

Host Response to Development of Sports Tourism in Kazan, the Republic of Tatarstan

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ABSTRACT

Sports tourism as one of the fastest developing segments of the tourism industry has the potential to bring noticeable social, economic and environmental impacts to the hosting destinations. This thesis examined the perceived impacts of sports tourism and mega-sports events on the residents of Kazan in the Republic of Tatarstan. The study used a qualitative approach to achieve a detailed study of the research area. The data for this research was obtained through semi-structured interviews with 32 residents who were selected through purposeful sampling and interviewed in detail. Data was analysed through thematic analysis.

The analysis of the host response to sports tourism in Kazan showed that the locals believed that there were both positive and negative impacts of sports tourism and mega sporting events in the area. Further, the results show that even though there were negative impacts of tourism, the host communities' overall perception of the impacts of tourism were more positive than negative. Thus, the local community believed that positive impacts were greater than negative impacts.

The main conclusion drawn is that, since the host population believed that sports tourism development brought more benefits than costs to the community, then they were in support of the further development of sports tourism in their community. Social exchange theory has established the theoretical basis for many studies looking at the host's response to tourism as was the case in this study.

Keywords: Sports Tourism, Sporting Mega-event, Kazan, Republic of Tatarstan, FIFA World Cup, Universiade, Russian Federation, Residents Perception, Economic Impacts, Social Impacts

ÖZ

Turizmin en hızlı gelişen kesimlerinden biri olan spor turizminin ev sahibi ülkelere gözle görülür bir şekilde sosyal, ekonomik ve çevresel bakımdan etki etme potansiyeli vardır. Bu tezde spor turizminin ve büyük etkinliklerin Tataristan Cumhuriyeti'nde bulunan Kazan'ın sakinleri üzerindeki etkileri incelemektedir. Bu tezde araştırma alanı üzerine nitel araştırma yapılmaktadır. Araştırma için veriler amaçlı örnekleme kullanılarak seçilen 32 Kazan sakini ile yarı yapılandırılmış görüşmeler sayesinde toplanmıştır. Bu veriler tematik analiz kullanılarak incelenmiştir.

Kazan sakinleri ile gerçekleştirilen görüşmeler yerlilerin bölgedeki spor turizminin ve büyük etkinliklerin bölgeye hem olumlu hem de olumsuz etki ettiğini düşündüğünü göstermektedir. Aynı zamanda yerel halkın turizmin etkisini olumsuzluktan fazla olumluluk olarak değerlendirdiği görülmektedir.

Araştırmadan çıkan ana sonuç, yerli halkın spor turizmini zararlıdan çok yararlı olarak gördüğü için spor turizminin daha da çok gelişmesini desteklemeleridir. Yerli halkın turizme olan bakış açısını ölçen birçok çalışmada olduğu gibi bu araştırmada da sosyal değişim teorisi, teorik altyapı olarak kullanılmıştır

Anahtar Kelimeler: Spor Turizmi, Büyük Etkinlikler, Tataristan Cumhuriyeti, FIFA Dünya Kupası, Universiade, Rus Federasyonu, Bölge Sakinlerinin Algısı, Ekonomik Etkiler, Sosyal Etkiler

DEDICATION

With genuine gratefulness and sincere admiration, I would like to dedicate this work to my loving family.

This thesis is dedicated to my wonderful parents – Damir Kamaletdinov and Albina Kamaletdinova, to my beloved siblings – Aliya, Amina and Askar, to my beautiful grandmother – Fanuza and to my fiancé - Adem.

Thank you for the love and support through all ups and downs.

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Chapter 1

INTRODUCTION

1.1 General Information about Kazan, the Republic of Tatarstan

Kazan is the capital and largest city of the Republic of Tatarstan. With a population of 1,251,969 (2019) it is the 6th most populous city in Russia. Moreover, Kazan is one of the largest religious, economic, political, scientific, educational, cultural and sports centers in the Russian Federation. In 2014, TripAdvisor, ranked Kazan 8th in the World and 3rd in Europe as a tourist destination (the fastest growing tourist destination).

Currently, sports tourism is one of the fastest developing segments of the tourism sector and the reason why it grows so fast and receives a lot of attention is because it brings noticeable social, economic and environmental impacts to the hosting destinations (Hritz & Ross, 2010).

Nowadays, Tatarstan is one of the sports leaders among the regions of the Russian Federation and Kazan is in the top 5 most developed cities in terms of sport and tourism. The city has hosted the World Summer Universiade 2013, the World Championship in fencing in 2014, the Aquatics Championship FINA 2015, the 2017 FIFA Confederations Cup, the 2018 FIFA World Cup and many other events. In addition, the Olympic Games in Sochi (2014) were successfully held in Russia. The widespread idea of a healthy lifestyle, the involvement of local people in sports and

the provision of an accessible and developed sports infrastructure in the Republic of Tatarstan became the strong basis for further development of the sports tourism sector. In fact, the Universiade in Kazan has become the most widescale event in the entire history of the World Student Games. Some scholars propose that the Universiade in 2013 was a starting point for the development of sports tourism in the Republic of Tatarstan.

1.2 Socio-Economic Impacts

In the modern world international sporting events fully reflect the effects of the globalization process. Such sports mega-events, like the Olympic Games and World Championships, have become important economic, social and cultural phenomena. This research mainly concentrates on the socio-economic effects of mega sports events, a topic that has turned out to be one of the most discussed in recent years by academics, event organizers and local governments.

Despite the economic outcomes of sports tourism, which are usually considered to be easy measured (monetary effects), there are also plenty of other (non-monetary) impacts such as social effects, which are similarly important but more difficult to manage and measure (Deery, Leo, & Liz, 2012; Getz & Page, 2016; Taks, Chalip, & Green, 2015; Wise & Peric, 2017).

The travel industry's activities can produce both positive and negative outcomes and directly affect locals' attitudes and behavior towards the improvement of travel initiatives (Ko & Stewart, 2002). As was agreed by many scholars, residents of the destination are the main stakeholders who participate in the mega event due to the fact that the success of the event directly depends on the perception and attitudes of local

people. As long as locals benefit from the sports event tourism, they will support and have a positive perception towards tourism development and mega sports events (Lee & Krohn, 2013; Twynam & Johnston, 2004).

1.3 Importance of the Study

There are at least two reasons why this topic was chosen.

The first reason is that this study gives attention to the socio-cultural impacts of tourism which have been traditionally ignored. Nowadays scholars understand that in the past the importance of economic impacts was overestimated. Scholars such as Milman and Pizam (1989) have pointed out that the assessment of tourism impacts should not only be concerned with tangible economic effects but also with non-economic and intangible social and cultural effects. Although, the socio-cultural effects of tourism are difficult to measure, and to a large extent are indirect (Milman & Pizam, 1989), currently, the academic world is also trying to determine and explain the social and cultural affects that tourism has on communities.

The second reason behind choosing this topic is that by paying attention to the views of the host community and taking their considerations into account, this will help the locals to view the impacts of tourism more positively. As explained above, Kazan has hosted many mega events in the past and is likely to host many others in the future. In August 2019 there is going to be another mega event, World Skills, where more than sixty countries will be attending. If the perceptions of the host community about mega events are studied then the community will have the opportunity to make the necessary changes in order to improve their level of satisfaction. Currently this is a problem since over the past years the number of candidate destinations that would like to host the

Olympic Games has dropped dramatically. For example, in 2012 nine cities bid for the Summer Olympic Games, in 2016 the number of candidates decreased to seven, for 2020 only five bid and as few as four cities bid for the Summer Olympics 2024. That's why even for the Olympic Committee it is important to control and direct in a right path the impacts that such an event has on the local community.

1.4 Aims of the Study

The main aim of the research is to identify the socio-cultural and economic impacts of sports tourism on the host community of Kazan in the Republic of Tatarstan and also to investigate how the host community of Kazan responds to the development of sports tourism and hosting mega sports events. In order to achieve the above aims, the following objectives were formulated:

1. To identify the economic impacts of hosting mega-sports events on the residents of Kazan by studying several economic indicators such as wages and income levels of locals, changes in employment of locals, cost of living, investments in infrastructure and so on.
2. To determine the possible socio-cultural impacts of hosting mega-sports events on the residents' way of life.
3. To identify the environmental issues impacting on social stress such as pollution, crime rates and so on.
4. To investigate the positive and negative perceptions of the residents of Kazan towards impacts of sports tourism.
5. To examine how hosting mega sport events will influence future tourism developments in Kazan.

1.5 Research Questions of the Study

1. What are the possible socio-cultural impacts that hosting a mega-sports event can bring to the community of Kazan? What are the positive and what are the negative effects?
2. What are the possible economic impacts that hosting a mega-sports event can bring to Kazan's residents? What are the positive and what are the negative effects?
3. How does the local community respond to the impacts? What types of impacts are greater or more positive than negative? Does it affect them directly or indirectly?
4. What is the possible future changes related to sports tourism development? How will further development affect local people in the future?

1.6 Objectives of the Study

In order to achieve the aims that were stated above and find answers to the research questions, the following objectives were formulated:

1. Identify the economic impacts of hosting mega-sports events on the residents of Kazan by studying several economic indicators such as the wages and income levels of locals, changes in the employment of locals, the cost of living, and investment in infrastructure and so on.
2. Identify the socio-cultural impacts of hosting mega-sports events on the residents' way of life.
3. To determine possible socio-cultural impacts of hosting mega-sports events on residents' way of life.
4. Identify the environmental issues impacting on social stress such as pollution, crime rates and so on.

5. Investigate the positive and negative perceptions of the residents of Kazan towards impacts of sports tourism.
6. Examine how hosting mega sport event might influence future tourism developments in Kazan.

1.7 Methodology

This research will adopt a qualitative methodology to collect data. Respondents will be selected through using purposive sampling techniques. Semi structured interviews will be conducted with the aim of bringing depth and detail to the topic under investigation.

Chapter 2

LITERATURE REVIEW

2.1 Key Term Definitions

In order to comprehend the information that will be provided in this part of my research, definitions of key terms are given.

According to definitions which were given by previous researchers, the term *tourism economic impacts* refers to any kind of financial changes in the economy of the country (both positive or negative) which occur due to the growth of the tourism sector. (Gursoy, Chi, & Dyer, 2010; Long & Kayat, 2011).

