Event Tourism Economical and tourstic impacts on regional economy
– A study of Polish regions preparations for UEFA EURO 2012

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Abstract

The aim of the study was to examine what the economic and touristic impacts of the sports event - UEFA EURO 2012 - will have on Polish regions. The essay was limited to some specific regions in Poland. Those regions were Gniewino, Malbork, Kalisz, Legionowo, Pommerian Province, Cracow, Olsztyn and Zamosc.

The Football Championships that will be held in 2012 are dependent of the big amount of football fans that will came and spend their money in Polish regions. Thanks to the increased consumption this creates demand for local services and products.

The generator of spending is the tourism multiplier that is the main link to the touristic expenditure. The multiplier is a catalyst of the region that creates jobs, growing yield, promotion of the region and improvement of its infrastructure and leisure facilities. This is considered as an advantage from an economical and touristic point of view.

The economical and touristic benefits are different for every mentioned region in the study because of their location and link to the UEFA EURO 2012.

This study shows only how the different eight regions prepare for the UEFA EURO 2012 and what they think that the negative and positive economical and touristic impacts will gain them. The study gives only a short brief of the football event of what can happen.

Keywords: tourism multiplier, economical and touristic impacts, event tourism, mega sport events
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1. Introduction

1.1 Problem discussion

Event tourism plays a key role in building a more successful and attractive destination. Event visitors can create a huge economic and touristic impact on the hosting destination. Hosting events helps to bring new markets segments to a hosting region. Events bring people together of same interests and events are of limited duration. Hosting mega event like European Football Championships can bring both benefits and losses for the hosting countries.

The European Football Championships are organised every fourth year. Poland and the Ukraine will be hosting the 2012 European Football Championships and this sports event will take place between June and July 2012. Last time, in 2008, it was hosted by Austria and Switzerland. During the UEFA football championships in 2012 there will be a huge increase of tourists from different countries and many people will watch the matches on television.

Mega sport events like UEFA (The Union of European Football Associations) European Football Championships 2012 have an enormous interest among football fans from all over the world. More than 12 million fans have applied for tickets for the football games in 2012. Sixteen different national teams from European countries will compete in 31 matches to be crowned as European champions in football. The matches will be played in eight different cities in Poland and Ukraine. The cities in Poland are Gdansk, Poznan, Warsaw and Wroclaw and in the Ukraine they are Donetsk, Lviv, Kharkiv and Kiev. The opening match will be held in Warsaw on 8th June and the final match in Kiev on 1st July. No less than 1.4 million football fans are expected at the football stadiums (www.uefa.com).

This event can create huge economical benefits, not only for the tourism industry but also for the whole economy of the destinations, and it also impacts on the local economies. The large amount of tourism expenditure generates cash flow into the regional economy and increases local income. Tourist spending during the event will help to boost the local economy.

Tourist spending creates tourism multipliers that effect the hosting destination and has both a positive and a negative economic impact.

Hosting a big event puts the country or the city on the map and it provides major international exposure for the host. Such events can be seen as political events that serve to showcase the political, cultural and economic power of the hosting country (Baade and Matheson 2004).

1.2 Events and the local economy

Big-events are one-time events that have profound long-term impacts, both of a negative and positive nature on the hosting society. Despite the negative impacts, communities compete against each other to host these events because of the expected profits for the local businesses and communities. Big events attract a great deal of attention to the host and create positive economic advantages. One of the biggest profits that a hosting community will get is permanent facilities created for the event and usually used by residents after the event. Mega-events are supposed to improve shopping and cultural opportunities for the local inhabitants, strengthen regional traditions and values, and it can also lead to a better understanding of other customs (Gursoy et al. 2006).

Tourism is often related to positive economic impacts that take place through advertising the destination and increased tourist visits create more employment opportunities and higher tax
income. The negative impacts are loss of authenticity, opportunity cost and inflated prices, and community resistance (Custido and Perna 2008).

Greater emphasis is highlighted on the financial impacts of events, mostly to justify expenditure and in order to encourage governments and employers to meet budget goals (Allen et al. 2006).

Sport events are an effective way of securing the touristic benefits for small towns and rural areas. Big sport events can be catalysts for new improved infrastructure and new facilities. The major benefits for a community that is hosting a sports event are increased feeling of pride at being the host to a great event and improved leisure opportunities (Getz 2003).

Major events act as catalysts for attracting image-makers and tourists, providing competitive advantages, positioning destinations in the market, and creating destination profiles. The aim of events is to create a positive destination image, increase the tourist-destination, increase the economic revenue of the destination, expand the traditional tourist season, and draw international and national visitors (Custido and Perna 2008).

The benefit of tourism is the multiplier effect as tourist expenditures are recycled through the local economy. Economic impact models are used by the authorities to estimate the overall employment gains in services and goods consumption resulting from the touristic multipliers. Their touristic benefits are local and state revenues derived from taxes on tourism, and increased employment opportunities in restaurants, hotels, transportations and retail establishments (Bowen et al. 2003).

Growing needs in the tourism sector can contribute to the creation of new jobs in catering, hotels, museums and other attractive places for tourists. This will also create new opportunities beyond the immediate tourism sector such as in the food-producing industry.

The hosting countries will have to improve the current transportation infrastructure and quality of their football stadiums. Ukraine and Poland must ensure that football fans have the possibility to freely move between cities hosting the football games.

1.3 Aim:

The aim of the thesis is to examine what the economic and touristic impacts of the sports event - UEFA 2012 - will have on Polish regions. The study was limited to some specific regions in Poland.

1.4 Research questions:

1. What can be the economic and touristic benefits during the European football championships for regions in Poland?

2. What are the advantages and disadvantages during the preparation of hosting the EURO 2012 championships for the different regions in Poland?
2. Method:

In this part of the thesis it will be explained why qualitative method has been chosen.

2.1 Qualitative method

Quantitative research is not suitable for this because it refers to counts and measures things. This study is aimed at finding out what will be the benefits, advantages and disadvantages of the UEFA EURO 2012 on some specific Polish regions’ economy (Berg 2007).

However, qualitative research gives a better analysis of the empirical data because most of the gathered data is done by e-mail interviews (and one telephone interview) about the current situation. Further facts have been collected on the Internet and which are based on text (Berg 2007).

Qualitative research seeks answers to questions by examining various social settings and the persons who inhabit them. A qualitative researcher is interested in how individuals arrange themselves and how they make sense through their social structures and social roles. The interviews are made with the responsible persons of economic and touristic development in different regions of Poland. This gives an opportunity to understand how the various authorities in different regions in Poland prepare for the football games and what economic and touristic benefits they might get (Berg 2007).

The interviews were made from a semi-standardized perspective because the questions that were asked over the telephone and sent by e-mail were asked in a consistent and systematic order. The formulation of the questions was adjusted to the respondents so they could answer clearly and easily. Not every question had the same meaning (Berg 2007).

The questions were adjusted to the theory so it would be easier to analyse the collected data. That means that the study has a deductive approach. This approach has a relationship between research and theory in which the latter is conducted to ideas and hypotheses. In this way the inductive approach was not used. The inductive approach analyses data in which the researcher seeks universal explanation of a phenomenon by pursuing the collected data until no cases that are inconsistent with hypothetical explanations of phenomenon are found (Bryman 2004). The inductive approach is more data-driven where raw information is generating the thematic code. This thesis is generating thematic codes from theory which means that it is theory-driven (Boyatzis 1998).

