

# Major Sporting Events Impact On The Basis Of UEFA Euro 2012 Championships

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*The article presents impacts of major sporting events for the economy. Investments in infrastructure are major expenditures that have to be paid in case of the event. It concerns sports infrastructure like stadiums but also general ones like roads, hotels, etc. These investments can induce outputs for the economy in short and long time horizon. Important aspect of sporting events effects refers to tourism. The discussion was supported by the data concerning UEFA Euro 2012 Championships that was played in Poland and Ukraine in June 2012.*

## INTRODUCTION

Citizens of many countries, especially those who are interested in sports, expect from the authorities to provide them the event recognized as a major. It will build the satisfaction and proud of the country they live. It will also make the country more popular and visible even all over the world resulting in other impacts i.e. in tourism. Hosting major sporting event the country has to consider to invest scarce public resources. The advantages of the event are not only economic ones that can be measured by basic categories like turnover that is mainly caused by the demand side of the economy. We should also recognize many others sectors contributing in supply side of the economy. The article discusses the phenomenon of major event in sport. The paper presents UEFA Euro 2012 Championships that was held in Poland and Ukraine. Analysis will be concentrated on Polish side of input and outcomes.

What we can assume as a major sporting event. Here are the most common definitions of this phenomenon. Roche defines mega-events as "... short-term events with long-term consequences for the cities that stage them. They are associated with the creation of infrastructure and event facilities often carrying long-term debts and always requiring long-term use-programming... They project a new (or renewed) and perhaps persistent and positive image and identity for the host city through national and international media, particularly TV, coverage." In other publication he defines as "...a large-scale, cultural (including commercial and sporting) events, which have a dramatic character, mass popular appeal and international significance." (Roche, 1994, 2000).

Jago and Shaw underline international scale of the event. It is "...a large-scale special event that is high in status or prestige and attracts a large crowd and wide media attention. ...They are expensive to stage, attract funds to the region, lead to demand for associated services, and leave behind legacies" (Jago, L.K., Shaw, R.N., 1998).

Hiller recognize it as a short-term, one-time, high profile event. ... carried out to the world by mass media and having a significant and/or permanent urban effect (Hiller, 2000).

In accordance to Horne the event has “...significant consequences for the host city, region or nation ...attracting considerable media coverage” (Horne, 2007).

Mills and Rosentraub define as a significant national or global competitions that produce extensive levels of participation and media coverage and that often require large public investments into both event infrastructure, for example stadiums to hold the events, and general infrastructure, such as roadways, housing, or mass transit systems (Mills and Rosentraub, 2013).

Muller find mega-events as a “...ambulatory occasions of a fixed duration that attract a large number of visitors, have large mediated reach, come with large costs and have large impacts on the built environment and the population”. Muller divide mega events taking into accounts four dimensions: visitor attractiveness, mediated reach, cost and transformative impact (Muller, 2015).

We can divide sporting events on three types:

- giga,
- mega,
- major.

In case of four dimensions as a giga event we can recognize Summer Olympic Games. To the second group of mega sporting events we should include: FIFA World Cup, UEFA Euro Championships, Asian Games and Winter Olympic Games. Universiade, Pan American Games, Rugby World Cup or Super Bowl include major sporting events.

Each sporting event is related to positive or negative legacy. In case of this issue, according to H. Preuss, the legacy should be considered as a positive or negative , untangible and tangible structures that were/will be created through a sport event and remain after the event. (Preuss, 2006). The definition refers to long lasting effects of the event and in long horizon it should be analyzed.

The structures that are created due to the event refers to infrastructure, knowledge, image, emotions, networks and culture. By infrastructure we should mean mainly sports one that are stadiums and other objects. Besides we have general infrastructure that is required like airports, roads, telecommunication, hotels, entertainment facilities, fair grounds, parks, etc. Second structure consist of knowledge in the aspect of skills that people (employees and volunteers) gain organizing an event. The skills are connected mainly with organization, human resource management, security, hospitality and service. Third structure is an image referring to the country, region or the city that is better recognized due to the event. This recognition depends on the media on which organizers should rely but have a little influence. Besides any negative accidents like terrorism, criminality, hooligans or even bad weather and inconvenient broadcasting hours can demolish the reputation. Such a bad news widespread very fast to potential tourists, customers or business partners. Sport is associated with emotions. Citizens are proud of their country for hosting worldwide event. People like customers and entrepreneurs are inspired to participate in the event. Next structure are relationships that have to be created between many partners like sport federation, media, politics, government. These partnerships can result in other activities like renovation of schools, coaching programs, training facilities and many others that support increased affiliation to sport because of the event. Every country and city want to present some cultural aspects that make the event unique and remembered . Many events have a special opening and closing ceremony that are a good opportunity to present tradition, history and culture of the region or the country. It can be supported by other ideas like event anthem or the mascot.

