, one of the respondent believe that it will have positive impacts on health: "the FIFA World Cup 2018 has a huge impact on sports development, engages children and young people, and encourages people to lead a healthy lifestyle and engage in sports and physical education" (Respondent 30). Another respondent believed that hosting these events will help Russians to learn about other cultures: "Russians will be able to get to know the culture, mentality and way of life of other peoples. At the moment, their view of the past is strongly limited because of the unilateral information flow internal to the

media" (Respondent 29). 11 of the respondents (4, 6, 8, 9, 18, 20, 21, 24, 28, 29, 31) thought that the impact will both positive and negative. For example, Respondent 21 pointed out: "...such events bring people together from different states. In the process of communication there is also the exchange of cultures and a fusion of consciousness that is not mediocre, which may have a positive effect on the general attitude of newcomers to the Russian citizens. Of negative note, only a violation of the normal tranquility of local residents in the locations close to stadiums and placement of fans". Finally, 8 people (Respondents 2, 10, 13, 16, 22, 23, 26, 32), who strongly believe that these events had only negative effects mentioned skirmishes "football hooligans" and "massive anxiety."

The next issue was related to the international friendship of people. The majority of respondents, namely 20 people (Respondents 2, 3, 4, 5, 8, 14, 15, 17, 18, 19, 20, 21, 24, 25, 26, 27, 28, 31, 32, 33) strongly believed that these sport mega-events brought people from different countries together, creating new international friendships, while about 5 respondents (Respondents 1, 11, 13, 22, 23) stated that "...it all depends on the behavior and mood of people, it can create friendships but also conflicts...", and those in opposition, 7 respondents in total (2, 6, 7, 9, 10, 16, 29) said that "fan clashes of football hooligans" will be expressed more strongly than international friendship in these events.

#### **4.1.3 Environmental Impacts**

The next two questions were related to the environmental impact of the FIFA Championships to be held in 2017 and 2018, and improvement of environmental protection in Russia. In relation to improving the quality of transport links between the cities and infrastructure 21 respondents (3, 4, 5, 8, 12, 14, 15, 17, 18, 19, 20, 21, 24,



25, 26, 27, 28, 30, 31, 32, 33) thought that the impact on the environment is positive, but they were concerned about the organizational level of the event. For example, one of the respondents said: "Any major event is accompanied by huge consumption of goods in different categories and, therefore, generation of the waste. It all depends on the level of organization and are people looking for order and cleanliness on the street...Hence, the organizers need to take all measures to reduce risks associated with environmental pollution and violation for keep natural balance" (Respondent 21). On the other hand, 7 respondents (2, 6, 7, 9, 10, 16, 29) stated that these events will only bring the harm to the local ecology. To give an example, Respondent 16 said: "...during the Olympic games in Sochi 2014 had a lot of scandals and outrage at the appalling amount of rubbish accumulating again and again before our eyes...". The remaining 5 respondents (1, 11, 13, 22, 23) had negative views about the impact of FIFA events on the environment and ecology. One of them said: "...the number of new plantings in parks created for the world Cup is not comparable with the number of cut down trees...and on the construction of new high-quality roads is only spoken in the media, in fact, all in poor condition..."(Respondent 11). Moreover, 19 respondents (3, 7, 8, 12, 13, 14, 15, 16, 17, 18, 19, 20, 24, 26, 28, 29, 31, 32, 33) believed that in Russia such mega-events will not help the development of environmental protection, 6 respondents (1, 6, 21, 23, 27, 30) questioned the possibility and only 5 people respondents (4, 5, 9, 10, 25) assumed that everything is possible to draw attention to such an important issue. It is also worth mentioning that about half of the respondents said that "Action to protect the environment in Russia can only be performed with the support of the government of the Russian Federation, or outsourcing, of companies involved in environmental protection, and that this event on it is own cannot lead the positive outcomes..."(Respondent 5), and 3 respondents (2, 11, 22) stated that they do not see

any connection between mega-events and improvement as regards the protection of the environment.

