



Do residents' experience small-scale sporting events differently than other event stakeholders?

A post-event analysis of FIS World Junior Alpine Ski Championships 2019 in Val di Fassa

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Introduction

The **World Junior Alpine Ski Championships**, launched by the International Ski Federation (FIS), is an **international sports yearly event** targeting young elite ski athletes aged 16-20.

1.500 people ca. (athletes and staff) compete in 10 days event.



Sochi
(RUS)

2016



Åre
(SWE)

2017



Davos
(SUI)

2018



Val di Fassa
(ITA)

2019



Narvik
(NOR)

2020

Theoretical background - literature review



The Sport Tourism field of research and Sport Event Tourism as sub-field.

Gibson, 1998, Gibson, 2003, Weed, 2008, Deery et al., 2004, Chalip, Costa, 2005; Higham, Hinch, 2018.



Stakeholders.

Clarkson, 1995; Mitchell, Agle & Wood, 1997; Lin, Ahn, Lee, 2005, Freeman, 2010; Getz, Anderson, Larson 2007; Getz, Anderson 2008; Van Niekerk, 2016, Van Niekerk, Getz, 2016; Reid, Arcodia, 2007.



Small-Scale Sporting Events.

Gratton, Dobson , Shibli, 2000; Wilson, 2006; O'Brien, 2007; Gibson, Kaplanidou, Kang, 2012; Peric, Durkic, Wise, 2016; Malchrowicz-Mosko, Poczta, 2018; Yusof, Omar-fauzee, Shah, Soh, 2009; Duglio, Beltramo, 2017; Kwiatkowski, Oklevik, 2017.



Residents' dimension.

Bull, Lovell, 2007; Zhou, Ap, 2009; Boo, Wang, Yu, 2011; Chen, Tian, 2015; Al-Emadi, Kaplanidou, Diop, Sagas, Le, Al-Ali Mustafa, 2016; Gursoy, Yolal, Alector Ribeiro, Panosso Netto, 2017; Vetitnev, Bobina, 2017; Schnitzer, Walde, Scheiber, Nagiller, Tappeiner, 2019.



Sustainability.

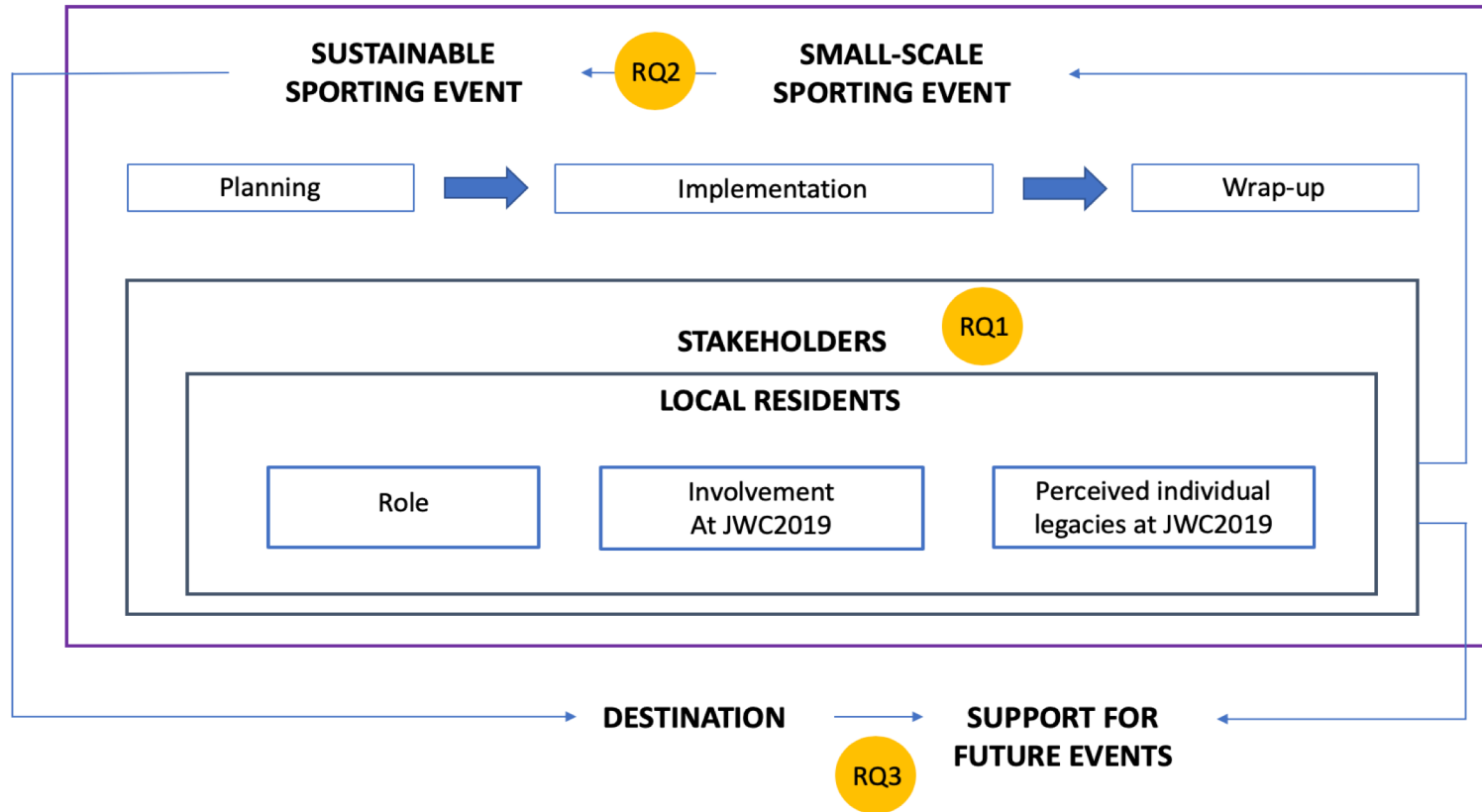
Kuhlman, Farrington, 2010, Brundtland Report of 1987; Elkington, 1994; Duglio and Beltramo, 2017 and Hardy, Beeton, 2001, and Butler, 1999; O'Sullivan, Jackson, 2002; Quinn, 2006, Poczta, Malchrowicz-Mo'sko, 2018.