As was stated by Hall (1992), the *social impacts* refer to the way that events bring noticeable changes to the community (individually and collectively), that they affect the locals' value system, the behavior of the people, their living standards and quality of life.

There are many definitions of *sports tourism* and the most popular ones are:

- Hall (1992) defined *sports tourism* and according to his study the term refers to travelling for a non-commercial reason as a participant or spectator of sporting activities which are taking place away from home.
- Another scholar defined *sports tourism* as “leisure-based travel that takes individuals temporarily outside of their home communities to participate in

physical activities, to watch physical activities or to venerate attractions associated with physical activity (Gibson, 1998, p. 49).

Sports tourist refers to “individuals and/or groups of people who actively (participants) or passively participate (spectators) in competitive or recreational sport, while travelling to and/or staying in places outside their home country/city, where sports is a primary motivation to travel”. (Gammon & Robinson, 1997, p. 4)

The last but not the least important definition is of the term *mega-event*. As it was defined by Roche (2000) “Mega-events are large scale cultural (including commercial and sporting) events which have a dramatic character, mass popular appeal and international significance” (p. 1).

2.2 Theoretical Background - Social Exchange Theory

Sports tourism activities have a significant potential to enhance social lives because locals are directly affected by the positive outcomes of the tourism developments. This can be expressed by providing job opportunities, the creation of new forms of income and improvements of infrastructure. There are reasons why it is vital that the relevant organizations realize how to deal with the effects of sports tourism. First of all, it is the ethical commitment of these organizations to guarantee the sustainability of any activities which have direct impacts on the local community. In addition, the host community plays a vital role in welcoming sports tourism. Most of the time, the success of the event is directly related to the perceptions and attitudes of the residents. Also, the level of the community's support is important. In fact, support noticeably decreases if the level of negative impacts exceeds the positive ones (Fredline, 2005). Taking everything into account, the outcomes related to sports tourism directly affect

the perceptions of the host community towards the tourism industry and vice versa. (González-García, Añó-Sanz, Parra-Camacho & Calabuig-Moreno, 2018). This phenomenon was previously explained by researchers in Social Exchange theory.

Social Exchange Theory (SET) explains the relationships between locals' perceptions and the impacts that tourism development has on the community. The perceptions can be positive or negative depending on residents' observations. If they believe that tourism developments bring more benefits than costs, then they are more likely to support further developments. On the contrary, if according to residents' opinions costs are greater than benefits they are less likely to support tourism developments. (Ahmed, 2017; Kim & Petrick, 2005).

Social exchange theory was the theoretical basis for a large number of studies, many of which implemented the theory in the context of sports tourism in an effort to understand and explain the relations between the attitudes of local people and the impacts of sports tourism (Andereck, Valentine, Knopf, & Vogt, 2005; Hritz and Ross, 2010; Kim, Jun, Walker, & Drane, 2015; Lesjak, Podovšovnik & Maja, 2014; Nunkoo & Gursoy, 2016; Zuo, Gursoy & Wall, 2017).

2.3 Local Residents and Sports Tourism

As was agreed by many scholars, residents of the destination are the main stakeholders who participate in the mega event due to the success of the event directly depending on the perception and attitudes of local people. As long as locals benefit from sports event tourism, they will support and have a positive perception towards tourism development and mega sports events (Lee & Krohn, 2013). Currently, due to the number of researches that have been done on this topic, it is a well-known fact that in

order to host a mega event in a successful manner, it is a “must” to consider the opinions and attitudes of the local community, and make sure that there is a desire to host such an event in order to get their support. It is obvious that if the negative outcomes are higher than the positive outcomes, then the community may consider the occasion in a negative light (Hritz & Ross, 2010).

Despite the fact that some previous articles have discovered plenty of positive effects of sports tourism (Brida & Disegna, 2011; Chen, 2008; Coakley, 2004; Costa & Chalip, 2005) and it is usually assumed that this will bring enduring financial benefits to the host community (Demir, Eliöz, Çebi, & Yamak, 2015), long-term social benefits for host countries seem doubtful and are not ensured (Clark & Misener, 2015). Various researches have shown that major sports events frequently produce very less positive effect on their local community (Baade, Baumann & Matheson, 2009; Daniels, 2006; Matheson, 2006; Siegfried & Zimbalist, 2002). Conversely, occasions of smaller size have more positive impacts on the economy of the hosting country (Daniels, 2006; Higham, 1999).

For instance, the local people of Shanghai have mentioned both positive and negative effects of hosting a mega sports event, similar to results from previous studies (Balduck, Maes, & Buelens, 2011; Ritchie, Shipway, & Cleeve, 2009). However, the positive impacts had a higher rate compared to the negative, which meant that the community in question had more positive perceptions and attitudes toward sports tourism and the fact of hosting a mega-sports event. The negative impacts were totally ignored or were mentioned as impacts which have a low effect on the community (Dongfeng L., 2016)

While assessing the financial effect of sports tourism remains a main concern for sports tourism scholars, it is similarly vital to assess the social effects of sports tourism (Kim et al. 2015). In this way, it is essential to comprehend the balance among economic and social goals of sports tourism (Kim & Petrick, 2005).

2.4 Sports Mega-Events

2.4.1 Event-Tourism

One of the leading experts in event management has done extensive research in that field by considering event tourism from different points of view: one point of view is event tourism in professional practice and a second one is event tourism in academic studies (Getz, 2008). In the article the scholar identifies two main perspectives. The first one is the event perspective, and the second one is the tourism perspective. According to the findings in this article, most of the academic work related to special events, such as mega-events, can be attributed to the field of event management (event perspective). The focus of this area is mainly concentrated on management and operational issues related to the preparation and conduct of events.

A more specific reference to the tourism aspect and development territories within the framework of events can be found in the field of specialization, called event tourism (tourism perspective). This field mainly focuses on the marketing aspects and marketing tools which influence the increase of number of tourists in a country (Getz, 2008).

Before discussing the role of events in the tourism sector, it is important to understand the fundamental difference between event management and event tourism. This distinction is illustrated in Figure 1. As can be seen, event tourism is a subsection

located at the intersection of two large areas, tourism management and event management.

From the *event management* perspective, the focus is on the format of events, as well as aspects such as anthropology, geography and the economics of events. The organization of events is associated with design, production and management.

From the *tourism management* perspective, the focus is on promoting the tourist destination through the event market segment. Events (including mega-events) are important motivators of the tourist movement and they often represent an important component of a tourism development strategy.

Despite the existing differences between the two perspectives, the main motivation for holding events can be defined as the development of tourism in the territory and the improvement of its image (Getz, 2008).

According to the researchers, the events and tourism are inextricably linked to each other due to the fact that the image of the event is transmitted to the territory (country, city) and stays assigned to it at the international level (Chalip, 2004).

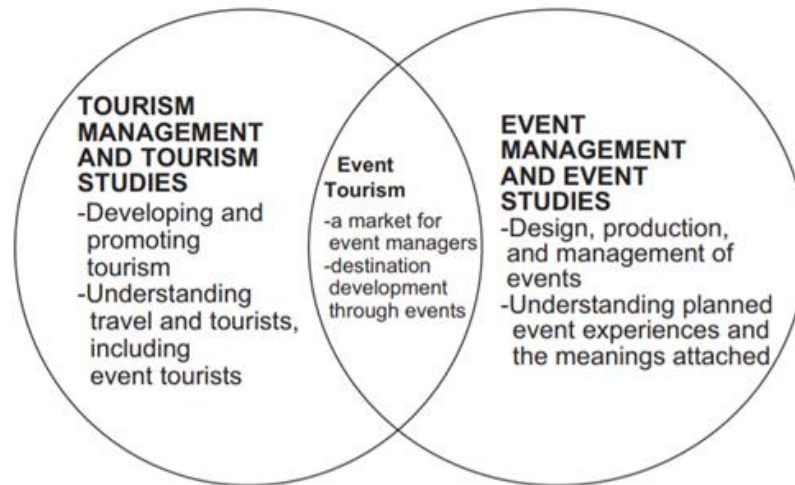


Figure 1. Event Tourism at the Nexus of Tourism and Event Studies (Getz, 2008)

2.4.2 Event Sports Tourism

In the tourism industry, the sports sector plays a significant role. Testing athletic capacity through competitions is one of oldest and most attractive activities of mankind. The history of such competitions goes back to the ancient Greek Olympics. Currently, sports tourism and sports events are two of the fastest growing sections of the whole tourism industry. Sports tourism has opened up spaces in provincial regions in order to develop the travel industry (Costa & Chalip, 2005).

Nowadays, numerous factors influence the growth of the tourism sector, and one of the principal factors is hosting a mega-event in a country. As was mentioned previously, mega-events can be characterized as occasions which involve a phenomenally high level of activities in the travel industry and in mass media coverage, which has a great financial effect on the local residents of the destination. Mega-events like the FIFA World Cup or the Olympic Games are focused at the target of the international travel industry and are classified as "cloud-events" because of their

extensive size. One of the significant characteristics of such events is a high number of guests from outside the hosting destination. (Crompton, 2008). These events can be cultural events, sporting events, commercial events, etc. In this study we are mainly focused on sports events. Sports tourism activities can take place in urban or non-urban territories (Sobolev, Rozhin, Soboleva, Ryabinina, & Ratueva, 2017), indoor or outdoor, despite weather or season when the event occurs. Moreover, the reason why tourists stay interested in such activities is that they represent the mix of different factors which may influence visitors, both those who participate in the event and visitors who are only spectators (Kurtzman & Zauhar, 1997). The Worldwide known sporting events which involve both individual sports events and multi-sport occasions are: the Olympic games, the Football World Cup and any other Worldwide championships. Sporting events which were mentioned previously not only attract international visitors to a country, but also form a new pattern of world tourism by showing to the traveler new tourism destinations through creating hosting-countries.

Sport is a large business issue that makes thousands of tourists travel to a particular destination. At the same time, it makes the destination itself compete with others in order to host such an event and to attract visitors. (Njoroge, Atieno, Vieira Do Nascimento, 2017). The reason behind this so-called 'competition' is that currently sports events have become an important component of the marketing mix for the development of the tourist destination (Getz, 2008; Gibson, 1998). Hosting an event plays two influential roles. First, they can attract participants and spectators, thereby increasing the number of visitors to the destination during the event. Secondly, to draw attention to the event-destination through advertising and event coverage, which later is going to lead to further development of the destination. The economic and social

effect of the event depends primarily on these two aspects (Dwyer, Mellor, Mistilis, & Mules, 2000).