These structures that represent local factors can turn into long lasting effects of the event. First of all these factors can affect tourism sector. This is because of the infrastructure, image, knowledge and culture. Infrastructure and organizing skills can lead to organization of congresses in different fields. The same refers to fairs. Infrastructure, emotions and culture can influence better living standards. Business sector can also take the advantage of these factors. Finally, one sporting event that was successful can lead to bidding for another one even in different discipline or on bigger scale.

## **INFRASTRUCTURE**

Economic impact of hosting major sporting events can be analyzed in few areas. First of all we have to turn attention towards effects of stadium construction or other infrastructure depending on the specific event. These costs are usually major expenses. The amount of expenses is also determined by the scale of works. Sometimes there is a need to build new stadiums in other cases there is only a need for some extensions. In this area we should also consider other expenses in infrastructure that are indirectly connected with the sporting event but compulsory to fulfill the needs of visitors. Here we can point investments in roads and highways, airports and hotels.

To hosting country has to fulfill the standards that are usually set by the main organization (i.e. FIFA or UEFA). The rules are often strict describing how many and with which capacity should be the sport arenas. That should provide the highest quality product for media and for spectators. Very rarely the country can host the event without significant investments. Building new objects and extend existing ones is compulsory. These works can induce positive impact in many sectors, first of all in construction. The expenses on the stadiums are important part of the budget. The impacts generated by these investments will be distributed over several years. Many critics pay attention on the cost side especially after the event. There is a question that should be asked, will the stadium infrastructure be exploited enough to cover at least operational costs? There are many examples of hosting countries, that have invested large amounts in sport infrastructure without plans how to use it after the event. That is why nowadays the capacity of many stadiums is reduced after an event to stay profitable.

## **TOURISM IMPACTS**

The second area refers to tourism. The visitors have a huge impact providing turnover also in other sectors connected with tourism like transport culture and retail trade. Important factor is also crowding out that can reduce the positive impact from coming visitors. The analysis should be prepared in regional aspect because not only hosting cities take the advantage from the event but also the country as a whole.

We can divide tourists on the following groups:

- athletes, referees and escorts,
- officials – member of main organization,
- media,
- sponsors and VIPs,
- spectators.

Athletes are the main actors of the event. They attract crowds. The location is carefully analyzed by national teams to choose the most convenient one. From the economic perspective we should assume the average stay and average expenditure per person to calculate the accommodation cost of single team. The duration of accommodation depends on the performance of the team and can be extended as team qualify.

The officials are usually the members of main organization (i.e. FIFA or UEFA) that includes representatives of participating countries. They should be treated with special care on the highest level.

Media refers to journalists, presenters, operators, technicians and others. They have a special broadcasting centre. They are counted in thousands depending on the importance of the event and can be even multiplied in the final stage of the event.

Sponsors and VIPs usually purchase special business package that allow them to be treated in very special way.

The most important group of tourists and the most numerous group are supporters. They come to the event with enthusiasm different expectations and needs. This is a big challenge for organizers and supply side to give them proper product. Spectators can be subdivided into 5 groups:

- natives,
- home same-day visitors,

- foreign same day visitors,
- home tourists,
- foreign tourists.

Natives are hosting country residents remaining in their accustomed surroundings. When the residents need to travel they are called home same-day visitors. The same refers to the foreign same-day visitors. The need to travel to reach the event from other regions in the country or from abroad. Their expenditures can be assumed higher than natives. They used to spend more for example on transport. Home tourists are visitors that came to the event from hosting country and stay overnight in the hosting city. They will have to spend relatively higher. For example they need to pay for accommodation. The same refers to foreign tourists that came from abroad. Some of them come for shorter time others stay for a whole tournament. The numerous calculation of each group should be made. It can differ between the events depending on many socio-economic factors that are: population, country area, transport infrastructure, duration of the visit, prices, wealth of spectators.