Both the telephone and e-mail interviews were made anonymously. The anonymity allows the respondents to remain on their own turf without face to face interaction (Kerson and McCoyd 2006).

One interview by telephone was made with the Pomorskie Tourist Board of a telephone interview was that it reduced the costs of travelling and that you can call the respondent from anywhere in the world (Berg 2007). The disadvantage was that I couldn’t talk to the respondent face to face which made the interview shorter and less information was collected.

Other interviews were made by e-mail. This was the best way to contact the interviewees that had insufficient time to meet face to face and wanted to have time to answer the questions.
An e-mail questionnaire was sent to the respondents. Such questionnaires are easy to construct and answer. The only thing an interviewee has to do is to complete answers and reply by sending it back. The main disadvantage of that is the questionnaire may not be completed properly (Descombe 2003). That means important data may by lost during the answering process.

E-mail interviews do not give any opportunity to make any observations they only produce reports of the compiled data. It could be due to the fact that the interviewee has changed the e-mail and that therefore leads to loss of data (Kerson and McCoyd 2006).

The email questionnaires were sent to different authorities in Poland but the hosting cities like Gdansk, Warsaw, Wroclaw or Poznan didn’t answer. Not all the interviewees answered the questions but only a city representative of Olsztyn left a promotion conception and left me a reason as to why they don’t want to have football fans in their city. Olsztyn has seen this instead as an opportunity to be an alternative to a football free city for tourists with no interest in football during the UEFA EURO 2012. I took even contact with other parts of Poland but didn’t get any answer even if the responsible persons of the regions tourism board promised to answer the questions. Which means that some important information was lost during the interview process.

The essay is done from a hermeneutical point of view in as much as the interviews comprise of text but not of statistics. The scientific articles, books and interviews are transcribed into text.

This study is based on hermeneutics because it helps to do an analysis of the chosen theme by collected data and literature (Brinkmann and Kvale 2009).

The validity of collated data is high because the questionnaire was adjusted to the research questions and theory. The respondents are reliable because they work for the responsible tourism and sports authorities of the region that they represent in Poland (Descombe 2003).

All the respondents wanted to be anonymous. The interviews were made in Polish and afterwards were translated into English.

2.2 Selection

Telephone interview:

Pomorskie Tourist Board 2011-05-06

E-mail interviews:

Region of Olsztyn 2011-04-22
Region of Kalisz 2011-04-22
Region of Legionowo 2011-04-28
Region of Malbork 2011-04-29
Below you can see two maps of Poland one from a touristic point of view and on the other map you can find most of the interviewed regions.

(Figure 1 Tourism map of Poland www.blogi.szkolazklasa.pl)
(Figure 2 Map of Poland’s Regions www.walkus.com)
3. Previous research

Previous research shows that mega sport events like The Olympic Games are the most important international tourism events but which also have both positive and negative sides. This part of the thesis is concentrated on case studies that show the advantages and disadvantages of sport events.

3.1 Olympic Games

Event tourism has been seen as one of the current key phrases. The Olympic Games is seen as a catalyst that drives tourism. The economic impact of the Games is dependent on the number of tourists that come to an event. Tourism development has been different in the Olympic cities. After the Olympics in Lillehammer 1994 the overnight stays rose by 38% from 1993 to 1994 and the number of stays fell after the event. The developments have been different in different hosting cities of the Olympic Games (Preuss 2004).

The Olympic Games didn’t generate huge growth in capacity in Los Angeles USA. But the occupancy rate was much higher than in previous years. The mega-event caused great redistribution in the tourism sector in Los Angeles. This way they wounded up the income losses of nearby tourist amenities (Preuss 2004).

1988 in Seoul, South Korea was a turning point for the tourism industry. The Games had generated one million more tourists. After the event many agencies and new airline connections had opened. The tourism industry grew in great numbers. It has been a success for Seoul and it has created a pleasant and safe destination (Preuss 2004).

The Olympic Games in Barcelona, Spain in 1992 didn’t cause any considerable growth of visitors during the event. The Olympic Games has given the city improved infrastructure and convection centres. The Olympics has helped Barcelona to transform into a big tourist destination. In 1990 the overnight stays were 3.8 million and seven years later they had increased to 7 million. The number of hotels grew enormously. The Olympic event in 1992 has been a catalyst that has transformed the destination’s tourism forecast and it shows the importance that The Olympic Games can have on the tourism industry (Preuss 2004).

During The Olympic Games in Sydney, Australia in 2000 there was in part a miscalculation. Sydney OCOG booked too many hotels rooms and some of those hotels remained vacant. There has been a decrease in some business during the Games in Sydney, like The Sydney Zoo had a decrease of 300% of visitors (Preuss 2004).

The economical impact of The Olympic Games was dependent on the number of foreign visitors because they spent money in the hosting region. The number of visitors strongly depends on the geographical location of the hosting destination (Preuss 2004).

Mega sport events are often used to promote the region from a touristic perspective. This “free” promotion brings to the destination long-term benefits including an enhanced tourism image. This is the positive side of hosting a mega sport event (Preuss 2004).

The disadvantage is that non event tourists or residents avoid the event which leads to loss of money for the community which would have been spent otherwise in the hosting destination (Preuss 2004).
4. Theoretical framework

In this part of the study the theory will be presented.

4.1 Event Tourism

Event tourism is recognized as being inclusive of all planned events in an included part of marketing and development. Event tourism is viewed from both supply sides and demand. The demand is what the consumer wants to do and what they spend on. In the demand side is the assessment of value in promoting a positive destination image (Getz 2008).

(Figure 3 Event tourism at the nexus of tourism and events studies Getz 2008: 406)

The supply side contains the destination’s development amenities and promotions to attract visitors to the destination and this serves as a catalyst for tourism development in the region (Getz 2008).

(Figure 4 The portfolio approach to event tourism strategy-making and evaluation Getz 2008: 407)

The event portfolio above shows what high value and benefits EURO 2012 can bring for Polish regions.
1. Attract large numbers of visitors, before, during and after the event who otherwise wouldn’t visit the hosting region  
2. Maximize tourist spending  
3. Create high levels of international awareness and a positive image of the host country  
4. Develop supply and infrastructure which will permanently expand the region’s capacity and attractiveness  
5. Develop new marketing and organizational capabilities  
6. Heighten community desire for hosting events  
7. Stimulate the hospitality and tourism sectors through greater business activity, heightened co-operation and marketing  
8. Establish links which will contribute to future tourism development

Getz states that the above points contribute to future tourism development in a region for a long term and generates a positive image and economical touristic impact (Getz 1999).

4.2 Economical and tourism impacts

According to Allen et.al., tourism is an industry that is considered by governments as capable of delivering job creation, economic profits and as an image-maker that can create a profile for a destination and position it on the market and hence provide a competitive marketing advantage (Allen et.al 2006).

Allen et.al. state that events have a large field of impacts, both negative and positive, on the hosting destinations. Negative impacts can be regulated through intervention, awareness and good planning. “Great emphasis is often placed on the financial impacts of events, partly because of the need of employers and governments to meet budget goals and justify expenditure, and partly because such impacts are most easily assessed.” (Allen et al. 2002: 25). Destinations that improperly manage events can damage their image reputation (Allen et al. 2002).