In the present days the popularity of sport has expanded the acknowledgment of the connections among sport and the travel industry. The ease of movement as a result of innovative developments encourages industry activities to create more opportunities for sports tourism (Gibson, 1998). Hoye, Smith, Westerbeek, Stewart, and Nicholson (2006) revealed that governments spend a large amount of financial resources on sports and sports tourism in the desire to get benefits from the sector's development.

According to Hall (1994), sporting events such as the Olympics or the FIFA World Cup, recognized as the hallmark of international tourism, can have a significant and lasting effect on the tourism industry of the hosting country, and previous studies partially confirm this assumption. However, researchers do not guarantee a positive effect for any considered destination. After all, there are many factors that affect the costs and benefits for the country from the event. The initial conditions change from one country to another and therefore the ability to extract economic or social benefits also vary. Therefore, it is not possible to guarantee that mega-events which were held in one destination and brought positive impacts will have similar results in another territory. Long-term success in a tourism niche also requires the creation of new products and the continuous modernization of the existing tourism infrastructure. If the destination ceases to promote itself among other tourism destinations, there is a risk of a decrease in the tourist flow.

Taking into consideration regional development through sports tourism is a vital yet not fully explored research area (Njoroge, et al., 2017) This makes researchers

concentrate on sports events and the impacts they have on the country. As a good example we can use mega sports events like the Olympic Games, and their effects on the local communities of hosting countries (Chalip, 2006; Huang, 2011; Waller, Trendafilova, & Ripp, 2014). The impacts can be both positive and negative (Njoroge, et al., 2017)

Even though previously it was mentioned that the number of countries that want to host a mega-event has been dramatically decreasing every year, more and more developed countries that already have improved infrastructure are striving to become hosts in mega-events, because they expect to get a strong base for the further development of the city, to get an opportunity to improve the residents' quality of life, attract foreign investment, increase the flow of tourists, create more job opportunities, increase the incomes of locals and so on. Therefore, cities in developed countries such as New York, London and Paris are trying to get an opportunity to host major events. After all, mega-events contribute not only to infrastructure developments but also to cultural objects, sights, touristic attractions and marketing programs. These contributions may have a significant impact in order to be able to gather long-term positive effects for the city or country. Thus, we can define large-scale sports events as a prestigious occasion which has a significant effect on the social and economic situation in the city and in the country. It has been found that major events attract a lot of attention and create various economic advantages. In addition, large-scale events can influence the image of the territory, as well as the tourist and engineering infrastructure of the city (Bogomolova, 2018). Through these factors, it is possible in the long term to influence the change in the tourist attractiveness of the territory and, as a result, the inbound tourist flow (Bogomolova, 2018)

Such events require significant resources and therefore, it is necessary to determine the level of economic and social benefits that the city receives. Thus, the success of the mega-events demonstrates the effectiveness and coherence of the work as a single mechanism, where interaction between the government and society is essential.

2.4.3 Sports Tourism in Kazan

The development of sports tourism in the Russian Federation encourages further improvements in the economy of the country and helps to decrease high dependence on the oil and gas industries (these two fields represent the main source of income) (Sheresheva & Kopiski, 2016). Therefore, tourism development was considered as a main strategic segment to boost the Russian economy (Payne & Merva, 2010).

In fact, in 2013 the Summer Universiade were held in Kazan. In 2014, the Winter Olympic Games were held in Sochi, in 2015 the World Aquatics Championship were held again in Kazan, in 2016 in Moscow and St. Petersburg the World Hockey Championship, in 2017 the FIFA Confederations Cup, in 2018 the FIFA World Cup, and in 2019 the Winter Universiade in Krasnoyarsk (Chebotarev, 2015).

The construction projects in both sports and transport infrastructure had a direct effect on the transformations that have occurred in the city. The Universiade has become a kind of “starting point” for the new Kazan. There are plenty of sports facilities that were constructed for the Universiade 2013 and these objects are operating and assisting in further developments. In table 1 there is a list of the biggest sports facilities.

Table 1. The Biggest Sports Facilities Constructed for Universiade 2013 in Kazan (Chebotarev, 2015)

FOOTBALL STADIUM KAZAN ARENA FOR 45 000 SEATS

AQUATICS PALACE
TENNIS ACADEMY
AKBARS WRESTLING PALACE
SAINT-PETERSBURG VOLLEYBALL CENTRE
BOXING AND TABLE TENNIS CENTER
ROWING CHANNEL AT THE MIDDLE KABAN LAKE

The facilities which were constructed for Universiade 2013 were later used for other sporting events held in Kazan since they all correspond to international standards. For example, in 2015, competitions at the World Aquatics Championships were held in the stadium, for which two pools were built instead of a football field. In addition, the "Kazan Arena" was included in the list of stadiums where matches for the World Cup were held and in 2017, the Confederations Cup was held in 4 cities: Moscow, St. Petersburg, Sochi and Kazan. In 2018 Kazan and other 10 cities hosted the FIFA World Cup.

Nowadays, the capital of Tatarstan already stands out as a city, fully ready to host a mega-event at an international level. The infrastructure that was developed in other Russian cities should become a point towards the improvements of the entire region and the country as a whole.

2.5 Types of Impacts

The overall development of the travel industry makes people consider all the possible impacts that the tourism sector can bring to their community (Vargas, Plaza, & Porras, 2007). Distinguishing and understanding the factors that affect perceptions of the local community towards tourism activities is essential since it is a key element of the industry's development (Gursoy & Rutherford, 2004). The travel industry's activities can produce both positive and negative outcomes and directly or indirectly affect the locals' attitude and behavior towards the improvement of the travel initiatives (Ko & Stewart, 2002). As a result of this development, governments perceive the travel industry as an industry of the future and have the expectation that the positive impacts of the development will exceed the negative ones. In fact, the travel industry influences hosts, the regions nearby and the country itself and what is more important is that the level of this impact is expanding (Dwyer, Edwards, Mistilis, Roman, & Scott, 2009), which enables the travel industry to keep developing globally. Consequently, it is important to give significance to the process of development of the tourism industry, taking into consideration socio-economic factors because this will provide us with the fundamental data required to adapt to changes and the capacity to divert the outcomes and clashes of the travel industry activities (Del & Abbate, 2016).

Researchers categorize impacts into groups in different ways. For example, plenty of scholars divide impacts into economic effects, environmental, social, cultural, physical and political impacts (Cornelissen & Swart, 2006; Frey, Iraldo, & Melis, 2007). Other groups of researchers differentiate impacts by dividing them into social, economic, urban, and tourist related. They suggest that these effects are mainly related to sports events and sport tourism (Taks et al., 2015).

Different positive impacts have been claimed in order to help a particular destination to host a sporting event. While the economic effect of such occasions has been the main element that made the academic world pay attention to this topic, likewise there are plenty of studies which concentrate on the social impacts and other effects that sports tourism brings to the destination. Various researchers investigated the perceptual social effects related to sports tourism, and in their studies, it was proposed that the social impacts of sporting events incorporate positive and negative components (Balduck et al., 2011). Lakshman (2008) completed a similar investigation of the distinctive effects of mega sports events on social and economic developments in Japan and India. The FIFA World Cup 2002, which was hosted by South Korea and Japan, was utilized as a case study. In his research, Lakshman (2008) found out that there are important contrasts in the nature of the outcomes that sports mega-events bring to the society and economy of the hosting destination. The results of this paper propose that developments related to the residents' pride, security issues, traffic issues, outcomes related to the economy both positive and negative and issues related to the ecology of the destination were the main impacts that were mentioned by host residents (Peric, 2018)

All the impacts that were mentioned above are related to positive outcomes of sports tourism, however there are plenty of negative impacts which occur when large numbers of people visit the destination at the same time (Giampiccoli, Seungwon & John, 2015; Müller, 2017). They include all types of impacts, such as impacts which affect the economy of the country (large amounts of money may be spent on the preparation of the sports event, increases in prices and the cost of accommodation at the destination, in order to enlarge the budget of the country taxes may increase, etc.),

(Zhou & Ap, 2009) socio-cultural impacts (impacts related to the security of the locals, increases in crime, the high possibility of conflicts between local people and tourists, traffic jams and noises) (Caiazza & Audretsch, 2015) and last but not least significant negative impacts can be environmental/ecological (impacts related to increases in the amount of plastic use, which affect the level of waste in a hosting country, CO emission due to an increase in the number of cars, poor urban planning during the construction period, etc.) (Kim et al., 2015; Konstantaki & Wickens, 2010; Meurer & Lins, 2018; Njoroge et al., 2017; Lesjak et al., 2014; Ritchie et al., 2009).

This research is mainly concentrated on the socio-economic effect of mega sports events, a topic that has turned out to be one of the most discussed by academics, event organizers and local governments in recent years.

2.6 Economic Impacts

Plenty of researchers discuss the causal relationships between tourism development and economic growth (Akinboade & Braimoh 2010; Chen & Chiou-Wei, 2009; Durbarry, 2004; Hye & Khan, 2013; Obadiah, Odhiambo & Njuguna, 2012). In this regard, tourism is often used as a method to improve the economic situation in a country and attract more foreign investors (Briedenhann & Wickens, 2004). In addition, it is one of the leading and fast-growing sectors among other international industries which are related to service provision (Bogomolova, 2018). Due to the development of tourism in the Russian Federation encouragement has been provided for further improvements in the economy of the country which helps to decrease the high dependence on the oil and gas industries, which represent the main source of income (Sheresheva, & Kopiski, 2016). Consequently, tourism development was

considered as a main strategic segment to boost the Russian economy (Payne & Merva, 2010).