Theoretical background – literature review

(Bazzanella, Peters, Schnitzer, 2019, The perceptions of stakeholders in small scale sporting events) inspired the “second stage” of research on this small-scale sporting event with a series of research questions that could represent a useful tool for professionals and a small contribution to research in this sub field:

- RQ1:** How residents consider themselves in the case of a small-scale sporting event? Do they represent a stakeholder?
- RQ2:** Is the concept of sustainability, associated with a small-size sporting event, perceived as a “must-have” by residents?
- RQ3:** Does a small-scale sporting event represent a stimulus for a tourist-oriented area to host mega sporting events such as the Olympic Games?

Theoretical background – literature review



Conceptual Framework

Methodology, research design and data analysis



Data collection and sample description

- Explanatory Sequential Mixed Methods Design: Creswell, 2003
“It involves a two-step project in which the researcher collects quantitative data in the first phase, analyzes the results and then uses the results to organize the second qualitative phase.”
- Survey Sample Size : Data collection was conducted at the JWC2019 event, at random, without a pre-defined sample.

Table. 1 Survey Sociodemographic Profile of Respondents (n=812)

Demographic	Total Number	%
Gender		
Male	473	58.3
Female	339	41.7
Age (years; mean = 38,58, median = 38,11)		
<20	144	17.7
20-30	168	20.7
31-40	122	15.0
41-50	173	21.3
51-60	132	16.3
≥61	73	9.0
Origin		
Italy	520	64.0
Other countries*	292	36.0
*respondents from 40 countries		
Origin of the Italian respondents (n=520)		
Val di Fassa and Trentino Region	263	50.6
Other regions	257	49.4
Education (n=812)		
None	17	2.1
Primary & secondary school	168	20.6
High school	352	43.3
University degree & Postgraduate (MSc & PhD)	275	33.9
Occupation (n=812)		
Students	164	20.2
Employeds	275	33.9
Freelances/Self-employed/Entrepreneurs	197	24.3
Housewives	20	2.5
Retired	57	7.0
Unemployed	10	1.2
Others	89	10.9
Household monthly income (€) (n=812)		
≤1.000	24	3.0
1.001-2.000	88	10.8
2.001-3.000	88	10.8
>3.000	172	21.2
Not declared	440	54.2
Stakeholder categories of respondents (n=812)		
Directly involved in the JWC	297	36.6
Not directly involved in the JWC	515	63.4
Directly involved in the JWC (n=297)		
a) Athletes of the JWC	55	18.5
b) Coaches and staff of the teams	84	28.3
c) Families of the athletes	58	19.5
d) Journalists and media	9	3.0
e) Organizing Committee members	4	1.3
f) International federation member	5	1.7
g) Sponsors and suppliers	13	4.4
h) Volunteers	43	14.5
i) Others	26	8.8
Not directly involved in the JWC (n=515)		
j) Resident non involved in the JWC	234	45.4
k) Tourist not interested in the JWC	191	37.1
l) Tourist interested in the JWC	83	16.1
m) Don't know	7	1.4

Methodology, research design and data analysis

Mixed Method Design



Table 2. Residents Interviews and Interview Method

Distinctive number of the focus group	Description name of focus group	N	Method	Date	Duration
1	Young Generation Residents	6	In-person	August 5, 2019 AM	43'53''
2	Upper Valley Residents	6	In-person	August 5, 2019 PM	53'46''
3	Lower and Middle Valley Residents	9	In-person	August 5, 2019 PM	46'06''

Table 3. Interviews Sociodemographic Profile of Respondents (n=21)

Demographic	Total Number	%
Gender		
Male	14	66.7
Female	7	33.3
Age (years; mean = 38,58, median = 38,11)		
<20	5	23.8
20-30	1	4.8
31-40	4	19.0
41-50	1	4.8
51-60	6	28.6
≥61	4	19.0

- Focus Groups Sample Size: Focus group interviews have been made after the event, inviting residents non necessarily involved in the event.