Events are welcomed also because of construction of event facilities, improvements of transportation network infrastructure and attracting broader commercial interest to the hosting destination. Events provide for the society an expansion of the market of existing companies, attracting new business and areas to settle (Hall 1992).

Cooper et.al states that the economic impacts of tourism on a hosting economy is in general positive but also has negative impacts on the destination as mentioned below by Hall and Allen et.al.

**Tourism and economic impacts (Allen et al. 2002)**

<table>
<thead>
<tr>
<th>Positive impacts</th>
<th>Negative impacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promotion of the destination</td>
<td>Authenticity loss</td>
</tr>
<tr>
<td>and growing tourist visits</td>
<td>Damage of destinations’ reputation</td>
</tr>
<tr>
<td>Longer stay over</td>
<td>Society resistance to tourism</td>
</tr>
<tr>
<td>Higher tax income</td>
<td>Inflated prices</td>
</tr>
<tr>
<td>Growing yield</td>
<td>Opportunity costs</td>
</tr>
<tr>
<td>Job opportunity</td>
<td>Exploitation</td>
</tr>
</tbody>
</table>
### Economic dimensions (Hall 2008)

#### Economic environment

<table>
<thead>
<tr>
<th>Positive</th>
<th>Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased expenditure</td>
<td>Localised inflation</td>
</tr>
<tr>
<td>Creation of employment</td>
<td>Replacement of local labour by outside labour</td>
</tr>
<tr>
<td>Increase labour supply</td>
<td>Greater seasonal unemployment</td>
</tr>
<tr>
<td>Increased value of real estate</td>
<td>Real estate speculation</td>
</tr>
<tr>
<td>Increase in standard of living</td>
<td>Increased income gap between wealthy and poor</td>
</tr>
<tr>
<td>Improved investment in infrastructure and services</td>
<td>Opportunity cost of investment in tourism means that other services and sectors do not get support</td>
</tr>
<tr>
<td>Increased free trade</td>
<td>Inadequate consideration of estimate of tourism costs</td>
</tr>
<tr>
<td>Increased foreign investment development</td>
<td>Inadequate estimate of tourism costs</td>
</tr>
<tr>
<td>Diversification of economy</td>
<td>Increased free trade</td>
</tr>
<tr>
<td></td>
<td>Loss of local ownership</td>
</tr>
<tr>
<td></td>
<td>Overdependence on tourism for employment and economic development</td>
</tr>
</tbody>
</table>

#### Industry and firm

<table>
<thead>
<tr>
<th>Positive</th>
<th>Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased destination awareness</td>
<td>Acquisition of a poor reputation as a result of inadequate facilities, improper practices or inflated prices</td>
</tr>
<tr>
<td>Increased investor knowledge concerning the potential for investment and commercial activity in the destination</td>
<td>Negative reactions from existing enterprises due to the possibility of new competition for human recourses and state assistance</td>
</tr>
</tbody>
</table>
Development of new infrastructure and facilities including accommodation and attractions

Increase in accessibility
Improvements in destination image

The generation of economic impacts by event visitors who spend their money on services and goods during the stay in the hosting destination gives a big boost to the local economy, and the negative displacement of investments of such income can lead a destination in a direction which is detrimental to tourism development (Cooper et.al 1998).

Tourism stimulates the local economy by creating work and income for the inhabitants. Tourism consumption is generated by importing consumers to the region - in this case football fans. The tourism industry also draws with it supplies of services and goods. This provides leverage for economic activities and promotes local distribution in various sectors. Tourism may be a helping hand by attracting new investments to the destination. The touristic activity is a large benefit for regional economies by creating demand for local services and goods (Prosser 2001).

Event tourists spend their money on many different things like petrol, accommodation, food, shopping, entertainment and transport.

(Figure 5 Economic impact of regional tourism Prosser 2001: 96)

Consumption by tourists injects the money into the regional economy and will have a multiplier effect in the local economy as the received funds through consumption are spent and re-spent by employees and employers. If more money circulates within the economy, the larger the multiplier effect will be (Prosser 2001).
The model “How the multiplier process operates” shows us how a destination is effected by the multiplier by tourism spending in an urban area on both services and goods. Leakages occur when imported merchandise is sold to the event tourists to meet their needs and demands (Page 1995).

Those two models explain the process of the economical impacts on a destination. This would have a positive impact on a hosting destination of a mega sport event, like UEFA EURO 2012 will have on Polish and Ukrainian regions.

The multiplier is an important approach to the evolution of regional economic impacts of tourism. It is based on the analysis of the multiplier effect and changes in the touristic activity where a distinction is made between derived and direct effects. The economic impacts of tourism are measured in many terms as income, employment, and taxes (Jensen-Butler et al. 2007).

According to Armstrong and Taylor the concept of the multiplier plays a key role in all different varieties of regional models. This model plays a vital role in understanding regional economics. It is based on understandable notions that one person’s expenditure becomes another person’s income, since the consumption rises when salaries increase, “...any extra expenditure feeds through into further expenditure...” (Armstrong and Taylor 1985:8). This economic based model were among the first models of regional employment and income purpose. This economic base approach suggests that regional income and employment are
heavily dependent on basic sector which sells its output to buyers who are residents of other areas (Armstrong and Taylor 1985).

The main way in which the initial injection of the expenditure has been adjusted is by subtracting the import content from initial expenditure.

Figure 7 Leakages During the First Round in the Multiplier Process: The Case of a Regional Economy Armstrong and Taylor 1985:15)

The effect of the multiplier will depend on any given injection of expenditure upon the type of income change being investigated. When this multiplicand is done it can be estimated. This will estimate the regional income. This is not only dependent on the injection of expenditure into a region by the type of regional income change being investigated, but also on the type of injection. If this injection takes the form of an increase in the disposable income of the region’s inhabitants due to an inflow of income from other districts, there will be no leakage at all from the first round of income generation. If this injection is the consequence of a main new investment project in the region, then the risk is that much of the initial expenditure may leak out from the region during the first round (Armstrong and Taylor 1985).
4.3 The Tourism Multiplier and Power of travel

The event tourism is helping to boost the local economy by tourist expenditures. The tourism multiplier is the generator of tourism spending at an event. This consumption creates employment and income not only for the tourism industry, but also for other businesses.

Below is a short description of the tourism expenditures and ultimate beneficiaries (Goeldner and Ritchie 2009).