Major sporting event can result in positive or negative effect on tourism. This refers mainly to visitors that plan to go to the hosting city or country and their final decision is determined by the event. We can distinguish three main groups of tourists that give positive impact and add money due to the event:

- the extenders that come to the hosting country and stay even longer due to the event,
- event visitors – tourists that travel to hosting country primarily due to the event,
- home stayers – residents that choose to stay in the country due to the event and spend their money instead of going on a vacation abroad, this is called import substitution.
- The crowding out effect is a reduction in private consumption because of the event. The main reason of crowding out is the price increase. Increase in demand leads to increase the quantity.

Because of the limited capacity, the prices increase. Tourists and residents have to pay more for accommodation, food and drink and other goods and services. Higher prices can make potential consumers to resign from traveling to host country and spending their money. There are also some other subjective reasons like not willing to travel to places that could be overcrowded.

Among the group that reduce the impact because of being crowded out are:

- cancellers – they wanted to travel to hosting country but finally cancel the trip because of the event,
- runaways – residents who leave the country and take extra holiday during the event (they are generally not interested at sport at all).

Among runaways we could distinguish “the changers”. They are residents that switch their vacation from another time of the year to the period of the event. They should not be considered as crowded out because they would spend money away anyway. On the other hand we have some tourists that switch their trip to hosting country to another period after the event. They also should not be consider in calculating crowding out effect because they will spend money in hosting country but in another time in near future (Preuss, 2011).

Tourist demand can result in economies of scale through production of goods and services. Many factors can determine tourism demand in the long-term. It needs sometimes additional investments after the event to attract more tourists. The quality of products and services should be improved as well as infrastructure that requires additional investments to keep the functionality and adjust to future needs and trend. (H.A. Solberg, H. Preuss, 2007).

## **OTHER AREAS OF INTEREST**

Another important area are media, advertising and telecommunication. This key sectors are nowadays very important in promoting the event that can result in economies of scale and perception by potential

consumers. Telecommunications market and technology in general determine the quality of the final product that is offered to spectators.

Organization of sporting event induce impacts on employment. These impacts concerns direct employed to serve the event but first of all those indirect impacts that refers to people employed in other sectors like construction, gastronomy or accommodation.

Expenditures that are spend due to the event gives value added. Value added is a measure that can properly describe economic performance. It refers to the salaries of employees, taxes paid to the state, interests and dividends for the investors and retained earnings. Investments in infrastructure can result in economies of scale that is also kind of invisible effect, hard to measure.

## UEFA EURO 2012 CHAMPIONSHIPS

In 18th April 2007 the common offer of Poland and Ukraine won the bidding for UEFA Euro 2012 Championships. From that moment it was 5 years to take the challenge and manage to prepare everything on time. Poland as well as Ukraine had to make huge efforts to fulfill all UEFA requirements. The countries had to invest a lot especially in infrastructure. For enthusiasm and organization skills no one worried about. To organize the event, Poland established special company – PL.2012. Finally the tournament took place since 8th June till 1<sup>st</sup> July 2012.

### Infrastructure

The Polish part of the tournament was played on 4 stadiums. Ukraine also had to prepare 4 stadiums. On the early stage of preparations to hosting the tournament 6 stadiums in Poland were considered as relevant to invite players. Finally after UEFA investigations the decision was to play the tournament on 4 stadiums in Warsaw, Gdansk, Poznan and Wroclaw. The stadium in Krakow was also prepared and selected as a training stadium for one team. The stadium infrastructure in Poland was not on the high level before 2008. Even on the beginning of 2008 the UEFA criticized delays in this matter (**Table 1**). Investment in stadiums were crucial for organizing UEFA Euro 2012 Championships. Finally, all 4 stadiums were finished on time and opened before the tournament. They were even tested hosting some smaller events before UEFA Euro 2012.

**TABLE 1**  
**EVALUATION RISKS OF POLISH STADIUMS**

City	Report date			
	22 February 2008	6 November 2009	UEFA Comitee in 2011	17 February 2012
<b>Warsaw</b>	Very high risk	High risk	Medium risk	Opened
<b>Gdansk</b>	High risk	Medium risk	Low risk	Opened
<b>Poznan</b>	High risk	Low risk	Low risk	Opened
<b>Wroclaw</b>	High risk	Medium risk	Medium risk	Opened
<b>Chorzow</b>	Very high risk	High risk	Not relevant	Not relevant
<b>Krakow</b>	Medium risk	Low risk	Not relevant	Not relevant

Source: UEFA Evaluation Reports before UEFA Euro 2012.