2.6.1 Positive Impacts

Support of Local Economy

The most influential impacts of sports tourism are the economic effects and the effects related to the tourism development in a country/city. This phenomenon was explained by some researches and refers to the fact that tourists who visit the destination and spend their money there before, during and after the sports event, influence the economy. Event participants use the services offered by the host, thereby supporting the economy in general and also private enterprises such as tourist attractions, restaurants, cafes and hotels (Carlsen & Taylor, 2003). Moreover, advertising and media coverage have a positive effect on the destination image, which may increase the number of tourists at other times and therefore bring more money to the economy (Bogomolova, 2018). Another reason can be the opportunity to attract foreign investors in order to open a new business in a country and therefore continue development of the particular destination (Chalip, 2014; Fairley, Hannah, & Michael, 2016). In the case of the Kazan Universiade, statistics shows that the direct effect on the economy of the city was 6.2 billion rubles and the indirect effect of enterprises that provided their services directly to Universiade suppliers (subcontractors) amounted to 4.6 billion rubles (Chebotarev, 2015).

Job Opportunities

As was mentioned previously, sports tourism can provide strong support for urban developments and for the renovation of the facilities at a hosting destination (Gaudette, Ramain & Sylvain, 2017; Wise & Peric, 2017). During the development process

(construction of the buildings, roads reconstruction, the opening of new accommodation facilities, restaurants, etc.) new job and business opportunities may occur due to the need for human capital (Hall, 2006; Preuss, 2006). For instance, during the Universiade, more than twenty thousand volunteers who had completed the necessary training courses took part and volunteers who performed well in Kazan, then worked at the Olympic Games in Sochi in 2014 (Chebotarev, 2015).

Support of Small Firms

The financial improvement of local firms and protection of these businesses from the government, as well as research activities were additionally stimulated by sports tourism practices (Gallagher, Vianna, Papastamatiou, Macdonald, Guttridge, & Hammerschlag, 2015). Also, it was revealed that the travel industry adds benefits via linkages with host suppliers, agricultural businesses and the service sector, which comprise the economy of the destination (Njoroge, et al., 2017).

2.6.2 Negative Impacts

Overestimation of Money

The assessment of the economic impact of an event may be overestimated due to the desire to meet the expectations of the public sector or due to initial bias (Crompton, 1995). In addition, an assessment of the economic benefits of an event may be obscured by the fact that some businesses benefit from other organizations which were negatively affected by the event (Putsis, 1998). Thus, the benefits of the events received by the middle and upper class can be obtained at the expense of the poorest segments of society (Olds, 1998).

High Operating Costs

Despite all positive impacts related to the development of the infrastructure, when conducting large-scale sporting events, there is a risk that revenue will not be sufficient to cover operating costs and additional state funds will be needed to finance the deficit. The famous example of this phenomenon is the Summer Olympics in Montreal (1976), which left the city with a huge financial debt (Preuss, 2005). Also, there are cases when a major event caused stagnation of the whole country. The Summer Olympics in Greece, in 2004 did not become a starting point for the development of the economy. Out of 24 facilities built for the Summer Games, the government is able to maintain and finance only 4 of them (Chebotarev, 2015).

Cost of Living

During mega-events prices for tickets and rents usually goes up due to high demand. As was stated by Gunce (2003) increases in prices for products that locals usually use, affect residents' attitudes toward tourism and its activities. Another research project found out that residents' attitudes and behavior towards negative impacts in terms of prices and any other costs, directly affect their perceptions toward tourism development (Hammad, Zamberi & Papastathopoulos, 2017).

2.7 Social Impacts

Despite the economic outcomes of sports tourism which are usually considered to be easily measured (monetary effects), there are also plenty of other (non-monetary) impacts which are similarly important but more challenging to manage and measure (Getz & Page, 2016; Wise & Peric, 2017). For instance, Kazan has gained social benefits that are not related exclusively to the Universiade and manifested in the longer term. They include modern sports facilities, transport infrastructure, increasing the

attractiveness for tourists and business, active coverage of the city and the Universiade in the mass media.

2.7.1 Positive Impacts

Most of the time, residents of the destination have a positive attitude towards sports tourism developments and towards sports mega-events. For example, the study which was conducted in Shanghai determined that there are more positive attitudes among local people (Dongfeng, 2016). The positive impacts that had the highest rate were related to the image and status of the country, international cultural exchange, the development of infrastructure and the noticeable development of tourism in general (Dongfeng, 2016). In another study Ohmann, Jones, and Wilkes, (2006) examined the social effects of the 2006 FIFA World Cup utilizing interviews with residents of Munich. The interviews were conducted right after the World Cup and found that, in general the perceptions of the host community were positive. Additionally, one of the main reasons why sports tourism became so popular in the tourism niche is that this type of tourism creates so many opportunities to develop the destination as well as bringing lots of benefits to the host community.

Destination Image

According to some researchers, large-scale events have an important impact on the image of the destination (Carlsen & Taylor, 2003; Erfurt & Johnsen, 2003). Holding an event does not necessarily affect the image problem only, but it helps to make some changes, expands the main channels for promoting the destination image and creates local and international identity (Erfurt & Johnsen, 2003). The strategy of carrying out mega-events in order to promote the tourist destination is simple and popular: holding large events to attract opinion leaders and journalists in order to improve the

destination image and increase its attention and the interest in society (Cheung, Jennifer & Anthony, 2016).

In the case of large-scale events, mass media attention is focused on a specific place for a short period of time, which allows the hosting party to promote certain images and ideas that can be used to restore a positive image and create positive news (Avraham & Ketter, 2008).

One of the most well-known examples of the event used to improve the image of a place was the 1936 Olympic Games in Berlin, designed to create a positive image for the Nazi regime. Since 1936, summer and winter Olympic Games, World exhibitions or the Eurovision contest have been used in many places as a platform for mass promotion of the image campaign (Beriatos & Gospodini, 2004). Another example was mentioned by Kim and Petrick (2005). They have researched locals' attitudes and behavior towards the effects of the FIFA 2002 World Cup in Seoul. Improvement of image of the destination and consolidation were viewed as the most significant benefit of hosting the FIFA World Cup in 2002.

Infrastructure Developments

One of the important conditions for attracting tourists is infrastructure development: parks, pedestrian areas, sports facilities, public transport, highways, tourist attractions and the airport (Bogomolova, 2018). In addition, the improvement of the services sector significantly improves the quality of the tourism industry. Infrastructure may vary depending on the area where the event is going to take place. Sometimes, changes in the environment, as a result of hosting mega-events, can significantly impact the development of a destination (Hallmann & Breur, 2010).

To attract and accommodate a large number of tourists, a developed transportation system, accommodation and attractions are necessary. According to another study, urban planning requires hosting destinations to perform four functions: accommodation, employment, leisure, and transportation (Siebel, 1994). Many cities have a fairly well-developed infrastructure including three aspects mentioned above, however, often requiring renewal (Essex & Chalkley, 1999). However, it should be noted that in some countries there is already developed infrastructure that allows hosting large-scale sporting events with a low investment, while other countries must make large investments in order to be able to hold such events.

Conducting major events affects various aspects of economic, social, sports and other activities at the global level. Fortunately, Russia has many years of experience in hosting this kind of event. One of the first and important examples that already have a historical component is the Olympic Games in 1980, when several important facilities were built, such as the Sport Complex “Olympiyskiy”, the CSKA Universal Sports Complex, the terminal of Sheremetyevo-2 Airport and a number of hotels that are working till now (Chebotarev, 2015). In case of the Kazan Universiade 2013, in total, 530 objects were built, reconstructed and repaired, of which 152 are new construction objects. The total budget of the Universiade amounted to 228.4 billion rubles (Chebotarev, 2015). The main strategic facilities built for the Universiade were Kazan International Airport, the Universiade Village and the Kazan Arena Stadium. Another example of infrastructure development was mentioned in the study which was conducted in Kenya. Machakos county has an additional benefit that sports tourism brought to the destination. Smart-city is going to be constructed by 2030, which even

currently provides a base for tourism developments like electricity, water and improved roads (Njoroge, et al., 2017).

A) Accommodation

Conducting large-scale sporting events affects the development of accommodation. Quite often, entire villages are built to house athletes and media representatives. Such villages can lead to the ennoblement of a large part of the city. Examples are found in the modernization areas in Barcelona, Seoul, for the Olympics, Kazan for Universiade and many others (Bogomolova, 2018).

The city of Barcelona is a good example, the reconstruction of the Poblenou district for the construction of the Olympic Village brought a huge program of infrastructure development, in the field of housing construction, transport development and cleaning a 4-kilometer beach that was terribly polluted. The reconstructed city became very interesting for investors, residents and tourists themselves. As a result, Barcelona became a city with architectural and cultural values. And by 2012, 20 years after the Olympics, Barcelona became the 4th most visited city in Europe (Litvinenko, 2017).

Another example of accommodation development is the Universiade which was held in Kazan. During the Universiade, members of official delegations, athletes and volunteers were accommodated in the Universiade Village. Before and after the Universiade, the Village was and is used as a student campus of the Volga Federal University and the Volga Academy of Sports and Tourism. The Village has many facilities for the convenience of its residents, such as an international information center, a sports complex, a stadium, a shopping center, a hospital, a post office and high-speed wireless Internet access (Chebotarev, 2015).

B) Transportation

In the modern world, the mobility of people is highly appreciated that's why in order to host the mega-event, the transportation system should work properly. For this purpose, a railway high-speed train was launched from the Kazan International airport to the Kazan railway station (city center) for the Universiade 2013. This is still operating and provides a high-quality service which is much faster than driving through the city. Also, it is worth mentioning that due to the Universiade all transport infrastructure was renewed for the city. Fourteen traffic interchanges were built, 23 highways with a length of 65.1 km, 73 streets (123 km) and 44 pedestrian crossings were overhauled (Chebotarev, 2015).

Moreover, when we discuss the transportation system we mean the airport as well. For instance, Kazan International Airport was modernized and transformed into a major transportation hub and docking center in the Volga region, to provide Russian and other airlines with the conditions for the carriage of passengers, cargo and flight safety at a world class level and with world class standards. As you can see from Table 2 the statistics show the increased number of passengers from 2012 to 2018, where from 1,5 million passengers it grew to 3,1 million. The reason behind the rapid decrease in 2015 is a political issue, otherwise the numbers would have grown (Litvinenko, 2017).