<table>
<thead>
<tr>
<th>Tourists spend on:</th>
<th>Tourism industry spends on:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beverages</td>
<td>Administration</td>
</tr>
<tr>
<td>Cosmetics</td>
<td>Advertising</td>
</tr>
<tr>
<td>Clothing</td>
<td>Commissions</td>
</tr>
<tr>
<td>Entertainment</td>
<td>Wages and salaries</td>
</tr>
<tr>
<td>Food</td>
<td>Tips gratuities</td>
</tr>
<tr>
<td>Gifts and souvenirs</td>
<td>Entertainment</td>
</tr>
<tr>
<td>Lodging</td>
<td>Legal and professional services</td>
</tr>
<tr>
<td>Internal transportation</td>
<td>Purchases of beverages and food</td>
</tr>
<tr>
<td>Personal care</td>
<td>Purchases of materials and supplies</td>
</tr>
<tr>
<td>Photography</td>
<td>Repairs and maintenance</td>
</tr>
<tr>
<td>Tours and sightseeing</td>
<td>Utilities-electricity, gas, water</td>
</tr>
<tr>
<td></td>
<td>Transportation</td>
</tr>
<tr>
<td></td>
<td>Insurance</td>
</tr>
<tr>
<td></td>
<td>Rental of premises and equipment</td>
</tr>
<tr>
<td></td>
<td>Interest and principal payments of borrowed funds</td>
</tr>
<tr>
<td></td>
<td>Income and other taxes</td>
</tr>
<tr>
<td></td>
<td>Replacement of capital assets</td>
</tr>
<tr>
<td></td>
<td>Return to investors</td>
</tr>
</tbody>
</table>

**Ultimate Beneficiaries:**

- Accountants
- Advertising and public relations
- Appliance stores
- Architects
- Arts and crafts producers
- Attorneys
- Automobile agencies
- Bakers
- Banks
- Beach accessories
- Butchers
- Carpenters
- Cashiers
- Charities
- Chemists
- Clerks
- Clothing stores
- Clubs
- Confectioners
- Contractors
- Cultural Organizations
- Government
- Education
- Health
- Roads and railroads
- Utilities
- Development and others
- Greengrocers
- Grocery stores
- Financiers
- Furniture stores
- Importers
- Insurance agencies
- Landlords
- Laundries
- Manufacturing agents
- Managers
- Media
- Motion picture theatres
- Nightclubs
- Office equipment suppliers
- Porters
Below you can see how a destination benefits for event consumption.

(Figure 8 A model of the trickle down effects of mega-events Andersson 1999:42)

The tourism industry generates both economic benefits and costs for a destination. A destination earns its income mainly from tourist expenditures and taxation on them. One of the most important economic benefits is that regional tourism creates indirect local revenue through the multiplier effect: “… and the concurrent diversification and integration of the local economy through stimulation of backward linkages with agriculture and other sectors within the destination. Tourism is also an effective stimulant for direct and indirect
employment opportunities and a vehicle for regional development.” (Weaver & Lawton 2002: 264).

Destinations with divisive and large economies have the highest possible benefits from the tourism industry, because they can generate the backward linkage that gives rise to the strong multiplier effect. Destinations that are most desperate to gain economic profit are those that are likely to experience the negative impacts of tourism (Weaver & Lawton 2002).

Shaw and Williams states that smaller destinations are more dependent on tourism because it creates job opportunities. The tourism industry contributes to the regional economy and it is measured in a comparable way to national economies. Smaller destinations are more likely to be dependent on tourism than large destinations, which have diversified economies (Shaw and Williams 1991).

The tourism multiplier represents the tourist expenditures as an economic impact on a destination and its community (Murphy 1985). Below you can see one figure which show what effect the multiplier can have on society.

(Figure 9 The economic impact of tourism in locality and leakage effect Connell and Page 2009 : 397)
4.4 The LINE model

The Local Interregional Economic model is an interregional, general equilibrium model and is based on SAM accounting framework combining a Keynesian and an input-output structure where the national make-and-use tables are basic data sources. The model’s structure is based upon two circuits, those being a real and dual cost-price circuit. The real circuit is an interregional input-output quantity model which resolves income, employment and production in quantities. On the other hand, the cost-price circuit is an interregional input-output price model that determines economic activities in current price and implicitly the price indices for demand and production. Those LINE models are based on Keynesian circuits (Jensen-Butler et al. 2007).

(Figure 10 Real circuit in LINE: the impact of price and wage changes on economic activity and behaviour Jensen-Butler et al.2007: 843)
The next figure shows the Cost-price circuit in LINE

(Figure 11 Cost-price circuit in LINE Jensen-Butler et al. 2007:844)

Tourism is an integrated part of the LINE model where you can find two circles which are a part of tourism activities and are located at tourist destinations. The real circle represents domestic tourist demand, international overnight tourist demand, international-same day tourist demand border cross shopping, and private consumption.
The Keynesian input-output is used to evaluate the regional tourism impacts. The benefit of using an interregional general equilibrium model is that it provides a unique instrument for decomposition of the economic activity and identifies the role of tourism in regional...
economy. The level of derived effects depends on interregional commuting, shopping and trade leakages in the local economy. These are the key issues that give an explanation of the magnitude of tourism multipliers (Jensen-Butler et al. 2007).

Mega events in a big city will provide great economic impacts on both the regional and national economy, but on the other hand if the authorities’ policy is to promote a more equal local income balance and improve the economic performance of the unimportant regions, then policymakers may develop to create a favourable tourism policy in the marginal regions such as promoting these regions more or encouraging more investment in the touristic amenities to attract more visitors to the less important regions (Jensen-Butler et al. 2007).

The three models mentioned above in this part of the theoretical framework show how important the consumption is during a mega event like EURO 2012. The economical and touristic impacts have an enormous effect on the destination’s economy as visitors consume services and goods during an event.

### 4.5 Multiplier effect and the power of travel

(Figure 13 Interdependent sector relationships Booth 2010:21)

Booth state that the model indicates that there are interdependent relationships between sport, hospitality, leisure and tourism industries, and big events will have impacts on all tourism sectors. Large events attract both international and local visitors, either if they are actively involved in the production of the event or as a passive participant as a spectator. The visitors that attend an event are supporting four different sectors in the tourism industry: those being sports, hospitality, tourism and leisure. This has a financial impact on both the national and the local economy. The hospitality industry will be supported by the tourists that are staying in hotels, frequenting clubs and bars, and eating in restaurants. The leisure industry may be supported by attendance of the visitors in parks, local festivals, and concerts and museums.
Participation or attendance at a sport event and booking a package tour or visiting a destination have both an indirect and a direct impact on the local economy (Booth 2010).

(Figure 14 The power of Travel Goeldner and Ritche 2009:395)

The visitors inject funds into the destination’s economy and this increases the regional income. Tourists spend usually more money than the residents of the destination. This provides income, tax revenue and foreign exchange (Goeldner and Ritche 2009). This will happen in the case of EURO 2012 that football fans and other visitors will spend their money on the local services and goods. This will provide benefits for the local authorities and businesses.
4.6 The event income multiplier

Economical impact assessments include a multiplier that shows the original indirect and direct benefits of tourist expenses for the regional economy. “The idea is that “new” or “incremental” money ripples through the economy, changing hands many times, thereby having a cumulative impact greater than the initial amount of tourist expenditure”. (Getz 2005:389)

(Figure 15 The event income multiplier Getz 2005:390)

The figure demonstrates the multiplier concept for events. The direct income comes from tourists that are attracted by the event and are spending their money on services and goods, like shopping, accommodation and any other new funds that are received through the government, sponsorship or for new infrastructure. The economic benefits of events appear at the level of direct income, because of money circulation due to leakages. Regional businesses and the promoters of the event get the money from visitors doing business with external and local tradesmen. Funds that are spent on regional suppliers are called “backward linkage” and this makes regional benefits, wages and taxes (Getz 2005).

The event income multiplier shows how an event is economically affected by event tourists.
4.7 Economic and touristic roles of events

(Figure 16 Economic and tourism roles of events Getz 2005:13)

The figure above illustrates the main economic and touristic roles of events. Both roles are important for a destination and event managers evaluate how the event may have a positive effect on the local society (Getz 2005).

Events as tourist attractions are dependent on regional and local audiences. Events also have an effect on keeping people and their money at home and preventing them from travelling outside their home region. Mega-events help a destination to increase the length of stay and increase the consumption among tourists which boosts the local economy (Getz 2005).