(Krueger & Casey, 2008; Scott, 2000).



Results, discussion and implications – conclusions

Table 4. Awareness of stakeholders for JWC 2019 (n = 812)

	a		b		c		d		e		f		g		h		i		j		k		l		m			
	Athletes (NR) n=55		Coaches and Staff (NR) n=84		Families (NR) n=58		Media (NR) n=9		OC members (R) n=4		If's members (NR) n=5		Sponsors & suppliers (NR) n=13		Volunteers (R) n=43		Others (NR) n=26		Resident non involved in JWC (R) n=234		Tourist not interested in JWC (NR) n=191		Tourist interested in JWC (NR) n=83		Don't know n=7			
Question	%		%		%		%		%		%		%		%		%		%		%		%		%			
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO		
1)Do you know the Alpine Skiing Junior World Cup, which involves 335 Athletes coming from 56 Countries , is taking place in Val di Fassa	7.6	1.7	11.8	1.7	8.2	0.8	1.3	0.0	0.6	0.0	0.7	0.0	1.9	0.0	6.2	0.0	3.7	0.0	31.6	12.7	15.9	68.6	9.7	13.6	0.9	0.8	X ² = 173.3;	p < 0.0001
2)What did you like most of the Alpine Skiing Junior World Cup?	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO		
The landscapes	7.9	10.0	7.9	18.4	10.2	10.3	1.9	0.9	1.4	0.0	0.5	0.9	2.3	1.6	10.2	6.2	3.2	3.7	38.9	28.7	7.9	8.7	8.3	10.3	0.5	0.3	X ² = 23.6;	p = 0.023
The ski runs	5.7	12.5	15.2	13.2	11.4	9.2	1.1	1.5	0.4	0.7	0.8	0.7	1.1	2.6	9.8	5.9	2.3	4.8	34.1	30.8	7.2	9.5	10.6	8.4	0.4	0.4	X ² = 16.7;	p = 0.161
The organization	12.3	5.7	10.9	17.6	12.0	8.4	0.7	1.9	0.4	0.8	0.4	1.1	1.4	2.3	4.3	11.5	3.3	3.8	31.2	33.7	10.5	6.1	12.0	6.9	0.7	0.0	X ² = 33.5;	p = 0.161
The hospitality	8.7	10.5	13.0	18.4	9.7	12.3	1.4	0.9	0.7	0.0	0.5	1.8	1.9	1.8	7.6	8.8	4.3	0.9	35.0	22.8	7.8	10.5	9.0	11.4	0.5	0.0	X ² = 14.8;	p = 0.251
People	9.2	8.9	14.9	10.9	11.2	5.9	1.6	0.0	0.7	0.0	0.9	0.0	1.6	3.0	6.9	11.9	3.7	3.0	30.7	39.6	8.9	5.9	9.6	8.9	0.0	2.0	X ² = 21.5;	p = 0.043
The athletes	9.4	8.3	14.4	13.2	9.6	12.4	1.7	0.0	0.5	0.8	0.7	0.8	2.2	0.8	7.5	9.1	3.8	2.5	29.8	41.3	9.9	3.3	10.1	7.4	0.5	0.0	X ² = 14.8;	p = 0.252
The spirit of competition	8.1	14.4	14.1	14.4	10.3	10.0	0.9	3.3	0.4	1.1	0.7	1.1	2.0	1.1	8.1	6.7	3.8	2.2	32.7	31.1	8.5	7.8	10.1	6.7	0.4	0.0	X ² = 10.0;	p = 0.614
The timing schedule	9.3	5.0	13.9	20.0	10.3	10.0	1.2	5.0	0.6	0.0	0.8	0.0	1.9	0.0	7.9	5.0	3.5	5.0	32.9	20.0	8.3	10.0	9.1	20.0	0.4	0.0	X ² = 7.6;	p = 0.855
Other specify	9.2	7.1	14.1	14.3	10.3	7.1	1.1	7.1	0.6	0.0	0.8	0.0	1.9	0.0	8.0	0.0	3.6	0.0	31.9	50.0	8.4	7.1	9.6	7.1	0.4	0.0	X ² = 7.6;	p = 0.814

Note: (R) = residents; (NR) = non-residents;



A word cloud visualization of the data from the table. The words are arranged in a circular pattern, with 'Promotion' and 'People' being the largest and most central. Other prominent words include 'Competitions', 'Sport', 'Tourism', 'Attraction', 'Happiness', 'Ski Slopes', 'Teamwork', 'Development', 'Athletes', 'Confidence', 'Positive experience', 'Common vision', 'Organization', 'Enthusiasm', 'Crowd', 'Snow', 'Opportunity', 'Volunteers', 'Concreteness', and 'Internationality'.