#### **4.1.4 Development of Tourism**

Further, the 6th question addressed the relationship between the mega-events and tourism in Russia as a whole, and the 9th question considered the development of domestic tourism in the Russian Federation. In the collected data, it could be seen that 26 respondents (1, 2, 3, 5, 6, 7, 9, 11, 14, 15, 17, 18, 19, 20, 21, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33) strongly believed in the tourism aspect of FIFA tournaments to be held in 2017 and 2018 thinking that there will be a positive development in the international and domestic (except for one of the respondents) tourism as expressions of the respondents clearly show: "The 2018 World Cup has already started to contribute to the tourism industry of our country, like building hotels, roads, tourist clusters. So, what we need to do now is to engage audiences in... foreign citizens will see that in our country there are many beautiful and interesting places and, I am sure, that they will recommend this area of tourism to others...the tournament will say a lot not only to foreigners but also to Russians about their own country. Plus, the development of domestic tourism is strongly connected with a better infrastructure and contributes to the increase of tourist flow..." (Respondent 29). One of the respondents (30) with the idea of improvement in domestic tourism by saying: "No, the championship is designed for foreigners.". Thus, it appears that 7 respondents (4, 8, 10, 12, 13, 16, 22) think that the holding of such sporting mega-events are not able to develop tourism in Russia, based on the following beliefs: "...as in Sochi 2014, the cost of preparation for the Olympic games does not pay off the tourists ..." (Respondent 8) or "I don't think it will somehow affect the development of domestic tourism in the

country, if we are talking about long term, not the moment of carrying out of cups" (Respondent 13). It is also interesting that 11 of the respondents (5, 7, 11, 14, 15, 17, 19, 21, 26, 29, 33) mentioned that the FAN ID is a particular light, because for example, one of the respondents said: "...on the website vkontakte.com is active advertising of FAN ID with bonuses in the form of free transportation that should have an effect on tourism and it may not only activate football fans but also ordinary citizens with an interest in sport and travel to make the journey..." (Respondent 7). Similarly, another respondent stated: "I already purchased some tickets for the FIFA Confederations Cup 2017 and got my FAN ID, which will allow me to get acquainted with Sochi, as in other cities which will host the Cup, I already visited and got acquainted with the most attractions..." (Respondent 11) and 3 respondents (7, 11, 21) noted that "...visa-free regime should attract the attention of tourists".

#### **4.1.5 Long-term Impacts**

Questions 7 and 8 in the questionnaire were related to the changing attitudes of Russian citizens to their cities and Russia as a whole and the relationship of foreigners to Russia, the possibility of creating a national brand and a new image for the country. Data revealed that 18 respondents (1, 3, 5, 6, 7, 8, 10, 11, 12, 15, 17, 18, 23, 26, 27, 30, 31, 32) think that by holding major sporting events, is it possible to change the attitude towards their cities and Russia for the better, as for example Respondent 7 noted: "Such events contribute to the growth of patriotism and responsibility for their residents. Also, given the peculiarities of Russian hospitality, I am sure that our citizens do not want to show their bad to foreigners. Subsequently, such an attitude to the cities and the country as a whole may remain after the 2018 world Cup that, indeed, may contribute to higher social, cultural and political responsibility of citizens." 6

respondents (9, 19, 21, 24, 25, 33) pointed out that the attitude towards the cities are likely to change, but they said, "the question is in what direction", and 9 respondents (2, 4, 13, 14, 16, 20, 22, 28, 29) believed that no significant changes will occur. 17 respondents (4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 15, 20, 21, 27, 29, 30, 31) noted that FIFA Championships can help Russia to acquire or improve the image of Russia abroad, for example "the High level of organization will help, as it did with the Sochi 2014..." (Respondent 21), but on the other hand, 16 people (Respondents 1, 2, 3, 14, 16, 17, 18, 19, 22, 24, 25, 26, 29, 32, 33) thought that there will not be any significant change. For example, one of the respondents mentioned: "is debatable, because many people had the vision of the Russian Federation, even if sports mega - events and help them see the truth with their own eyes, but the image will not change." (Respondent 14) or, another one stated: "...a new national brand based on football, is unlikely to take root in our northern country. Most likely it will not long survive the championship." (Respondent 25). In addition, it is worth noting that on the one hand 8 respondents (5, 11, 13, 17, 22, 23, 26, 29) said: "If there is an occasion/event, why would that not make money?" but, on the other hand 6 respondents (2, 11, 16, 23, 29, 33) reminded the problems of corruption by saying: "if possible the newly created brand will be supported by the government, it is likely that it will be another reason for carrying out corrupt transactions and there will not be any attempts." (Respondent 33).