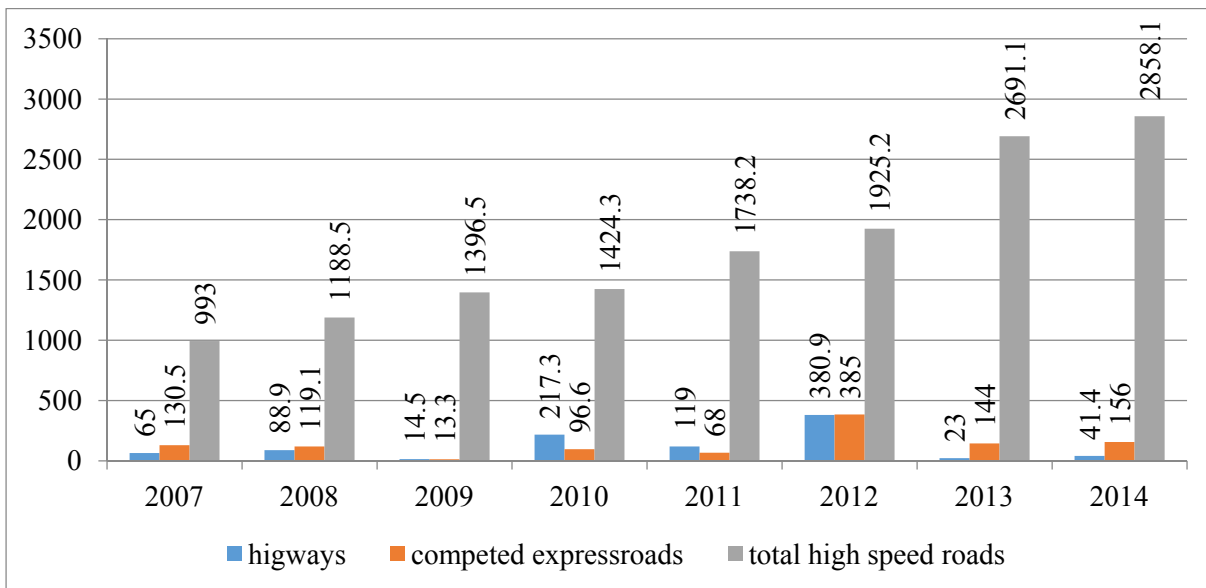
In case of general infrastructure, Poland had five main airports and next five smaller ones prepared to serve visitors. The next challenge for the organizers was to create adequate road infrastructure which like stadiums was insufficient. Many projects had to be built from scratch.

In comparison to the end of 2007, the roads network was significantly extended. The total length of the highway network increased during this period by 72%, while expressroads by 145% (Figure 1.). Even though not all projects were finished on time the improvement was visible. Some investments were made

also in railway network, that was also popular in visitors. Some important projects were made in hotels and accommodation infrastructure.

During the preparation period 83 investments that were key or important for the event were being carried out. The cost of those projects was 93 bn PLN. 69% of these investments were accomplished before the tournament. The value of all investments made before the UEFA Euro 2012 in the full intended scope of the 5-year period of preparation for the tournament was 47 bn PLN. 26 key and important investments were not realized until the beginning of the tournament. They represented 31% of total investments of 46 billion PLN. It is good result having in mind the scope of the investments. The key ones in case of stadiums and roads infrastructure were made on time.

**FIGURE 1**  
**DEVELOPMENT OF A NETWORK OF HIGHWAYS IN POLAND IN 2008-2014 (KM)**



Source: Central Statistical Office of Poland.

Table 2. compares the costs of organization UEFA Euro 2012 in Poland and Ukraine in accordance to Erste Group Research. The common fact is that the majority of expenditures was spent on transport infrastructure – 74% in Ukraine and 86% in Poland. There was especially a need to improve roads infrastructure in both countries and also airports in Ukraine. Each country spent approximately 1,5 bn USD on stadium building or extension. We should point that the costs of organizing UEFA Euro 2012 were almost 3 times higher in Poland then in Ukraine. Lets notice that the costs of building the stadiums is not major as it might seem.