Table 2. Passenger Traffic at Kazan International Airport from 2012 to 2018
(www.kazan.aero)

YEAR	NUMBER OF PASSENGERS	
2012	1,486,904	↑
2013	1,847,258	↑
2014	1,942,408	↑

2015	1,794,735	↓
2016	1,912,954	↑
2017	2,623,423	↑
2018	3,141,776	↑

C) Sports Facilities

As was mentioned previously, one of the main strategic facilities built for the Universiade was the Kazan Arena Stadium, which has forty-five thousand seats and fully complies with all FIFA requirements (Chebotarev, 2015). In 10 other cities which were hosting the FIFA World Cup 2018, sports facilities were renovated or newly constructed. Other studies showed the same results where construction of new sporting facilities positively affected the life of local residents, due to continuous usage of the facilities (Dongfeng, 2016).

Knowledge and Skills of Residents

According to several studies a sporting mega-event can increase the level of knowledge and professionalism of local people. For instance, the research which was conducted at the Commonwealth Games 2002 in Manchester determined that nearly 50% of 10,000 volunteers believe that each of them has gathered new skills, knowledge and abilities, 18% believe that they have increased their chances of being employed, and 46% agreed that volunteering contributed to their self-development (Maunsell, 2004). There are at least two important ways to improve human capital as a result of large-scale events:

1. It is possible to enhanced skills and knowledge in the service sector via training provision for volunteers or certain groups of the population. One of the examples is

the provision of English language classes for taxi drivers before the Olympic Games in Seoul 1988 and Athens 2004 and FIFA in Germany in 2006 in order to communicate with tourists during events (Bogomolova, 2018).

2. It encourages improving the qualifications of professional groups which are responsible for security. Volunteers, for instance, develop their skills in identifying unsafe and dangerous cases which may occur during the preparation for a sporting event. Local police get additional training, and therefore, a safety net is provided by establishing a strong connection between local and international anti-terrorism forces (Bogomolova, 2018).

Popularization of Sports

There are also impacts that are not related to the city development, but directly affect social aspects, for example, popularization of sports among the population within the governmental program “Development of physical culture and sports”. This phenomenon was mentioned after the Kazan Universiade in 2013, when due to infrastructure developments especially related to sports facilities, the community started being interested in sporting activities (Chebotarev, 2015). Other studies suggest that interest in sporting activities by the local community increased due to hosting a mega-sport event (Pranic, Lidija, & Ljiljana, 2012; Reis, Stephen, Danya, Alana, & Kate, 2017).

Socio-cultural Exchange

One of the bright examples of a country that was affected by a mega sporting event is Slovenia where the European Basketball Championship took place in 2013. The residents of the country were positively influenced by socio-cultural exchange

between residents and tourists (Lesjak et al., 2014). The same results were revealed by academics after the Kazan Universiade in 2013. It was mentioned that a significant factor for the host community was the cultural exchange with foreign guests of the international event. Residents stated that the cultural exchange helped them to open their minds and see things from different perspectives enabling them to learn more about other countries (Bogomolova, 2018).

Ecological Situation

Before the Universiade 2013 in Kazan, some developments took place, which were related to the environment of the destination. Improvement of the ecological situation in the city through shore protection works on the Sredny Kaban Lake and on the Kazanka River and increases in the number of parks in the city were mentioned as positive impacts that mega-events have on a community (Chebotarev, 2015). Another example of environmental improvements was mentioned by Liu and Var's work in Andereck K.L., et al. (2005) article where roughly half of the respondents agreed that tourism provides more parks and recreation areas.

Community's Pride

The event can bring pride to local residents and increase their commitment to the country. Due to improvements in the hosts quality of life, there can be an increase in the cohesion of the community, pride and patriotism of the residents of the hosting destination (Gibson, Matthew, Brijesh, Kyriaki, Sue, & Willie, 2014; Kim & Walker, 2012; Kim et al., 2015). Positive attitudes towards hosting a mega-event are related to the communities' pride that their country was able to host a mega event. An example in the study was the World Men's Handball Championship which took place in Croatia in 2009 (Pranic et al., 2012).

2.7.2 Negative Impacts

Regardless of all positive social effects that were mentioned previously, developments of sports tourism also have negative social effects.

Traffic Issues

Many studies revealed that the development of tourism, especially when large number of tourists visit a destination at the same time, causes traffic issues. As was revealed by Kim and Petrick (2005) during the FIFA 2002 World Cup in Seoul the most significant negative impact mentioned by the residents was related to the traffic issue. Another study which was conducted in Machakos County (Kenya), found the same results, which showed that the local population was highly dissatisfied with the traffic situation after sports tourism started developing (Njoroge et al., 2017). Some of the scholars propose that in some destinations heavy traffic issues occur due to a lack of public transportation which forces people to use private cars (Gunce, 2003).

Environmental Pollution

One of the main problems of tourism development is littering. Tourists leave papers, plastic bags, bottles, etc. and local people do not have any capabilities to recycle the huge amount of garbage left after tourists (Mbaiwa, 2003). Also, negative ecological impacts were revealed in the Machakos County (Kenya), when sports tourism started developing (Njoroge, et al. 2017). Moreover, growth in the flow of tourists poses a potential danger to the physical carrying capacity of the destination (Kim et al., 2015).

Decrease in Tourist Flow

While some tourists may be attracted (event tourists) to the destination, some "normal" tourists who visit the territory often may postpone their visit or choose another place

to rest due to large-scale events. This may happen due to a change in the equilibrium of tourist demand or supply in the territory, including price increases, supply restrictions in terms of accommodation and transport, security problems or visitor preferences (Fourie, Siebrits, & Spronk, 2010).

Security Issues

The results in Shanghai revealed impacts related to negative perceptions, such as security issues and inconvenience of life that sports event brings to the community (Dongfeng, 2016). According to other scholars, the security issue in sports tourism may be related to exaggerated sport fan behavior. Some fans can behave too aggressively towards local residents during sports events what can lead to social conflicts (Higham, 1999; Johnson, Snepenger, & Aki, 1994).

Chapter 3

METHODOLOGY

3.1 Approach of the Study

This study was conducted in order to investigate how the host community of Kazan responds to the developments of sports event tourism and to examine residents' perceptions of hosting mega-sports events.

This research mainly focuses on the social and economic sides of impacts of Sports tourism and tries to determine how these impacts affect residents' lives, at what level and what are the possible changes and developments that may occur in the near future.

The two research approaches that are available to researchers are deductive and inductive. These approaches are different in terms of process development.

The deductive approach (known as "top-down") refers to the approach which starts with hypotheses development (theory development), and then researchers collect the data in order to support or reject the proposed theory. In other words, by using this approach, academics first generalize the information and then move to the specific part of the study (Babbie, Halley, & Zaino, 2003). This type of approach usually corresponds to quantitative data.

On the other hand, the inductive approach (known as "bottom up") grows from specific part of the research and then moves to the generalizing process, which means that first the data is collected and then the theory is proposed. (Repping & Romanenkova, 2006). Since these approaches are opposites the data are opposites as well. That's why the inductive approach usually corresponds to qualitative data.

In this research, an inductive approach to research was the preferred choice since the researcher strongly believes that the so called "reality" is not fixed, single, agreed upon, or measurable phenomenon. According to the researcher "reality" can be best explored through understanding the world from the perspective of the researched rather than that of the researcher (Neuman, 2016). Thus, the research was approached with no preconceived ideas about what might be discovered or learned. The researcher began with a general topic and some vague ideas, followed with the collection and analysis of empirical studies related to the topic, then the data collection process – interviews, and last was the theory development.

3.2 Methodology of the Research

As was mentioned previously, the aim of this research was to gather deep, real information collected from the perspective of the residents relating to their experiences, feelings and life stories. Thus, as a researcher I was not focused on numerical aspects of the study but on the quality of the information gathered in order to develop theories and utilize them in further studies. Since qualitative research takes an interpretive, naturalistic approach to its subject matter and study things in their natural settings, attempting to make sense of, or interpret, phenomena in terms of the meanings that people bring to them (Neuman, 2016), it was the perfect choice of methodology for this research. As Neuman (2016) pointed out qualitative research

begins by accepting that there is a range of different ways of making sense of the world and is concerned with discovering the meanings seen by those who are being researched and with understanding their view of the world rather than that of the researchers. Through, qualitative research, the researcher was able to gather in depth information from the perspective of the respondents.

3.3 Method of the Research

Interviews are considered to be the most widely recognized and efficient method for gathering information in qualitative research due to the claim that the information which is collected from the respondents has a low chance of biases because as each individual has different perceptions towards a situation or problem, there cannot be a “right” or “wrong” answer to a question. There are only different ideas and thoughts of different individuals who see the world from different perspectives (Ritchie & Lewis, 2003).

During the data collection process semi-structured interviews were utilized. Semi-structured interviews refer to a number of questions which were designed before the actual interviews were conducted. However, these can be easily changed or expanded in order to lead an interview on a right path and direct the respondent during the process. The modification of the interview can be related to the order of the questions, a better explanation of what was meant, changes related to the context of dialogue, an increase in the number of questions in order to open up a topic more for the interviewee, a question which may be inappropriate in a particular situation can be omitted etc.

The main reason for the choice of semi-structured interviews, as Bernard (1988) pointed out, was based on the fact that, the researcher might not get more than one chance to interview respondents.

3.4 Sampling Technique of the Research

In order to select the respondents who will be able to provide deep and real data, the purposive sampling technique was used. According to Collingridge and Gantt (2008), purposive sampling is defined as “selecting participants who serve a specific purpose consistent with a study’s main objective”. In other words, this sampling technique lets scholars choose respondents accordant with the researcher’s own opinion, which may provide better assistance in finding answers to proposed research questions and therefore to achieve the aims and objectives of the study. In the case of this study, the respondents who corresponded to the criteria were local residents of Kazan, who had different occupations, whose financial status, age and gender varied and who were selected purposely. These criteria are important they help in bias avoidance.

3.5 Data Collection

Since the main aim of the study was to determine and measure the impacts of Sports tourism and mega-sports events on residents of Kazan, interviews were conducted with the locals of that region. Therefore, the sampling of this research used residents of Kazan who had lived in the city for at least 15 years and who, therefore, would have noticed all the changes related to Sports tourism developments and mega-sporting events. Moreover, they were able to compare the “old” Kazan with the “new” in terms of appearance, infrastructure, sporting facilities, parks, etc.