Events as Animators encourage visitors to repeat their visits at attractions and resorts. Museums, convention centres, theme parks, shopping centres and sports stadiums develop programmes of special events. Facilities and attractions have the advantage of “animation” - the process of programming interpretive features and/or special events that make the place come alive with sensory stimulation and appealing atmosphere” (Getz: 2005:13).

The benefits of animation are the following:

- Attracting people that might not make visits to the attraction because they find it uninteresting
- Encouraging visitors to return who might otherwise visit the attraction once
• Encouraging people to bring with them family or friends who wouldn’t otherwise choose to list the attraction as a first thing to do
• Attracting publicity for the facility
• Encouraging greater consumption and longer stay among tourists
• Targeting groups for special functions

Mega events have an effect on the destination’s image. On time events affect the destination’s image both negatively and positively. It can be affected by the organization, enhanced tourism marketing, and infrastructure (Getz 2005).

Getz states that place marketing is of value to events in terms of enhancing the image of societies and attracting visitors. Place marketing is a framework which provides event tourism and events to multiple roles as quality of life, tourist attractions and image makers. The key feature of place marketing is the cultivation of positive image making. Therefore events are assisted by economic development departments, tourist agencies, mayor’s offices and the media, to present the destination in the best possible light (Getz 2005).

Destinations that are hosting mega-events are usually supported by the authorities that assist the destination with urban renewal. Getz states that sport events leads to better infrastructure, improvement of facilities and attraction of investments in different business sectors (Getz 2005).

Economic and touristic events show that hosting an event does not only give economic benefits but also advantages like promotion and changing negative imagery of the destination.

4.8 Leveraging Sport Events for Economic Benefits

Chaplin states that big sport event stakeholders are focusing more on strategically looking at direct visitation-related impacts to plan for much longer outcomes, like fostering business relationships, investment, employment, trade, re-imaging host destination in key markets and encouraging repeated stays (Chalip and O’Brien 2008).

The process of maximizing the profits of investments is called “leveraging”. The leveraging process is divided into deeds and those are carried out by the event itself and by deeds that maximise the long-term profits from the event. Leveraging in the long-term seeks to use an event as an image builder and to improve the destination’s market position and brand (Chalip 2004).

The model below presents event leverage and it visualizes destinations’ portfolios of events as leverageables.
An opportunity begins for leverage from event trade and visitors, and also from event media. Event media is long-term leverageable impact and event visitors and trade are the immediately leverageable fundaments. Revenue and total trade are the strategic objectives which are optimized to increase the hosting societies’ image. Revenue and trade are pursued by enhancing business relationships, longer stays by tourists, tourist consumption spending, and retaining events’ expenses. The destination’s image is developed by showcasing the hosting community in event reporting and advertising and also by using the event as promotion and advertising for the destination (Chalip 2004).

Immediate economic impact depends on the amount spent by the tourist on the mega event. Event leverage begins by encouraging tourists to spend their money and by keeping tourist spending within the destination’s economy (Chalip 2004).

Tourists stay longer in a hosting event community if it offers a …“package of amenities as potential complements to the event itself. The attractions and activities that a destination offers can enhance an event’s appeal, and may provide an incentive for visitors to stay beyond the period of the event itself.” (Chalip 2004: 234).

Hosting destinations are concerned with identifying means to optimise the effect that events have on the destination’s image. The value of the destination’s image is improvement of attracting investments, new business and tourists to the hosting destination beyond the time of the event, and making a lasting financial growth (Chalip 2004).
Chalips states that the model shows a region’s portfolio of events as a leveraging resource for the hosting region. That resource presents a chance for the hosting destination to realise the long-term and immediate profits (Chalip and O’Brien 2008).

4.9 Movements of event tourist during Games time

Hosting regions are not only affected by visitors that are visiting the hosting region. Mega sports events not only make people come to the hosting destination but also make them avoid the region, or visit it after the event. Some inhabitants of the hosting region even want to leave the area and avoid the event and spend their money somewhere else. Other destinations take advantage by offering instead a “free zone” from the event and the persons that want to avoid the event spend their money there instead.

Preuss illustrates below how a destination can be affected during a mega sport event.

(Figure 18 Movements of visitors during Games time Preuss 2004:52)

During the football Championships there will not only be football fans, but also other market segments that have a different interest for visiting Poland and Ukraine.
4.10 SWOT-analysis

Swot-analysis is a method for facilitating strategic marketing and management. SWOT stands for strength, weakness, opportunities and threats. Weakness and strength relate here to the internal environment of a destination. Threats and opportunities are the external aspects of the environment. The swot-analysis helps to identify long-term objectives for a destination for 10-15 years. Thinking in the long-term will minimize the destination’s negative impacts and gain a sustainable tourism sector (Weaver & Lawton 2002).

Long-term objectives for a destination are as follows:

• Increased average of stay-overs
• Increased average of tourist spending per day
• Increased proportion of inputs that are obtained for the regional economy
• Achievement of a better geographical distribution of the tourism sector
• Increase the number of visitors in a sustainable way
• Increased promotional budget for regional tourism attractions
  (Weaver & Lawton 2002)

Swot-analysis is a tool that provides a destination with a greater view of its possibilities and threats when tourists are spending their time there. It helps a hosting region to prepare for the mega event by analysing the benefits of hosting an event and what long-term affects it will have on the area.

Swot-analysis may help to prevent negative economic and touristic impacts that could affect the destination.
5. Empirical framework

In this part of the essay eight regions will be presented in Poland.

5.1 Pomorskie Tourist Board

Pomorskie Voivodeship is located in Northern Poland and it has one of the hosting cities Gdansk during UEFA EURO 2012.

The Interview:

Gdansk is one of the hosting cities that will have a major economical and touristic impact on the region of Pommeria. Some investments would have been made any way, but this has made the process go faster.

One example of that is Gdansk airport where one more terminal is being built to solve the main problem of the original terminal being overcrowded. This will have permanent effects on the region, its inhabitants, and in the future for the tourists.

The mega event is a good thing for the hotel industry, but will not cover the capacity of the hotels for the whole year. This event is stimulating an increase in investments in the hotel infrastructure and will create our offer of hotels for the Championships, but this is an impulse reaction for the creation of them.

The event could be a success or a failure for the region. One example of that is that Swedish tourists may not come because the city could be crowded during the event and the Swedes may go somewhere else instead. That is a large amount of funds for the region.

The opposite side is that this is a good promotional opportunity for the region. It will even increase many study tours for our region and the news about Pommeria will be known as a tourist destination in many countries. If the preparations are perfectly made then this will be a good promotion advantage for the region as a tourist destination. If the tourists are satisfied with us as a destination, then they will recommend us to other people. That means long lasting tourist expenditure which provides economical benefits. The importance is to promote our region outside Poland to bring in more foreign visitors. Right now Poles from other parts of Poland are the main visitors.

The Pommerian region will have more advantages by hosting UEFA EURO 2012 than disadvantages. A faster development of the infrastructure will lead to development of the airport by opening new routes which will increase the tourism by new market segments coming to the region. Without good flight connections economical benefits are lost which is a big disadvantage. An increase of visitors leads to bigger consumption which boosts the regional economy.

The Football event will also help to provide more jobs outside the tourism industry.