**TABLE 2**  
**EXPENDITURES RELATED TO UEFA EURO 2012 IN POLAND AND UKRAINE**

Expenditure	Ukraine		Poland	
	bn USD	of total	bn USD	of total
<b>Transport</b>	9,8	74%	28,3	86%
<b>airports</b>	2,7	28%	1,2	4%
<b>roads</b>	4,0	41%	18,5	66%
<b>railroads</b>	2,4	24%	5,0	18%
<b>public transport</b>	0,7	8%	2,9	10%

<b>Sport venues</b>	1,6	12%	1,5	4%
<b>Hotels</b>	1,2	9%	1,5	4%
<b>Electricity</b>	0,2	2%	-	-
<b>Healthcare</b>	0,1	1%	-	-
<b>Team base camps</b>	-	-	0,6	2%
<b>Other</b>	0,2	2%	1,2	4%
<b>Total</b>	13,3	100%	33,0	100%

The exchange rates taken into account on 1<sup>st</sup> July 2012:

UAH/USD =0,1243,

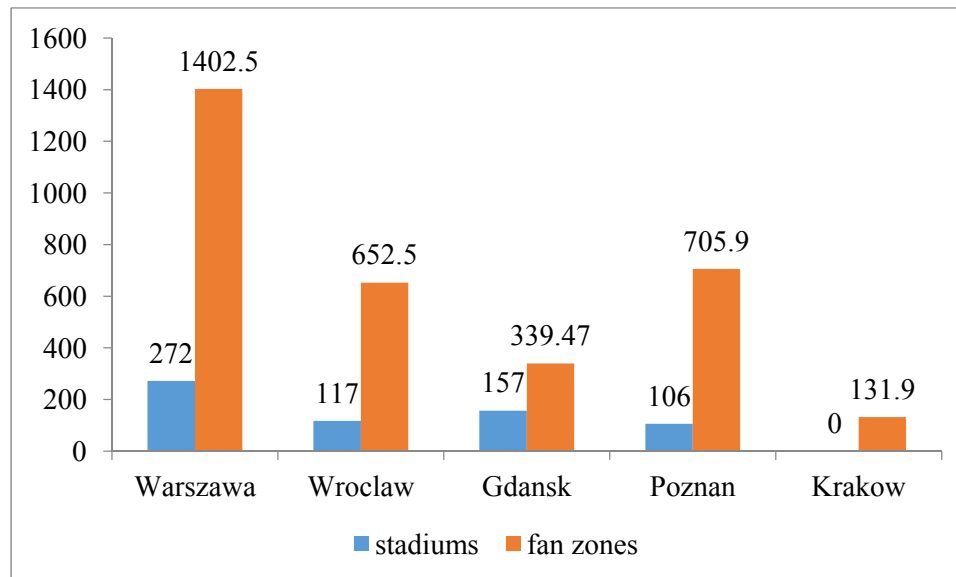
USD/PLN=3,3969.

Source: Erste Group Research – EURO 2012 in Poland-Ukraine.

### Visitors

The matches of the tournament were watched by 652 thousands people on all 4 stadiums. The supporters came from 110 countries around the world. Most fans visited the stadiums in Warsaw and Gdansk, respectively 272 and 157 thousand fans. Besides very popular phenomenon were the fan zones. Visitors that have not got the tickets to the stadium could watch the matches and feel specific atmosphere there. The fan zones were build in host cities as well as in the smaller cities where many visitors stayed during the event. Polish biggest fan zone in Warsaw was visited by over 1,4 million people. Other fan zones in the host cities were also very popular. The fan zone in Wroclaw was visited by over 600 thousand persons, in Poznan by more than 700 thousand supporters (Figure 2.).

**FIGURE 2**  
**NUMBER OF VISITORS IN THE STADIUMS AND IN THE FAN ZONES DURING**  
**UEFA EURO 2012**



Source: *Report on the implementation of Euro 2012*, Ministry of Sport and Tourism, Warsaw 2012.

Visitors create turnover of the event. Not only those who enter the stadiums but also others that celebrate the event and spend money on goods and services. Among all foreign visitors a little over 20% stayed only for one day. Each one of them spent on average 104 USD, while 33,5% was spend on catering, 18,4% on transport and 14,5% on recreation. In comparison with those who stayed longer, an

average spending on single visitor amounted to 524 USD. Foreign visitors spent about 376 mln USD during the event (Table 3.).