Interviews were conducted from February 2019 to April 2019. An ‘interview guide’ was prepared containing a list of all the questions, topics and issues to be covered

during interviews. Set of questions was prepared in advance in order to keep the interviews on the right path and to find answers which were related to the research itself. Also, during interviews some of the questions were modified, expanded and explained in detail, so the respondents would understand the questions and provide reliable information about the topic. The length of the interviews varied from 1 hour to 1.5 hours.

Every step of the way, the researcher acted in an ethical manner. At the beginning of the each interview, each interviewee was provided with a short briefing about the aim of the research and the purpose of the interview. Respondents were assured about the confidentiality of all gathered data. It was pointed out to them that the data collected would be seen only by me (as a researcher) and my supervisor. Permission to use a digital recorder was also taken.

The locations of the interviews were agreed in advance and most of them were conducted at the homes of the respondents with 5 interviews conducted at the respondent's working place. All the interviews were tape recorded with the permission of interviewees.

The number of the interviews conducted was determined by the "level of saturation". In other words, the researcher continued to interview respondents until the answers gathered started to repeat itself and therefore there was nothing new left to learn (Neuman, 2016).

The set of questions which were utilized in interviews was designed in the Russian language. There were several reasons for this. First of all, as the research was

conducted in the Republic of Tatarstan, where the Russian language is one of the official languages, it was more convenient to interview people in a language in which they would find it easier to explain their ideas and express their feelings about a particular situation. The Second reason for conducting interviews in the Russian Language was the convenience for me as a researcher due to my mother tongue being Russian, so for both parties it was an advantage. After all the interviews were conducted the responses were translated into English for data analysis purposes.

3.6 The Sample

During the data collection process, 32 interviews were conducted, and the participants were the residents of Kazan who had lived there for more than 15 years. Out of the total number of respondents, there were 15 females and 17 males. In order to avoid biases in the study, the respondents selected had different job positions, ages, financial situations, a different marital status and different locations in the city (regions of Kazan). The job positions held by the interviewees were: teacher in a primary school, café worker, cleaner, taxi driver, personal trainer in a fitness center, cashier, retired, consultant in the mall, unemployed and others. The approximate ages of the interviewees ranged from 31 to 82. Most of the respondents were above 40 and below 55. Almost all the respondents were residents of Kazan where they were born. Two of them had lived in a neighboring city and had moved to Kazan in 1999 due to family issues. Therefore, all the respondents fit the sample of the study and were able to compare the city before the development of sports tourism and after. According to the gathered information, out of 32 respondents, 22 were married, 8 single and 2 widowed.

Table 3. Demographic Characteristics of the Respondents.

RESPONDENT NO	SEX	OCCUPATION	AGE	MARITAL STATUS
1	F	CAFÉ WORKER	45	MARRIED
2	F	CAFÉ WORKER	47	MARRIED
3	M	PERSONAL TRAINER	31	SINGLE
4	M	RECEPTIONIST IN GYM	32	SINGLE
5	M	TAXI DRIVER	51	MARRIED
6	F	CLEANER	48	MARRIED
7	F	TEACHER IN PRIMARY SCHOOL	47	MARRIED
8	M	GUARD IN SCHOOL	42	MARRIED
9	M	FACTORY WORKER	54	MARRIED
10	M	MANAGER IN MALL	39	MARRIED
11	M	CONSULTANT IN SHOP	32	SINGLE
12	F	HOUSEWIFE	45	MARRIED
13	M	CASHIER	45	MARRIED
14	F	JANITOR	48	MARRIED
15	M	UNEMPLOYED	38	SINGLE
16	F	HOUSEWIFE	45	MARRIED
17	M	PROFESSOR IN UNIVERSITY	52	MARRIED
18	M	FOOTBALL TRAINER	55	MARRIED
19	F	HAIRDRESSER	38	MARRIED
20	F	NAIL MASTER	31	SINGLE

21	F	CASHIER	33	SINGLE
22	F	BEAUTY SALON ADMINISTRATOR	34	SINGLE
23	M	CHEF	54	MARRIED
24	F	WORKER IN BAKERY	35	SINGLE
25	M	TAXI DRIVER	53	MARRIED
26	M	SALESMAN	46	MARRIED
27	F	RETIRED	83	WIDOWED
28	F	REAL ESTATE AGENT	37	MARRIED
29	M	RETIRED	78	WIDOWED
30	F	HOUSEWIFE	46	MARRIED
31	M	RECEPTIONIST IN THE HOTEL	35	MARRIED
32	M	RESTAURANT OWNER	57	MARRIED

As was mentioned above, semi-structured interviews were conducted, each interviewee had answered 6 open-ended questions, which were partially modified during the interview in order to open up a topic and get more information from the respondents. After each interview, recordings were transcribed verbatim.

Chapter 4

DATA ANALYSIS

Analyses of the transcripts of the interviews confirm that most of the participants had similar perceptions towards the tourism development; however, the questions were discussed from various perspectives.

4.1 Economic Impacts

The majority of the respondents believed that there were a number of economic gains from hosting such Sports and mega events in their community ranging from income for the community, job opportunities and additional income for the locals and support for small firms. Although, they were very enthusiastic about these positive impacts on their economy, there were also complaints regarding the cost of living and rise in economic corruption.

4.1.1 Positive Impacts

All the respondents mentioned that the development of Sports tourism and hosting such mega-events as the Football World Cup brought to the Kazan community and to Russia in general many positive impacts related to economic effects. As was stated by Respondent 12:

Everything what is somehow related to the Olympics, the Universiade, the World Cup, has a positive effect on the country. More money was added to the budget and local businesses. Job opportunities appeared, infrastructure improved. In other words, I see only positive moments in hosting a mega sports event.

Support of Local Economy

The first impact that was stated by 7 respondents was the support for the local economy. According to the respondents' opinions sporting mega-events positively affected the economy of Kazan. For instance, some interviewees stated that the reason for economic growth was the contribution of football fans who purchased many products during the event.

R10: As a manager of a mall I have noticed several areas of the consumer market, whose revenues were growing during major sporting tournaments: alcoholic and soft drinks, fast food and other takeaway food, snacks, fresh meat, as well as HD TVs, products somehow related to the organizing country, including souvenirs, smartphones.

R25: For many local people, the World Cup means a temporary change in their entire lifestyle and habits. Work and family are fading into the background for several weeks. This is what becomes the determining factor in the consumer market for a whole month - fans occupy bars, buy beer and meat in stores to organize home parties.

Other respondents believed that a mega-sports event is a good opportunity to attract foreign investors, therefore improve the economy of the destination.

R18: For Kazan, this is a unique chance once again after the Universiade to enter the world arena, to attract not only fans and tourists, but also foreign investors. So that Kazan is no longer mixed up with Kazakhstan, and they see not dense forests (since everything that is thousands of kilometers to the right of Moscow is Siberia), but a modern European city with great investment potential.

A last category of the residents proposed that due to increased interest in Kazan as a new touristic destination, the tourists flow will increase and affect the economy.

R31: The 2018 World Cup increased interest in Kazan, as the tourist center of Russia, and, of course, had a positive impact not only on the city's hotel business, but also on the economic development in general.

Job Opportunities

Another impact mentioned during interviews was the increased number of job opportunities for the local community. This effect was cited by 6 respondents out of 32. Some of them provided examples of job opportunities which were related to the preparation process for the event, and during the event.

R32: It is important to note that during the preparation for the 2018 World Cup, new jobs were created and, as a result, the population received additional labor incomes. Job opportunities appeared in construction businesses, road renovation, service industry, and other.

Other respondents gave personal examples, where respondents or his/her family members were affected by this impact.

R25: My son got a good job position in Kazan Arena. I believe that if there was no sports development most of the residents would need to move to other big cities in order to finance their family. That's why I am totally grateful for the developments which occur these years.

In general, this impact was considered as positive; however, by one respondent it was associated with a positive impact that has a temporary effect on the community.

R7: The noticeable growth in the number of job opportunities and the expansion of the service sector associated with the tourists' flow are only temporary effects that disappeared immediately after the end of the event. Business activity in the hosting cities increased, but often this is due to the temporary redistribution of resources from other cities or areas of activity.

Additional Income

Another positive impact that was mentioned by respondents but was not included in the literature review was the additional income for the local people. Three respondents stated that the rapid growth of the tourist flow brought a lot of opportunities to earn money, especially for those who spoke foreign languages fluently.

R23: Almost 2 million foreign fans came to watch football in Russia. They all had to eat and live somewhere. And was a profit for restaurants and hotels. Additional income opportunities increased not only for the owners of businesses, but also for the staff - a small business in search of guides, waiters, maids, souvenir sellers. Employees with knowledge of foreign languages were doubly valued. Moreover, the owners of the apartments found an additional income, who realized that the World Cup is a good chance to earn by renting their houses to tourists.

Development of New Knowledge and Skills

Four out of 32 respondents stated that because of the development of sports tourism and because of the last sporting event (the FIFA World Cup) they had had an opportunity to improve their skills and acquire new knowledge. Most of them were somehow connected to the event as a volunteer or had relatives/friends who were volunteers during the event.

R30: Sports events are good opportunity for young generation to get new skills and knowledge which can be used in future. As a good example can be volunteer programs, where by communicating with foreigners they can practice their language and communication skills, moreover, as far as I know, before the actual event volunteers must complete special courses in order to be able to solve any problem that may occur during an event.

R29: I was a volunteer in FIFA World cup and knowledge, skills that I acquired are priceless. Let's say I am not young, but I still have desire to learn something new in my life. What I learnt this time were new words in different languages and what is the most important for me is jocundity – how to enjoy the life now, no matter what. By looking at tourists, you realize that you can enjoy your life, sing in the streets, dance when you hear the music, smile to people around, at that moment you understand that this is all you need to be happy.

Support of Small Firms

Although, only one respondent out of 32 mentioned a positive impact on small businesses, it is still worth mentioning with a recommendation to be explored in detail in the future. R26: "...in the hotel business, catering and souvenir sales, higher prices were observed, which led to an increase in the net profit of small firms"

4.1.2 Negative Impacts

As mentioned before, although all of the respondents were very happy about the positive economic impacts of tourism in their community, there were also some concerns about the negative impacts of these events. The main concerns were related to cost of living and increases in corruption.