The main disadvantage is that if the preparations are badly organized it could have a negative effect on the promotion of the region as a tourist destination. If the organization is a failure...
this would then give a negative opinion among the media and would badly affect Pommeria’s image as a destination.

5.2 Region of Kalisz

Kalisz is located in western Poland near the hosting city game city of Poznan. Kalisz is a city that doesn’t participate in any way in EURO 2012.

The interview:

Kalisz is not a partnership for EURO 2012 in any respect. The nearest towns for qualifying matches are Wroclaw and Poznan. Although just 120 km from Kalisz, one need not expect a wave of fans or other tourists during EURO 2012. Database Administrators Kalisz accommodation reported no interest from the fans. The probable reason is communication. Getting to Poznan and Wroclaw given conditions in Western Europe is difficult. Travel agents’ public transportation is not very comfortable. Arrival by national roads requires about 2 - 2.5 hours of time.

EURO 2012 is not a catalyst for Kalisz and does not constitute an opportunity for improvement or development of sports facilities in the city.

The promotion of the Region of Wielkopolska at EURO 2012 is certainly achievable and possible. The greatest percentage of benefit can go to the hosting city of Poznan.

Forecasts, and most importantly a real opportunity for the development of tourism, depend mainly on the development of infrastructure.

The city authorities see the event as an opportunity for the whole Great Poland Province but not for their city itself. This event will certainly create jobs and have a long lasting effect on the infrastructure.

5.3 Region of Malbork

Malbork is a city that doesn’t participate in EURO 2012, but it can gain touristic benefits from the football games because it is very close Gdansk.

The interview:

Benefits in our region can be considerable in relation to the serving of the championships in Gdansk in the new arena. Gdansk certainly benefits more than the economic and tourist area of Malbork, but it is expected to include accommodation for sponsors’ championships in Malbork. We therefore hope that the Malbork tourist accommodation will benefit in connection with the event.

The catalyst may be the case for the city of Gdansk and Malbork and not in the municipality. There are no new facilities planned for tourism and sports in conjunction with organized championships.

The Malbork Welcome Centre states that some sponsors planned accommodations in
Malbork. For a month and a half during the championship, we would like to have as many people come to Malbork and its municipalities as possible. They will try to promote the municipality before and during the event.

Due to the increased number of tourists staying at the time, they don’t think there will be a huge quantity of jobs.

Negative effects may be limited to: streets crowded with cars - traffic jams in the city, and the inevitable vandalism all over the place after such events.

5.4 Region of Legionowo

Legionowo will have a training centre for one of the national football teams and it is outside the Polish capital and hosting city Warsaw.

The interview:

Legionowo’s participation in the Championship as a training centre and a residence permit for one of the teams is a great opportunity for the city and provides opportunities for economic development and tourism. This is an excellent way to promote among certain target groups. It makes it possible to attract tourists into the county which will benefit hotel accommodation and catering. A huge benefit is the improvement of sports and recreation infrastructure. There are numerous planned and implemented investments in this area.

For the city authorities’ database development and recreation - sports is a priority. Participation in the Championships has a significant impact on the development of infrastructure and the construction and reconstruction of sports facilities in Legionowo. In addition to the modernization of the training base and the new fence, there will also be upgraded dressing rooms, a wider track and chassis pitch, and decking. There are also plans for a partial roof grandstand and lighting installation. Around the stadium there have been additional parking spaces created. There is also a planned modernization of the national road No. 61 and Police Training Centre, which will serve as the training centre during EURO 2012. Over the next few years there are also plans for a construction of a swimming pool complex - Aquapark.

This event is very good for promoting the city. An event of this magnitude perfectly harmonizes with the brand strategy of the city.

According to the Brand Strategy, their city for years 2011-2016, they want the city to be viewed as an active, health-conscious city in order to promote health. The main assumption of the strategy is to encourage residents to the activity, especially as an activity for health. Therefore, the Euro 2012 event is the perfect way to build such an image in the eyes of the city environment. The authorities hope that in future this will encourage people to visit the city and to use the sports facilities in the city.

Right now Legionowo is a town of non touristic interest. The promotional customers are primarily the city’s citizens. This is seen as an opportunity for the region of Zegrzynski Lake.

Legionowo’s participation in the Championship can create new jobs, primarily in the food
service industry and transport.

They expect that this event to have a long lasting economic impact for the city and region.

The City of Legionowo considers the biggest disadvantage to be the unrealized investment by the Director-General of National Roads and Motorways and they also have cancelled the planned renovation of the national road No. 61. There may be difficulties with the smooth road on the route Warsaw - Legionowo, and this may be reflected in the negative image of the city.

5.5 Region of Gniewino

Gniewino is located in the Pomorskie Province in northern Poland and will be one of training facilities for national team during EURO 2012.

The interview:

The mega event EURO 2012 can be a good opportunity for us to promote because we will be in the official training facility for a football team and then the whole of Europe and the world will be watching. That is why this is a good promotion opportunity for the region and we are planning an upgrade and modernization of the infrastructure.

The event is only for a month, it as short promotion effect. You have to make use of the time to have long term effects.

This event will not only boost the local economy but also create new jobs. One good example of that is in new investments. One of those is a newly built hotel which opens in June 2011.

EURO 2012 is an event that is promoting and will have a long time effect on the region.

They don’t see any disadvantages with this sport event.

5.6 Region of Olsztyn

Olsztyn is a located in north-eastern Poland and will not participate in EURO 2012. The region wants to be an offer touristic offer for visitors that are not interested in football and want to get away from the crowded cities like Gdansk or Warsaw.

The interview (Promotion conception):

From June 8 - July 1, 2012 in Poland and Ukraine, European soccer championship EURO 2012 will be held. In Poland, the location of the tournament will be shared amongst four cities: Gdańsk (about 180 km from Olsztyn), Poznan, Warsaw (about 200 km from Olsztyn) and Wroclaw. The previous championships show that cities where the tournament is played are faced with a giant "invasion" of fans from across Europe. To a lesser extent this applies to the municipality, which are databases of individual representation (as such status seeking Ostróda).

Olsztyn is situated in a radius of 200 km from the two cities, which will be arenas for Euro
2012 - Gdansk and Warsaw. In the context of the tourist, who plans to remain in Poland for at least two weeks, it is a considerable distance. Similarly, the inhabitants of Gdansk and Warsaw, may be “tired of football”. The key is to prepare for these target groups and induce them to come to Olsztyn and Warmia during the championships. The ideal solution would be to conduct the 2011 survey, which will estimate the number of "targets" and its preferences. An additional argument planned for EURO 2012 is to bring the national road No. 7 to the standard of expressway which will make the journey from Warsaw or Gdansk and Olsztyn take about 1.5 to 2 hours.

An outline of the concept of promotion of Olsztyn in time for EURO 2012 is based on a working motto "The City free of football." The message seems to be somewhat controversial and "double-edged," but only at first glance. It rests on two plausible arguments:

"Tired of football" may be of interest and a large target group for the campaign. Potentially, it can classify people who are not fans of football, a large proportion of whom are elderly people, women and children.

5.7 Region of Cracow

Cracow is Polands cultural and historical capital and is located in south central Poland. Cracow is recommended to be a city that will host a national team during their stay in Poland.

The interview:

As estimated by the organizers, the Polish EURO 2012 will attract close to a million people. It's a great promotional opportunity, both for the whole country, and Polish cities. Many fans that follow their teams between Poland and Ukraine will also come to Cracow. While in Cracow there will be no tournament matches, so as not cutting ourselves off from the Euro tournament.