UEFA Euro 2012 tournament was finished. In opinion of spectators and representatives the organization of the tournament was on the world class level. There is a question how this success can turn into additional benefits in the near future. Will the sports infrastructure and this general one be effective and result in building an economic growth? How Poland is perceived now by foreigners, do they come and visit the country more likely?

92 percent of foreign visitors positively rated the atmosphere during the tournament, and 85 percent very well commented on the organization of the Championships in Poland. Almost all, as many as 92 percent of foreign visitors declared that after returning to their homelands, will recommend Poland to friends as a country attractive to tourists and worth to visit. Nearly 80 percent of respondents said they would visit Poland again. 91 percent of Poles expect that their country should re-organize big sporting event in the future.

**TABLE 3**  
**NUMBER OF DAYS SPENT AND EXPENDITURES OF VISITORS, NON RESIDENTS**

	Number of people (ths)	Average days spent	Average spending per person (USD)	Total spending (mln USD)	Total spending (%)
<b>Visitors</b>	650,1	4,5	524	341	90%
<b>same-day</b>	144,1	1	104	15	4%
<b>longer stay</b>	506	5,5	644	326	96%
<b>VIP, NFP &amp; UEFA Family</b>	15,4	2,8	971	15	4%
<b>Media representatives</b>	8,4	8	929	8	2%
<b>Teams</b>	2,4	15,3	5304	13	3%
<b>Volunteers</b>	0,4	18	309	0,1	0,03%
<b>Total</b>	677	4,6	556	376	100%

Source: PL.2012, UEFA, Department of Tourism Ministry of Sport and Tourism.

### Long term effects

In fact, after UEFA Euro 2012 Poland has organized many tournaments on the highest level. There should be mentioned: FIVB Volleyball Men's World Championship in 2014, UEFA European League Final in 2015. In 2016 Poland host European Men's Handball Championships and Final Six Tournament of World League in Volleyball. In coming year - European Men's Volleyball Championships and UEFA European Under-21 Championships.

All four stadiums are in use. In Gdansk, Poznan and Wroclaw play local football teams. Besides these cities host other events like concerts. National Stadium in Warsaw is the place where Polish national team plays the matches. Besides it is multifunctional and host different kinds of events, from speedway championships, motor shows, concerts to even sailing competitions.

Organizers, authorities as well as citizens hope that hosting any kind of mega event will induce positive effects in tourism industry. In table 4. was presented basic statistics describing tourism industry outcomes in the range before UEFA Euro 2012 till 2014.

Although the number of foreign tourists increased, the tendency is quite stable. In 2012 due to the event, number of foreign tourists increased by 11% in comparison to 2011. We should assume that it could be even more but there was also crowding out effect. Polish economy get more and more from



foreign tourists with the amount of 7,46 bn USD in 2015. The share of tourism in GDP increased during the event and in next year to the level of almost 6% and decrease in 2014 to the levels before the event (table 4.).

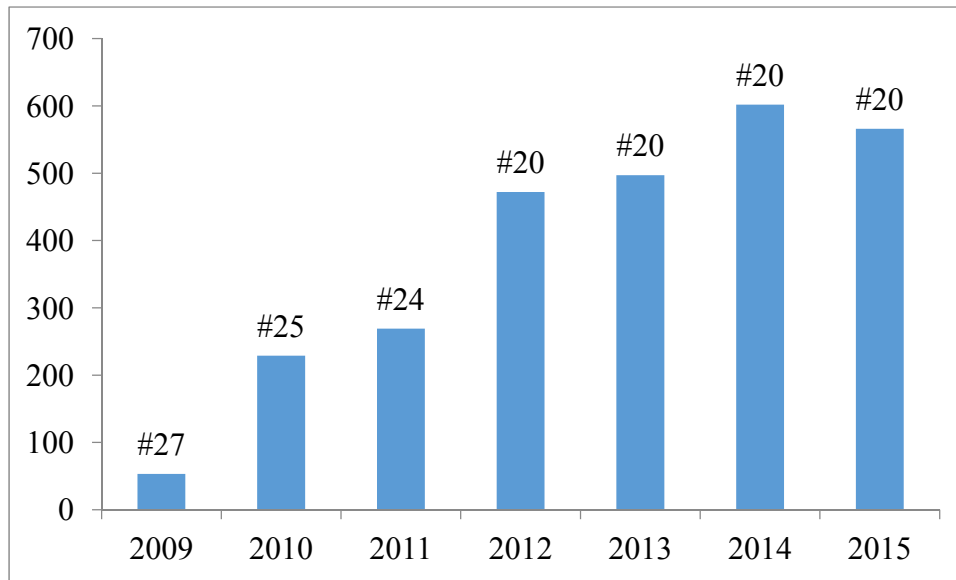
What Poland has gained thanks to the UEFA Euro 2012 in terms of image? The country was promoted in whole Europe and around the world. Football is the most popular discipline, through which countries and companies can be visible. The biggest advantage of football is the amount of spectators that represents demand on different kinds of goods and services. Many fans kept in mind beautiful moments they spent in Poland and most of them can come back here sooner or later. Poland has its own mark. Is recognized all over the world through history moments, peoples and now with sporting events. Brand Finance Institute carries out the research on nations brand. On the figure 3 was presented the data for 2009-2015. In 2009 the value of Poland as a brand was a little over 50 bn USD. In 2012 it increased almost twice and in 2015 the value of Poland as a brand amounted to almost 600 bn USD ranking on 20th place in the world. That can show, how Poland is perceived now in comparison to the years before UEFA Euro 2012.