The final question of the questionnaire addressed to the opportunity of representing Russian culture to foreigners during the FIFA Championships to be held in 2017 and 2018. To this question the majority of respondents responded positively saying that this is a great opportunity to show the foreigners the Russian culture, namely 28 citizens (Respondents 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 23,

24, 25, 27, 28, 30, 31, 32, 33) were in favor of this possibility. One of them said: "of course, moving within the country to different cities and meeting the very Russian hospitality, adequate mentality, affordable and good service and each city separately to tell a lot about Russian history and traditions, then of course the FIFA tournaments will have a positive impact on the representation of Russian culture to foreign fans." (Respondent 25). Similarly, another respondent reported: "Exactly, it will help. There is a certain tradition on these trips to try the local food, go to local establishments and bars and chat." (Respondent 11) or "It is likely that foreign fans will be able in these sport mega-events to see, to learn, to understand and possibly fall in love with Russian culture, through communication with the Russian people. Yes, and many people will want to try to eat Russian borsch and pancakes, buy the matreshka (traditional Russian souvenir doll toy) or valenki (traditional Russian warm boots) as a souvenir and see with their own eyes the Kremlin and the gold domes of Russian churches." (Respondent 30). There were opposition only 6 respondents (1, 2, 3, 22, 26, 29) who thought that football Championships will not be able to show Russian culture, due to beliefs like the following: "...the fans may not be interested in the historical and cultural values of Russia" (Respondent 2) or "football is not the concept, that can reveal the essence of Russian culture and soul." (Respondent 22).

## Chapter 5

### DISCUSSION AND CONCLUSION

#### 5.1 Discussion of the Study

Based on the results of the data analysis some multilateral conclusions can be drawn in this study. Ntloko & Swart (2008) stated that "Consideration of sport tourism events on the host community is an effort to understand the different ways in which local residents react to the hosting of the events and its impacts and the reasons for their reactions.". Similarly, in light of the information Russian citizens provided in this study it can once again be noted that mega-events are closely associated with the development of tourism in the country, but cannot always meet expectations in terms of the number of new arrivals, like it was mentioned referring to the Winter Olympic Games in Sochi in 2014. Data revealed that on the one hand, the preparations significantly improve the urban infrastructure of the host country, air and railway transport and road links, develop the hospitality industry, simultaneously creating many new jobs, but on the other hand it is believed that such large costs can significantly deplete the federal budget. An important point underlined by many respondents as well as the citizens and in fact the whole country was the great publicity concerning the problem of corruption in Russia, which is a very significantly important matter in all facets relating to people's lives. This problem is also highlighted in the literature "The current global scandals surrounding FIFA, as well as other controversies linked with certain Olympic sporting codes combined with allegations of corruption and over-spending by recent FIFA and Olympic Games hosts, has

resulted in a lack of popular support for recent bids by a number of cities for future mega-events. This was evidenced most recently by the city of Hamburg's decision to withdraw from the 2024 Olympic Games bidding process." (Brendon Knott, Alan Fyall, Ian Jones, 2017). Considering the previous studies on mega-events in Russia, and their various influences on the hosting cities and the country (Golubchikov 2017; Gozalova et al. 2014; Müller 2014), in this study special attention is paid to the problem of corruption in the country, unlike the studies on other countries, like South Africa is benefiting from the FIFA world Cup in terms of creating a national brand and creating the country's image to the world. (Rogerson, C. M. and Rogerson, J. M., 2014; B. Knott et al. 2015). Therefore, it is believed that this corruption problem can cause another conflict and criticism, especially if the holding of the Confederations Cup 2017 is accompanied by the dissatisfaction of participants and guests of the tournament. In this case, holding a mega-event in 2018 in Russia be questioned. Also, when the economic impact of mega-events in Russia is considered from a different angle, the undoubted advantage it be stated as process of decentralization, in other words, as a chance to develop, other cities, not only Moscow and St. Petersburg as there are very large numbers of people living below the poverty line in Russia. The negative side is that the focus in regional development may not always be on what is necessary, as reported by some respondents during the interview, with the following words: "after the Championships of expensive new sports facilities can become absolutely unnecessary" (Respondent 16). This finding in turn suggests that we should develop a regional sports Association, thereby enhancing the relevance of new stadiums. As Golubchikov O. (2017) once mentioned, such mega-events made different kinds of impacts on the host country, but most of it was focused on economy changes because of Russian president tried to show that "great Russia" could spend huge amounts of

money for sports facilities and infrastructure, the positive point being decentralized development of all Russian regions. Parallel to previous literature discussions, this study has shown that Mega-sports events can have negative outcomes for host destinations, including the draining of public monies to finance event infrastructure, increases in the price of services and environmental damage. (Gibson et al., 2012; Preuss, 2007; Millicent Kennelly, 2017).