Cracow is in fact a city that has not only the soul but the heart of the sport. It is a city full of emotion, and an important part of sporting events are excitement, as every fan knows very well. Sports emotions are not only the result of a direct presence in the game. They want to create games fans can experience with their friends without having to constantly travel from city to city. City-organizers of the organization enjoyed the privilege of matches and our city - Cracow - must offer something much broader: They want to offer tourists and fan a varied programme of culture, entertainment and recreation.

Cracow has a well developed hotel infrastructure. The city lies in the central area of the tournament, southern Poland, but with relatively easy access to the Ukraine, and this is our bargaining chip.

Despite the rejection of Cracow in the tournament Euro 2012, none of the investments planned in conjunction with these championships were interrupted. The construction of a new underground railway station has begun. Investor, the Polish State Railways, wants to be part of a modern railway junction, connecting the underground tram from Cracow to the car, bus station and airport in Balice. The property has also become integrated for pedestrians-connected with the regional bus station and public transport – i.e., its buses and trams, including a stop on the underground rapid tram. Pedestrians will also be able to get from the train station to the shopping centre. The rebuilt Railway will be passenger-friendly, safe and tailored to the needs of people with disabilities. The value of the work to be done for this
purpose is 63 million polish zloty. The investment is part-financed by EU funds (Infrastructure and Environment Programme) and the state budget.

An important element in the atmosphere is the football stadiums. One of them, Town Cracovia stadium, is ready in terms of sports and last year welcomed the players on its turf. Complete, new grandstands will be able to accommodate 33,000 spectators.

An important element of Cities for sport and tourism marketing is also hosting special sport events at the highest level, and achieving this goal is co-organized by the Municipality of Cracow. This possibility was recognized in the "Programme for development of sport and recreation in Cracow," and as one of the priorities of this document refers to “the implementation of sports events on national and international levels", through "co-organizing various events championships Polish, European and World Championships. Undoubtedly, these types of events should before EURO 2012.

Recognizing the current resources of the City, it can be said that EURO 2012 will have a tremendous impact on the image of Cracow. Focusing on the aspect of the sport, at the beginning of last year a new programme was initiated, "New York: City of Champions", which uses the greatest capital of Cracow, which has talented and successful young people. Programme Cracow City Champions is consistent with the "Programme of development of sport and recreation in Cracow for 2010-2012" and allows you to effectively use the tools of sports marketing as the business of making effective use of sport as an instrument for promoting and building brand value of Cracow. Pointing to the sport as the best promotional tool, because it is based on emotion, leaves no doubt as to the effectiveness of image based on the EURO 2012.

Cracow is considered to be one of the most attractive training facilities in Poland. They point to the need to intensify the promotion of cities in the area of sport, which is one of the most effective universal marketing communication channels, reaching a mass audience with different backgrounds, status, and interests. Sports Classifieds [promotion and dissemination of sport, an attractive offer of sport and recreation and has now organized and co-organized sports events in Cracow at the highest level] cannot fully utilize the potential for promoting the City through sport, City of brand promotion using the tools of sport marketing.

The UEFA European Football Championships will strongly influence the economy of member-organizers. Organizers of the last finals – held in Portugal - earned 800 million Euros. The effects of the economic movements will be felt in Polish cities, and not only those in which the matches will be played.

Most will be used for the infrastructure, especially roads, but will emerge as a great investment for sport and luxury. Given the experience of Portugal, EURO 2012 is a great opportunity for the development of enterprises located in Poland.

Seven years ago, the Portuguese tourist industry earned over $90 million, hotels reached 70 million Euros and turnover in the retail sector reached 44 million Euros. How much Cracow receives depends only on us - no doubt a wide range of restaurants, pubs, hotels and guest houses near Wawel Castle is a strong bargaining chip for our city.

Given that the construction and upgrading of infrastructure is a lengthy process, one must realize that its effects will also be felt in the long term. Although the Cracow system has been recognized by Forbes magazine as one of the best in the world – it is not standing on its laurels and, together with the people, is trying to create a modern urban transport. As
examples of Western countries, a well-developed communication is one of the most important features of a modern economy. The more enjoyable and accessible, the better the performance, and thus the stronger the economic development.

The greatest risks associated with the EURO 2012 are security issues. First of all, we need to resolve the problem of hooligans - their hooligan antics often destroy the atmosphere for big sport events. The need to find rapid solutions to legal issues and fights outside the stadium should be a priority for the Polish authorities. This danger can be significantly reduced, however, by "closing" Poland’s borders to other Schengen countries during the EURO 2012, the model used by more experienced organizers, such as Germany and Austria. Strengthening controls at border crossing points and inside the country. Cracow, however, is not as exposed to this danger. The city council hopes to stop the hooligans by quick reactions from the police and the severe punishment of any hooligan antics. The city believes that through intensive co-operation between local governments, departments and residents of the city, we will create a wonderful and magical atmosphere for the EURO 2012 tournament in Cracow.

5.8 Region of Zamosc

Zamosc is located in south eastern Poland near the border to Ukraine. It is near two hosting cities Polish Warsaw and Ukrainian Lviv.

The Interview:

Zamosc is a city nearby road no.17 that goes from Warsaw to the border crossing of Hrebenne and further to the hosting city of Lviv. That means that Zamosc is located between two hosting cities and the advantage is that our city becomes a good base for hotel facilities because Lviv doesn’t have a poor standard of hotels.

The mega sport event will be a good catalyst for the region because it will develop sport facilities and infrastructure. This will help to promote the region but the city is not adjusted to football fans.

This type of event always carries a risk of harm for the present region especially when it could affect the region’s image.
6. Analysis

In this part of the thesis the empirical framework and theory will be analysed to answer the essays research questions.

6.1 Economic and touristic benefits

UEFA EURO 2012 is an event that contributes too many tourism and economical benefits because of it big interest among football interested persons. This event gives enormous benefits for different communities by improved sport facilities and infrastructure which is important for the destinations economy in a long-term perspective.

According to Preuss the economic impact of the Games is dependent on how many event tourist will come to the event. Previous research shows that the economical impact was dependent on the tourism expenditure during the event. In some cases this has helped to attract new business to the hosting region that have provided new investments which has created jobs for the inhabitants of various hosting destinations. The tourism consumption creates a demand for local goods and services.

Tourism multiplier is the generator of visitor spending and it creates also economical benefits for other business outside the tourism industry.

Shaw and Williams states that tourism industry has an enamours impact on the regional economy and it is measured in a similar way like the national economy. Smaller destinations are more dependent on tourism because of it economical and touristical impact on the region. Some smaller regions have as the only income tourism industry which makes them very dependent on having for example training facilitates for national teams like Gniewino and Legionowo.

According to Jensen-Butler et al. big events in a big city will provide good economic impacts on national and regional economy. Jensens-Butlers et al. three models show how important the tourism consumption is important for a hosting destination and it may have long lasting effects.

Getz states that multiplier effect is a catalyst for a region and gains economical benefits trough events. Events have also effects to keep residents to spend their money also in their home region instead spending them somewhere else.

In case of Pommerian region EURO 2012 will be a stimulation of investments the hotel infrastructure and if everything is perfectly prepared this can lead to a promotional advantages that has a tourism impact of long lasting visitor expenditure that will provide economical benefits. Comparing with Malbork which is located in the same province, but Malborks locations is located much more south and a way for all the events tourists.