**TABLE 4**  
**FOREIGN TOURISTS IN POLAND 2009-2015**

	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
<b>Number of foreign tourists (thousands)</b>	11890	12470	13350	14840	15800	16000	16722
<b>Expenditures per day of stay (USD)</b>	74	75	80	78	76	66	59
<b>Expenditures per person (USD)</b>	409	390	405	404	401	455	446
<b>Revenues from foreign tourists arrivals (bn USD)</b>	4,86	4,86	5,41	6	6,34	7,28	7,46
<b>Tourism share in GDP (%)</b>	5,19	5,17	4,68	5,97	5,96	5,16	5,6

Source: Department of Tourism Ministry of Sport and Tourism.

**FIGURE 3**  
**THE VALUE AND THE RANK OF POLISH BRAND IN NATIONS BRAND INDEX BY BRAND FINANCE (BN USD)**



Source: Brand Finance Institute, London, UK.

GDP growth analysis show how the economy is performing. In table 5. we can find data on Polish GDP growth and GDP growth of OECD countries. We can notice that before 2012 Polish economy was performing very well in comparison to OECD countries. In 2013-2015 the difference is smaller but still Polish GDP growth is higher than in OECD countries.

**TABLE 5**  
**GDP GROWTH IN POLAND IN COMPARISON TO OECD COUNTRIES (%)**

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
<b>Polish GDP growth</b>	6.19	7.2	3.92	2.63	3.7	5.01	1.56	1.26	3.28	3.65
<b>OECD</b>	2.99	2.6	0.21	-3.54	2.93	1.75	1.22	1.14	1.76	1.97
<b>Difference</b>	3.2	4.6	3.71	6.17	0.77	3.26	0.34	0.12	1.52	1.68

Source: World Bank Database.

It is assumed that till 2020 Poland can gain additional 6,9 bn USD of PKB that refers to 1,3% of PKB in 2012. Other impacts can concern export - 5,8 bn USD and private consumption – 3,6 bn USD.

**TABLE 6**  
**CUMULATIVE EFFECTS OF UEFA EURO 2012 TILL 2020 IN PRICES OF 2012 (BN USD)**

	bn USD	related to 2012 in %
<b>GDP</b>	6.9	1.3
<b>Private consumption</b>	3.6	1.1
<b>Government consumption</b>	0.2	0.2
<b>Investment</b>	0.1	0.1
<b>Export</b>	5.8	2.4
<b>Import</b>	2.8	1.2
<b>Tax Incomem</b>	1.5	1.4

Based on exchange rate at the end of 2012: USD/PLN=3,0996

Source: Borowski, J., J. Boratyński, A. Czerniak, P. Dykas, M. Plich, R. Rapacki, 2012.

## CONCLUSION

Organization of sporting events is very expensive and very rarely profitable in the meaning of direct incomes. The activities and investments in connected sectors can induce positive impacts in other areas taking the advantage from economies of scale. Many impacts like satisfaction, enthusiasm and proud cannot be measured in money but can induce positive attitude and entrepreneurship. Poland is an example of the country that through preparing and hosting mega event took the opportunity to improve economy especially in infrastructure.

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