Related to the impact of these events on the environment, it should be noted that environment the largest number of respondents considered this issue the most negative and stated they do not believe that sports mega-events can contribute to the protection of the environment, unless they are supported by the government or other large organizations, such as it was in Brazil during the 2014 FIFA World Cup. Related to this particular event the Sustainability Report FIFA World Cup Brazil™ reports the following: "For the recycling of waste, FIFA and the LOC worked closely with FIFA Partner Coca-Cola in order to develop a programme in the stadiums and venues of the 2014 FIFA World Cup. The objectives of this programme were two-fold: on the one hand, it aimed to implement effective recycling in all stadiums and official venues, on the other, to use the event and its mascot to raise awareness levels on recycling and waste". Therefore, consideration of the ecological issue requires paying attention to the level of organization of tournament and attractions the interest of government and major organizations and partners of FIFA. The other side of the question of the environment is the construction industry which also has its own advantages and disadvantages. In the context of construction, it should be noted that new roads, railways and airports are undoubtedly related to the category of advantages, but on the negative side, new constructions cause major deforestation. Advantages can be



maximized by host cities and regions by making careful decisions on land use and post-event maximization of the use new and renovated facilities and infrastructure for making economic benefits in long-term period (Zimbalist, 2010).

It is widely believed that "there is a wide-spread opinion that the economic impact of tourism is always positive while the social and environmental impact is always negative" (Gozalova et al. 2014). In contrast, this study showed opposite results as the analysis of Russian citizens' opinions. Contrary to popular belief, revealed that many Russian citizens believe that the FIFA tournaments benefit the society by instilling the idea of healthy lifestyle, developing a culture of fitness in the country, as well as giving a wonderful opportunity to communicate with foreigners and the formation of international friendship. It should be noted that the possibility to communicate with foreign tourists is an obstacle for the Russian industry of hospitality, which is an issue that requires special attention to improve the quality of service to tourists who are not Russian-speaking. One of the advantages of event tourism in Russia, is its rich cultural heritage. Thus, a warm welcome and free entry to some museums and cultural monuments should be given to the fans by means of a registered FAN ID passport. This idea is supported by following comment: "Russia has every chance of becoming a top destination for sports tourism. Inbound tourism is influenced by various factors, including measures to promote sports and physical culture in the country. From 2013 to 2015, there is a tendency to increase federal expenditures for the development of physical culture and sports. As a result, full funding will be provided for athletic and sporting activities included in the Unified schedule, interregional, national and international athletic events and sports activities for sports included in the program of the Olympic Games, Paralympic Games, activities to promote healthy lifestyles and

the promotion of physical culture and sport." (Gozalova et al. 2014). This comment implies, that until the completion of the 2018 FIFA World Cup Russia™, sports and event tourism is likely to increase, and later to implement marketing activities, which aim is to attract sports tourists and athletes, as well as conduct new sporting events at sports venues prepared for the FIFA tournaments (instead of becoming a burden and a forgotten building). In addition, the majority of respondents believes that through investment in transport links and infrastructure, sport tourism can significantly contribute to the development of domestic tourism in Russia, which has tended to develop in recent years, due to the depreciation of the Russian ruble and the crisis period. Nevertheless, successful completion of these Championships, can positively affect Russia's image abroad, which undoubtedly will force the international community to pay attention to Russia as a tourist destination. Concerning the representation of culture to foreign tourists and fans, the holding of such a mega-event is a good chance in to plunge into Russian culture, according to a large number of the respondents. The majority of respondents, without a doubt stated that the holding of sports mega-events FIFA will push the population to a sense of national cohesion, pride and dignity, and will contribute to the improvement of citizens' relationship with their city and country in a positive way.