Cost of Living

Six out of 32 respondents pointed to the increase in prices during the sports-event. Some of the interviewees proposed different reasons for this. However, all of them agreed that prices increased and affected the local community.

R2: During World cup prices rapidly went up. I don't know the exact reason, is it because of fluctuations in currency on that time or because the businesses adapted and changed prices for the foreign visitors. Who knows now? But the fact is that by local people the impact was highly noticed.

R15: Maybe the changes related to political issues and currency instability in Russia did not affect sport-tourists a lot, however influenced local community. The prices for rent and food went up by 25% because the owners of firms understood that easy money can come to the business.

Corruption

In terms of negative economic impacts, Respondent 8 specified an impact which was not mentioned in the literature review. He proposed that hosting a mega sporting event provides an opportunity for state employees to use the governmental budget for personal purposes.

R8: It is well-known that a lot of funds were allocated to host a large-scale event, by investing in construction of facilities, renovation of roads, etc. but people know that millions of rubles were stolen. During preparation for the FIFA World cup, some responsible individuals were arrested due to venal practices.

4.2 Social Impacts

Tourists who visit a particular country to learn more about the destination, get familiar with its' famous sights and just for recreation purpose influence the social and cultural lives of the local community at a different level. However, social impacts are not the results of the direct contact of tourists with local people. It is also the transportation system and other infrastructure improvements which affect the further development of tourism and can be described as indirect social impacts.

Socio-cultural impacts can be both positive and negative. The exchange of cultural information can be attributed to the positive. The interest of tourists in the cultural heritage of the country can cause a reciprocal sense of pride among local residents, encouraging them to preserve their national traditions and crafts. A negative influence is often manifested as a result of direct contact but can also occur due to the disproportionate development of tourism and the ineffectiveness of the realization of new ideas.

4.2.1 Positive Impacts

Many of the respondents talked about the positive socio-cultural impacts of Sports tourism ranging from improvement of destination image, development in community pride, reduction in crime rates, increase in sports participation, and increase of cultural exchange.

Destination Image

Eight residents who were participating in interviews claimed that there is a huge impact that positively influenced the destination image of Kazan and the country in general. The expectations of sports tourists were not met, and the reality was much better than they had imagined.

R32: Due to my job, I have met a lot of foreign visitors and most of them said with admiration that Russia was not at all what they had imagined. They thought to see gloomy, cold northern people, however, they saw completely open, kind, sympathetic people, they said. That's why I believe that by visiting FIFA World Cup the image of our country improved.

Other respondents pointed out that most of the stereotypes about Russian people were ruined and tourists' perception towards the country was positive.

R30: It is difficult to judge how well the championship was justified economically, but this investment in reputation of the country was indeed beneficial. This event greatly influenced the emotional perception of our country. Attitudes have changed at all levels. Many foreigners who came to us were pleasantly surprised by how hospitable Russia is, in contrast to common stereotypes.

Popularization of Sports

Four respondents pointed to the positive effect of sports tourism development because it brought a lot of interest to the community and sporting activities became popular in the region. Moreover, the reason behind popularization of sport is that the number of necessary facilities grew rapidly with the development of sports tourism.

R11: In the near future all sports facilities, I think, will be within walking distance for children due to rapid popularization of sport in the community. For instance, I myself often go to the rink in winter, football court and swimming pool in summer due to all the facilities located in a close distance to my home. I am sure that in ten years Tatarstan will be among the leaders in sports.

Socio-cultural Exchange

Five out of 32 respondents claimed that socio-cultural exchange played an important role during last mega sports event; it helps both sides (locals and tourists) to understand each other better, to open up their mind and stop believing in all the stereotypes about each other. R9: "...this event led to an improvement in international relations on both sides"

R25: Preparation for the tournament to receive guests and tourists from all over the world, traditional hospitality and goodwill allowed Russia and the rest of the planet to understand each other better. Tourists realized that we do not have crowds of bears, racists and mafioso with axes, as well as Russians understood that foreigners are not necessarily spies, seekers of cheap and illegal entertainment in Russia. Of course, now I exaggerate with the stereotypes that people have, however the idea is still same. I still believe that this event made people to understand each other better and create so called social-exchange in order to open the mind of people and break all the stereotypes that they had before.

Development of Community's Pride

Seven out of 32 interviewees stated that a sense of pride was present during a sporting event and because of this the perception towards sports tourism development was only positive. Local residents were happy to be part of a global and international event.

R17: The enthusiasm of the local population associated with a sense of involvement in globally significant events. The special atmosphere during the World Cup makes citizens happier and inspires them with a sense of pride.

As was proposed by Respondent 24 this type of event is needed for the community.

R24: It was a national holiday, which gave everyone a big emotional charge. In fact, it performed the same function as the New Year event: it allows you to unite, feel pride, expand your social circle, and understand other people. Only the scale is different. And such events are definitely needed.

The positive effect influenced not only football fans but also other parts of the community.

R21: The attitude towards Russia and the people of our country has changed. Regardless of gender, age, religion and other characteristics, almost all of us were caught up in an emotional high and a sense of pride, not only among those who are regular football fans, but also among those for whom football is just one of the dozen sports activities.

Decrease in Crime

Even though in other researches it was mentioned that the development of tourism brings a negative impact such as an increase in crime, respondents in Kazan stated the opposite effect. By 3 out of 32 respondents it was stated that because of sports tourism developments, the crime rate significantly decreased.

R29: It is a well-known fact that in 90s and beginning of 00s Kazan was a center for all the criminals. When the administration of the city has learnt that city won to host the Universiade 2013, the «general cleaning» began. All the mafioso had to leave the city in order not to be caught. From that time crime rate significantly decreased.

Infrastructure Development

Apart from economic and socio-cultural impacts, all of the respondents also talked very positively about the developments in infrastructure. They talked about the improvements in the transportations systems, roads, public spaces, facilities and specially sporting facilities. However, there were also some respondents who talked negatively about the loss of cultural appearance of the city of Kazan.

All 32 interviewees stated that there is a noticeable change in the infrastructure of the city in terms of appearance and number of facilities compared to 8-10 years ago. Most of them also agreed that these developments bring only positive impacts which affect their daily lives. Twenty-three interviewees pointed out that the most influential impact related to the infrastructure development was the improvement of the transportation system.

R1: It is clear that the infrastructure built for the event creates a positive effect for long-term growth only if it is actively used in the future. In this sense, the main hopes are pinned on the transport infrastructure. Roads, routes, airports renovated for competition increase the quality of life of the local population.

R5: As a taxi driver, I want to mention the problem that was bothering me for a long period of time - repaired roads. The asphalt was laid even where the road

builder's foot had not stepped for decades. In Kazan, for example, they renewed the route to the airport and 39 other road sections were repaired as well.

R9: I think everyone have noticed how much the FIFA World Cup influenced the transportation system. Transportation routes, central streets look completely different today. Many streets were transformed from pedestrian zone to a beautiful boulevard, and roadway became a street complex. All the changes push us to move on to new results.

R6: The capacity of airports, land transport has been improved, new highways have appeared, and rolling stock has been purchased and updated. In addition, in the cities where the championship was held, the central streets and embankments were improved, parks and other facilities, which ultimately contributed to the development of tourism as well.

Three respondents also mentioned developments related to an increased number of public spaces which are still accessible for locals.

R2: Objects built for the World Cup in the city was turned into sports centers for all local residents. This is not only a developed infrastructure, but also well-maintained streets and public spaces. For example, in Kazan, near the fan-fest site, a new square appeared - it was made on the parking spot. Now the territory, which was fenced with a barrier, is accessible to all citizens and tourists.

5 out of 32 respondents also pointed out the importance of sporting facilities that appeared in the city due to developments of sports tourism. Most of them agreed that the facilities which were used for the FIFA World Cup now are utilized by sporting schools for other minor sporting events.

R18: I can assure you, that every sporting facility that was constructed for Universiade and World Cup are still used in its' direct purpose. For instance, everyday our football school carry out all the trainings in the stadium which was built during preparation for the Universiade 2013.

Other respondents believe that all the developments of infrastructure will lead to further developments of the tourism industry as due the city has all the facilities to

attract and serve visitors. R3: "...infrastructure development creates the prerequisites for increasing the number of tourists, not necessarily external, but also internal".

4.2.2 Negative Impacts

The main concern of the host community about the negative impacts of such events was often link with traffic problems, noise and environmental pollution. Others talked about loss of culture and decrease in other types of tourist visiting country during such events.

Traffic Issues

Five out of 32 respondents pointed out the negative impact related to traffic jams during an event.

R3: The only negative impacts I would mention is traffic jams. Due to my home located so close to the city center, I have noticed it a lot. During matches I was not able to drive on a regular road which leads to my house and had to park my car 20 minutes away from the actual parking area. This brought me a lot of problems during an event.

However, one of them said that the traffic issue was present in Kazan well in advance of the actual sports event. That means that this impact cannot be fully considered as a negative due to the sporting event. R20: "I do not see any negative moments in hosting a mega-event. I could say traffic jams, but it was already there even before the World cup 2018"

Environmental Pollution

Another negative impact that was indicated during interviews is environmental pollution. This impact was stated by 2 respondents who claimed that during the event much plastic was used, and, what is more disappointing, local people do not care about the environment of the city, so what can be expected from tourists.

R21: I have visited number of matches which were displayed in a fan zone. So, when the match was finished, so many plastic cups and other waste was just left by people. Which is actually very sad because if local people do not respect the nature of our country how do they expect tourists to respect it.

Decrease in Tourist Flow

One respondent supported the idea of a negative impact on ordinary tourists, as due to the fact that the respondent's job was related to the tourism industry she could see the changes and the negative effect resulting in a decrease of tourist flow.

R31: While fans came to the tournament, ordinary tourists who are not interested in the world championship, on the contrary, canceled or postponed the trip to avoid unnecessary stress, since hotels and airports are overbooked, and prices are higher during the tournament.

Noise Pollution

Three out of 32 respondents claimed that there was noise pollution during a sports event, however in the literature review above it was not mentioned. As was stated by Respondent 6 the fan fest zone was located close to the house which brought a lot of inconveniences to her and her family.