A word cloud representing the themes of the 2010 Vancouver Winter Olympics bid. The words are arranged in a circular pattern, with 'Organization' being the largest and most central word. Other prominent words include 'Volunteers', 'Promotion', 'Goals', 'Involvement', 'Sponsors', 'Pride', 'Territory', 'Tourism', 'United Valley', 'Hospitality', 'Sustainability', 'Environmental', 'Development', 'Merchandising', 'Weather', 'Testimonials', 'Happiness', 'Return on Investment', 'Athletes', and 'Sport Venues'. The words are in various colors, including purple, green, blue, and orange.

Region/Province
Sponsors
Environmental Associations
Police/Security
Comuni General de Fascia
Sporting Clubs
Organizing Committee
Staff
Municipalities
Volunteers Media/Journalists
Ski Lift Owners
Schools
Tourism Office
Associations
Ski Schools
Hotels & Commercial

- (a) Val di Fassa in words;
- (b) JWC2019 in words;
- (c) The “Must have” for a sporting event;
- (d) Stakeholders of JWC2019.



Results, discussion and implications – conclusions

Primary Category	Secondary Category	Main Theme
Be a Community	Awareness & Expectations	The Territory
Environment		
Volunteers		
Culture and linguistic minority	Image	
Young people		
Promotion		
Organization	Strengths & Weaknesses	The Event
Critical Issues		
Sport=Positive Message	Values	
Competitors		
Positive	Legacy	
Negative		
Mega events and expectations	Future	
More continuity		
Bottom-Up	Approach	The Stakeholders
Top-Down		
Involvement		
Collective	Return	
Single		

Coding process, Mayring, P. (2000). Many preliminary issues emerged from the analysis that correspond to a code and that through the MAXQDA software (version 2018.2) have been classified. Subsequently, the preliminary themes were analyzed and the synthesis led to the identification of the main themes in which the preliminary themes came together.

Categorization of coding

Results, discussion and implications – conclusions



RQ1: How residents consider themselves in the case of a small-scale sporting event? Do they represent a stakeholder? Yes.

Are they aware of this? No.

"Residents" category does not feel like a stakeholder.

But they are aware of the value of their territory, of the tourist vocation and of the importance of sporting events (small in this case).

Results, discussion and implications – conclusions



RQ2: Is the concept of sustainability, associated with a small-size sporting event, perceived as a “must-have” by residents? Not at all!

The concept of sustainability is rarely addressed by residents especially when it comes to the future or legacy of the event.

The paradox is that in the quantitative research all the stakeholders in an homogeneous way, with some minimal differences, indicate the environment, the mountain, the nature and the landscape, as the most important assets for the destination.

Results, discussion and implications – conclusions



RQ3: Does a small-scale sporting event represent a stimulus for a tourist-oriented area to host mega sporting events such as the Olympic Games?

The answer is certainly positive but with some very important distinctions.

The small-scale sporting event was positively experienced by the residents, just as there was a general and transverse appreciation on all stakeholders from the quantitative research.

Desire for constancy, continuity in the proposal and management of sporting events.



Limitations



- In the quantitative research the very different numbers (n) of stakeholders represent a limitation. The group size might have an influence on the differences in the distribution.
- Explanatory Sequential Mixed Methods Design approach is useful for the construction of qualitative research in the second phase, but the whole process of setting up the samples size should be evaluated in its entirety.
- Having inserted the questions useful for this research in a wider questionnaire on the quality of the event, could certainly represent a limit because it does not focus directly on the object of the research itself.
- Group of residents interviewed via focus groups is interesting in terms of composition but the number could be larger to give more significance to the results.

Research Contribute to IMC RQ

What are key challenges of hosting major events in alpine tourism destinations and how should destinations act in the context of bidding and hosting such sports events?

- Cultural identity of a destination must clearly emerge through the event.
- Having the residents involved as a real stakeholder from the earliest stages of a bidding.
- A weakness can become a strength and stimulus.
- Let the community express its opinions before making any decisions.
- Legacy is a real goal that must be clear, realistic and shared.
- Environmental sustainability and the sustainability of the event in general must be the most important pillar.
- Need for the sporting event to be part of a tourism and destination development strategy.
- Governance of an organizing or bidding committee should take a bottom-up approach but have a clear mission and direction.
- Events must be designed on a “destination scale”.