## **5.2 Theoretical and Practical Implications**

It is important to note that on the basis of the collected information and analysis, some estimations can be made about the hosting sports mega-events in Russia. However, this issue should be studied in more detail after the completion of the FIFA tournaments of 2017 and 2018. At a theoretical level, this study can help to understand which aspects require focus the attention while exploring the effects of sports mega-events, especially considering some specific aspects of the Russian way of life and it

political system. Moreover, the obtained results can illuminate the government and influential global organizations in their efforts to enhance support for certain issues, such as preventing the ecosystem in nearby locations to the events venue. According to the opinion of the citizens, the government can take some steps to improve the environment and to follow for example, the recycling program made in Brazil, during the FIFA World Cup 2014. Moreover, it is also necessary to plan of new sports facilities, and consider ways to maximize their benefits for future use. Future researchers and academics interested in sport event tourism can conduct their surveys during the championship FIFA in 2018 and thereafter, eliciting more opinions they can clarify the effects of this mega-event. If mega-sport events are able to positively influence the international friendship, it will be useful to make cultural and entertainment programs to increase the number of domestic and foreign tourists. A study of this format can also be carried out in the framework of other major events and sporting tournaments, to collect information about the effects of these events on the community and to improve the management and preparation programs for future events. Also conducting studies on a larger scale, can be useful for a more in-depth exploration of the economic and political influences of major events. Event tourism is a dynamically developing area in the industry, thus it is hoped that this study will inspire for future research.

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## **APPENDICES**

## **Appendix A: Questionary (English version)**

*In 2017 Russia will be hosting the FIFA Confederation Cup and in 2018 World Cup. This project aims to investigate the perceived economic, social, cultural and environmental impacts of hosting FIFA Confederation Cup in 2017 and World Cup in 2018 on Russia.*

*Please explain your answers in as much detail as possible. Thank you.*

- 1. Do you think holding FIFA Confederation Cup in 2017 and World Cup in 2018 will affect Russian economy? How?*
- 2. What type of positive and negative impacts these sport mega-events can have on the socio-cultural life of Russian citizens?*
- 3. Do you think hosting FIFA Championships promotes international friendship?*
- 4. What type of positive and negative impacts holding these types of mega-events can have on the environment?*
- 5. Do you think hosting these mega-events can contribute to the protection of the environment in Russia?*
- 6. Do you think hosting these mega-events can help the development of tourism industry in Russia? How?*
- 7. Do you think the attitude of the people towards their cities/country will change during and after these tournaments?*
- 8. Is it possible to create a new national brand for the Russian cities or Russia in general after the FIFA tournaments? Acquire Russia a new image abroad?*
- 9. Do you believe that these FIFA tournaments of 2017 and 2018 will contribute to the development of domestic tourism in the country?*
- 10. Do you think hosting these FIFA tournaments in Russia will help to introduce Russian culture to visiting foreign fans?*

## **Appendix B: Questionary (Russian version)**

*В 2017 году в России пройдет Кубок Конфедераций, а в 2018 году чемпионат мира по футболу. Данный проект направлен на изучение восприятия экономических, социальных, культурных и экологических последствий проведения Кубка Конфедерации ФИФА в 2017 году и чемпионата мира по футболу в 2018 году в России.*

*Пожалуйста, объясните свои ответы настолько подробно, насколько это возможно. Спасибо.*

- 1. Думаете ли Вы, что проведение Кубка Конфедерации ФИФА в 2017 году и чемпионата мира по футболу в 2018 повлияет на российскую экономику? Как?*
- 2. Какой тип положительного и отрицательного воздействия этих спортивных мега-событий могут иметь на социально-культурную жизнь российских граждан?*
- 3. Как вы думаете, проведения данных Чемпионатов по футболу способствует укреплению международной дружбы?*
- 4. Какой тип положительного и отрицательного воздействия проведение такого рода мега-событий могут оказать на окружающую среду?*
- 5. Думаете ли Вы, что такие тега-события могут внести свой вклад в защиту окружающей среды в России?*
- 6. Думаете ли Вы, что такие тега-события могут помочь развитию туристической индустрии в России? Как?*
- 7. Думаете ли Вы, что отношение людей к своим городам/стране изменится во время проведения и после этих турниров?*
- 8. Можно ли создать новый национальный бренд для российских городов и России в целом после проведения таких спортивных мега-*

*событий? Поможет ли это приобрести России новый имидж за рубежом?*

*9. Верите ли Вы, что турниры FIFA 2017 и 2018 годов поспособствуют развитию внутреннего туризма в стране?*

*10. Как Вы думаете, помогут ли чемпионаты ФИФА в России представить русскую культуру для иностранных болельщиков?*