R6: Unfortunately, I live so close to the area where the fan zone was located. So, it was nearly impossible to sleep during football games, due to noises during and loud music after the game. I know that the event was not going to continue for a long time, however it disturbed me and my family a lot. Moreover, when people were leaving the fan zone most of them were drunk, so they were loud as well (laughing, shouting, etc.).

Loss of Cultural Appearance

One of the respondents also stated that infrastructure developments led to loss of cultural appearances in the city. Even though the new facilities, transportation system and buildings have a positive effect for the community they take culture in return.

R27: Yes, I agree, all the infrastructure improvements are great and has positive effect on tourism developments in future, but do you remember the

cultural appearance of Kazan. All those small buildings were bringing to the city its unique charm and atmosphere. Look at it now! Buildings do not match with each other, historical constructions lost in a concrete jungle. This is very sad, because we lose the history of our city overestimating other aspects.

Chapter 5

DISCUSSION AND CONCLUSION

5.1 Discussions

According to analyzed literature, nowadays, numerous factors influence the growth of the tourism sector, and one of the principal factors is the hosting of a mega-event in a country. As was mentioned previously mega-events can be characterized as occasions which involve a phenomenally high level of activities in the travel industry and mass media coverage, which have a great financial effect on the local residents of the destination. Sport is as large business issue that makes thousands of tourists travel to a particular destination. At the same time, it makes the destination itself compete with others in order to host such an event and to attract visitors (Njoroge, et al., 2017). The reason behind this so-called ‘competition’ is that currently sports events have become an important component of the marketing mix for the development of the tourist destination (Getz, 2008; Gibson, 1998). Hosting an event plays two influential roles. First, they can attract participants and spectators, thereby increasing the number of visitors to the destination during the event. Secondly, to draw attention to the event-destination through advertising and event coverage, which later is going to lead to further development of the destination? The economic and social effect of the event depends primarily on these two aspects (Dwyer, et al., 2000).

The local community represents the main stakeholders in the tourism sector. Their attitude and behavior are highly important for the development of this niche. As long

as locals benefit from sports event tourism, they will support and have a positive perception towards tourism development and mega sports events (Lee & Krohn, 2013; Twynam & Johnston, 2004). It is obvious that if the negative outcomes are higher than the positive outcomes, then the community may consider the occasion in a negative light (Gursoy & Rutherford, 2004; Hritz & Ross, 2010; Waitt, 2003).

Previous articles have discovered plenty of positive effects from sports tourism (Brida & Disegna 2011; Chen 2008; Coakley 2004; Costa & Chalip, 2005) and it is usually assumed that this will bring enduring financial benefits to the host community (Demir et al, 2015). Various researchers investigated the perceptual social effect related to sports tourism, and in their studies, it was proposed that the social impacts of sporting events incorporate both positive and negative components (Balduck et al., 2011; Ritchie et al., 2009; Ohmann et al., 2006).

The research was conducted in Kazan, Tatarstan Republic for several reasons. One of the main reasons was the intensive growth and development of sports tourism in this region since 2013 when the Universiade took place. After that year many other sporting events were hosted by Kazan due to the availability of the necessary facilities for such events. Finally, last year the FIFA World Cup was hosted by Russia and in the list of hosting cities Kazan was included, which meant it was one of the top cities with the developed infrastructure required to host a global event. Another reason behind choosing a location was the interest in perceptions towards foreign visitors and the mega-event itself, as there were some political issues, which fortunately did not affect the event and participants.

The findings of the study revealed that the host community had high positive perceptions towards sports tourism development and hosting a mega-event such as the Universiade, the FIFA World Cup, etc. However, some respondents pointed out negative impacts that influenced them during the event but were not considered as main impacts and only a few respondents mentioned them. Most of the findings of the research were supported by previous studies in different terms and additionally few impacts were mentioned by respondents which didn't have support in other articles.

First, locals agreed that developments of sports tourism have a positive effect on the local economy as a result of the purchasing power of tourists, the money inflow which grows with the increase in the number of tourists, and by attracting foreign investors to open a business in Kazan, which contributes to the local economy. Another economic impact was the support of small businesses, which were surviving due to sports mega events. The same results were revealed in the study of Carlsen and Taylor (2003), Chalip (2014), Fairley et al. (2016).

Moreover, job opportunities and additional income opportunities were pointed out as positive impacts that the development of sports tourism brought to the community. Similar results were obtained by the previous studies that were done by Hall (2006), Preuss (2006).

In terms of negative impacts, the first effect that was mentioned was the increase in the cost of living, which affected the local community a lot. Even though prices went up, it didn't affect the tourists because foreign currency has a higher exchange rate than the Russian ruble. The Same results with the cost of living were published by Hammad, Zamberi and Papastathopoulos (2017).

Another negative impact that was stated by residents of Kazan was corruption. They proposed that hosting a mega sporting event gives an additional opportunity to certain people to steal money from the governmental budget. It was not mentioned in previous studies which I have analyzed during this study.

These were all the economic impacts that were pointed out by respondents in Kazan. However, there are many social effects that had a significant influence on the host community.

Destination image and sense of pride were mentioned by a large number of respondents who claimed that the development of sports tourism, and hosting a mega sports event allow locals to change their opinion about other cultures and nations, open their minds, break all the stereotypes and show to tourists how hospitable Russian people can be. All of the respondents were sure that visitors have changed their opinion about Russia, improved its image in the world and made its citizen feel proud of being a part of such a large-scale event. The above mentioned results were supported by other researches, such as Cheung et al. (2016), Hallmann and Breur (2010) in terms of destination image and Pranic et al. (2012), Reis et al. (2017) in terms of sense of pride.

The next high-influential impact that was claimed by respondents was infrastructure developments in terms of the transportation system, the increase in the number of sporting facilities, the increase in the number of public spaces (parks, boulevards, sidewalks, etc.) and its direct effect on further tourism industry developments in the region. Similar results were revealed in the studies of Cheung et al. (2016), Hallmann and Breur (2010) and many others.

Knowledge and skills acquiring is another positive impact that was mentioned by interviewees. They believed that sporting mega events provided them with an opportunity to improve some skills such as time-management, critical thinking, language and communication skills. The same idea was supported by Maunsell (2004) and other researchers.

Popularization of sports was stated by some respondents as a positive impact for them and their family members – especially kids and this was supported in previous studies (Kim et al., 2015; Pranic et al., 2012).

In addition, socio-cultural exchange was revealed as an influential impact for the host community. The respondents claimed that the development of sports tourism and hosting a mega sporting event let them look at tourists from another perspective which brought mutual understanding to both parties– tourists and the host community and broke all the old-fashioned stereotypes. The same results were revealed in the study which was conducted by Lesjak et al. (2014).

Surprisingly, the results of the interviews showed that due to sports tourism developments the crime rate in the whole region went down. This result was not supported in any other articles and the opposite outcomes were revealed previously.

In terms of negative social impacts that the development of sports tourism brought to the community of Kazan city, those mentioned were traffic issues during hosting a mega event, which brought to the local people a lot of inconvenient situations. Same results were supported in the study of Kim and Petrick (2005).

Another negative effect was related to environmental and noise pollution. During the football matches it was too noisy in some areas where the high number of fans was watching the game, like fan-fest zones and the stadium itself. Regarding the environmental issue, it was proposed that due to the usage of plastic cups for beverages distribution at the games and fan zones the territory was polluted, and people did not clean after themselves. There were similar findings by Mbaiwa (2003) in the study.

A decrease in the tourist flow was a minor impact because it was mentioned by only one respondent who works in a tourism sector. A respondent stated that ordinary tourists canceled their trip to Russia in order to avoid crowds of football fans and would visit the destination another time. The result was supported by a previous study done by Fourie et al. (2010).

The last but not the least negative impact was the loss of the cultural appearance of the city. Even though this was pointed out by only one respondent, in my opinion it is significant for the nation and culture. None of the studies that I have analyzed supported the same result and mention this as a negative impact.

As the results above showed there were many points raised by the respondents regarding the impacts of mega sporting events in Kazan. Some of these were viewed as positively whereas others were viewed in a negative light by the local community. The most of the results were also supported by the existing literature on this topic. There are others which need to be investigated further. However, what was most apparent was the fact that the host population believed that sports tourism development brought more benefits than costs to the community and that they were in support of the further development of sports tourism in their community. In conclusion one can

argue that social exchange theory can be used to explain the attitudes of the residents towards sports tourism development in Kazan.

5.2 Recommendations

According to the findings that were revealed in this study, I would like to provide some recommendations which may help to minimize the negative impacts and maximize the positive effects of sports tourism development and hosting mega sporting events.

- First of all, in order to decrease corruption in the region, I would like to suggest to the higher authorities that they improve the control system over financial resources allocated to the sports development needs. One of the options can be automatization of the allocation of money to the responsible individuals.
- In the case of increase prices for food and rent, I would suggest to the governmental authorities that they control the pricing systems in markets, restaurants, cafes and other businesses which provide services to the community and tourists.
- In order to decrease the negative impact related to pollution I would suggest the governmental authorities rearrange the fines system for littering in public places and during large-scale events.
- Noise pollution cannot be fully solved where houses are located close to sporting facilities. However, in the case of fan zones I would recommend placing fan zones where they would not disturb local residents with the loud noise.

5.3 Limitations of the Study

One of the main limitations of the study was the difficulty in arranging interviews as each interview lasted for between 1-1.5 hours and not all the respondents were ready

to spend their working/free time answering the questions. So, the solution for this problem was to arrange the interview at a time that was convenient for the respondents.

If I had a chance to repeat the study I would do a triangulation of different methods. I would supplement my interviews with a questionnaire in order to see the numerical explanation of the results. Moreover, I would divide respondents into different age groups in order to see if the perceptions towards sports tourism developments depend on age or other characteristics.

5.4 Directions for Future Research

Future studies can be conducted by utilizing this study as a base. Moreover, as was mentioned previously I would suggest using a quantitative approach in order to explain the results in numerical terms.

In addition, a similar study can be conducted in other cities that were hosting a FIFA World Cup in order to compare results gathered in Kazan with other Russian cities.

Furthermore, future researchers can currently start investigating the expectations of hosting a mega-sporting event in Qatar, since it will be the next destination for the FIFA World Cup, and after the event a study can be made of the actual perceptions that locals got from the event.

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