Legionowo, Cracow and Gniewino see as an economic and touriste benefit to host a national team and it’s a excellent way for them to promote them selves as destinations. The most beneficial touristic and economical benefit is the improvement of infrastructure and recreational facilities. Legionowo see this as a way to attract new target groups which will spend money in the region.
The Cracow touristical authorities see EURO 2012 as great promotional opportunity for the whole Poland as destination and the effects of the economic movement will also be felt in other Polish cities.

Region of Zamosc sees EURO 2012 as its economical catalyst economical that will bring economical and touristic benefits for the region that will develop the tourism and infrastructure.

6.2 Advantages and Disadvantages

Event tourism consumption creates both disadvantages and advantages.

Usually the big advantage for hosting an event like EURO 2012 provides for the Polish regions an image-maker that will increase their competitiveness on the tourism and creation of positive image that draws to it self a large amount of visitors that are willing to spend money in the certain region.

Custido and Perna states that the negative impacts that can affect an event are raised costs for both tourist and tourism industry. The positive impacts are more tourists will came to the region more employment is gained and higher tax income.

This can bring long-term effects for Polish regions and improvement of their touristic image. One of the main disadvantages is that if during the EURO 2012 it will scare away regular tourists and they might spend their some were else. But this could be an opportunity for example for Malbork, Kalisz, Zamosc and Olsztyn.

The Pomorskie Tourist Board see the EURO 2012 as good promotional opportunity and the news Pommeria will be known as tourist destination in a lot of states that will provide long term benefits. That means if Gdansk it well prepared it can minimize the disadvantages by good planning. Allen et al. states that negative impacts can be prevented be good planning, awareness and intervention. Improper management of the event can lead to a failure and damage of image reputation.

Getz states that hosting events don’t only give economic benefits, but also promotional that can change the negative imaginary.

The main disadvantage is that if the preparations are badly organized it could have an effect on the promotion of the region as a tourist destination. If the organization is a failure this would then give a negative opinion among the media and would badly affect Pommeria’s image as a destination.

Better planning can lead to better development for of the whole region and open new airports routes that will provide new markets segments for a longer-term after the event. Whiteout those new routes economical benefits can be lost and this will lower the consumption and that is a big disadvantage for hosting EURO 2012. Swot-analysis is used to prevent minimize the destinations negative impacts and to analyse in this case the risks on EURO 2012 what weakness and threats this brings. Such planning helps to increase the average of stayovers, tourist consumption and promotion.
Kalisz and Malbork sees the EURO 2012 as an opportunity of job creation only for the Poznan and Gdansk regions not for it self.

According to Preuss inhabitants that are not interested in a event that is held in their home city are fleeing to so called free zones. That is a plus for other region that is not hosting an event, but this a loss for the hosting destination. Olsztyn wants to an opportunity for non football interested persons. Hooliganism frightens regular tourist that avoids the cities were the football games are held. That’s why Olsztyn sees this as an economical and promotional opportunity. This will be an advantage for cities like Olsztyn and a disadvantage for many hosting cities.

The effects are already seen in the Legionowo of other then local authorities bad planning for example according to respondent from Legionowo the biggest disadvantage that the region faces are unrealized investments by the Polish authority that is responsible for Roads and Motorways. That makes it difficult for tourist to reach to the destination and can be lead to bad imaginary about the city.

Comparing with Gniewino this is an opportunity for them to promote the region in front of the eyes on the whole world and an upgrade of the infrastructure.

The big advantage for Zamosc is its location between Warsaw and Lviv. Lviv is considered to have poor hotel standard and that can be a catalyst for the region. Also because of the advantage is the sport facilities and infrastructure will be improved.

Respondents from Cracow consider that biggest disadvantage for the preparation of EURO 2012 is the risk of hooliganism that can affect the atmosphere of event. They consider that this negative impact can be prevented by closing for the time of the event Poland’s borders to other Schengen member states. This model was used by privies organizers like Austria and Germany.
7. Conclusion

The conclusion part presents final conclusions on the research questions and has also suggestions for future research for this event.

7.1 Conclusion

Mega sports events like UEFA EURO 2012 gives economical and tourism benefits that usually give good long-term perspectives for the hosting region.

This is a good opportunity for both Poland and Ukraine to promote them as destinations. This mega sport event can give high economic benefits to the Polish and Ukrainian regions.

The Football Championships that will be held in 2012 are dependent of the big amount of football fans that will came and spend their money in Polish regions. Thanks to the increased consumption this creates demand for local services and products.

The generator of spending is the tourism multiplier that is the main link to the touristic expenditure. According to Getz the multiplier is a catalyst of the region that creates jobs, growing yield, promotion of the region and improvement of its infrastructure and leisure facilities. This is considered as an advantage from an economical and touristic point of view.

All the respondents believe that EURO 2012 will be an opportunity for them, but in different ways. Malbork and Kalisz doesn’t see this as opportunity for their economies because they consider to be to far a way from the hosting cities.

Cracow, Gniewino and Cracow see this as a good promotional opportunity to promote them as destinations and they believe that this will increase their economy by more people will know about them.

Olsztyn sees the football games as an opportunity to promote it self a free football city for non football interested tourists.

Zamosc see this as good chance to enhance economical leverage that will develop the region in long-term perspective.

Getz, Chalip, Allen et al. and Preuss means that the positive economical and touristic impacts are on the regions of Poland after EURO 2012 can gain positive imaginary that will boost the local economy.

Preuss states that people that are not interested of such events could go to other regions to spend their money and holiday.

Bad planning has enormous effects on the local economy and tourism industry by the tourist not choosing it.

The economical and touristic benefits are different for every mentioned region in the study because of their location and link to the UEFA EURO 2012.
7.2 Proposition for future research

This thesis shows only how the different eight regions prepare for the UEFA EURO 2012 and want they think that the negative and positive economical and touristic impacts will gain them. The study gives only a short brief of the football event of what can happen.

It would be interesting to find out if the regions in Poland did gain any benefits from the football games. Did this give any long-term economical and tourism impacts on the local economy.

From promotional perspective did it increase the awareness of the destinations and give an increase of stayovers.

The main point of future research is to see if this have been a catalyst for the regions and did it improve the standard of the destination. Such future analysis could help the hosting countries to learn from their mistakes to prevent them in the future hosting other types of events.
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**Electronic Sources**

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**Interviews**

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Region of Olsztyn 2011-04-22

Region of Kalisz 2011-04-22

Region of Legionowo 2011-04-28

Region of Malbork 2011-04-29

Region of Gniewino 2011-05-02

Region of Cracow 2011-05-06

Region of Zamosc 2011-05-06
Appendix

Questionnaire

1. What would be the economic benefits of tourism during the European championships for your region?

2. Is such a big sporting event a catalyst for your region that will improve recreational infrastructure and contribute to the construction of new sport facilities?

3. Can this sport event be a good promotion for your region?

4. What impact will this sport event have on your destinations image and how will it influence the future of your region?

5. What are your predictions about tourism after the Euro 2012?

6. Can the event contribute to the creation of new jobs for the inhabitants of the destination in the restaurants, hotels and other non touristic sectors?

7. Can this sport event give long-term economic effects for your region?

8. Can the European Championships in football result in negative consequences for your region? What threats can this event create?