

The Contribution of Sport Games Take Place in Turkey on Tourism and Economy

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ABSTRACT This study is done for researching the positive and negative effects of the 25th Universiade Winter Games on the city by economical and tourism affairs in the province of Erzurum, Turkey. The sample group of the study comprises 356 participants selected by the random method who live in the province of Erzurum. The research data has been collected using the Impact Scale. It is determined that the female participants than the male ones in sport games provide more economical contribution to the local people and plants. For the single participants rather than the married ones, it is an opportunity for meeting people came from different areas and learning their social and cultural values. It is detected that there is meaningful diversity between gender marital status, education age variants and the winter sport games' social, environmental and economical effect in terms of statistics.

INTRODUCTION

The cultural heritage of Turkish society that has been transmitted through the past to the present has provided the individuals to socialize homogeneously with each other. Erzurum in which the winter sport games have been organized is the largest city of Eastern Anatolia Region and it is quite an old settlement and people have socialized homogeneously. It is settled by Mount Palandoken. Although agriculture is the main livelihood activity, in recent years, the city, which consists of important historical and cultural artifacts and looks like a cultural tourism centre has an important potential and acquired great importance in terms of winter sports (Doganyay and Zaman 2013).

With its help it provides individuals to recognize each other among the society, sporting activities contribute people to share cultural, economic and social affairs. In this context, it could be said that sport and its stakeholders contribute to the society by changing the region or the city's communal, cultural and economic form (Lincoln and Stone 1999). It is mentioned that sporting activities have important contributions in the development of contemporary societies (Gratton and Henry 2001).

Sports defined as individual activities and leisure time activities in historical filters seem to take on international cross-border identity through gaining a massive character with time (Yildiz and Bitirim 2008). Sports and the modern understanding of sports activities started in the

last quarter of the 19th century and increasingly continued into the 20th century. In this way, the activities began to be organized and managed as various international organizations universally, countries on the basis of national extensions. In parallel to this development, the importance of the first modern Olympic games, which started at the end of the 19th century and international sport organizations with broad participation increased. Technological innovations in communication and transportation in the 20th century increased further the importance of these kinds of organizations (Tascioglu 2011).

Sport organizations are planned, programmed and serious works for organizing, managing and implementing sport competitions and all kind of activities having sportive objectives (Slack 2006). In order to increase interest in sports organizations, alternative activity programs that will ensure promotion and effective use of existing sports facilities should be developed. Specialized individuals should be assigned to facilities, and the society should be encouraged to do sports and participate in sports games (Haciferoğlu et al. 2012).

Developed and developing countries, which see tourism as "factory chimney", give great importance to tourism sector. Countries diversify tourism product in order to get a larger share of the world tourism pie. In this context, countries make significant expansions in terms of spreading tourism activities to twelve months of the year. Undoubtedly, sport tourism is the most important of all (Ozbayoglu et al. 2015).

Tourism as another effect is a process that causes social changes among tourists and local people (Yoon et al. 2001). The return marketing of tourism is high and marketing in tourism is a dominant sector. The effects on leading people are great and it can create major perceptions of people and provide them to behave this way (Echtner and Ritchie 2002; Ritchie and Uriely 2002; Kearsley 1991). No doubt, the largest return of tourism is sport tourism. Therefore, the land, which takes sport organization, should create new marketing strategies and that this lands' havings, opportunities and visions introduced in a good way will increase the economical intake of the land (Ashworth and Voogd 1996; Kavaratzis and Ashworth 2008).

Heading for sports tourism, that sportive movements such as nature study, field trips, walking, climbing to winter sports in time has led to develop winter sports and winter tourism, which are commonly done and developing dependently (Hazar 2007). One of the most important advantages is spreading tourism activities to twelve months of the year. The most important aspects of this advantage are sport tourism in winter and beautiful views of mountains and coolness in summer of winter tourism regions or tourism movements continue with alternative activities. Erzurum has these features when viewed withing these specifications (Aggar 2011). Universiade Winter Games and other organizations are expected to make a significant contribution to the development of the city when winter tourism is considered as one of the important growth trend sectors in globalized world. This study is to determine the effects on local people of the 25th Universiade Winter Games done in Erzurum. Erzurum cannot be developed in spite of efforts in the field of agriculture and animal husbandry. The biggest reason of that are intense winter climate conditions. This climate condition being converted into an advantage is extremely important for the development of the local economy. The winter season is a kind of torture for local people and getting benefits from winter sports tourism can be considered as the most rational way (Sebin 2009).

Games being played in Erzurum can make contribution to sustainable economy by developing tourism. Sport facilities to be opened will provide employment for many people in addition to facilities for games. Thanks to these developments, the quality of life in the city can be

high (ETSO 2005). Also, administrators may contribute to socialization of society by organizing and implementing programs that will allow for individuals to evaluate social and cultural activities through sports games (Hacicaferoglu 2014a). Many fields such as especially economical development, culture, education, sport, agriculture, husbandry, urbanization, transportation and employment through Universiade Winter Games are becoming important. This study is done for determining what effects on the local people of 25th Universiade Winter Games done in Erzurum are and what kind of cultural and economical expectations local people have.

METHODOLOGY

This section includes the model of research, purpose of research, universe population and sample, data toll for research and the data obtained in research is metioned in statistical method.

Model of Research

In the research, one of the descriptive method, "General Scanning Model" is used. The general scanning models are scanning arrangements performed on the scope as a whole or a group or sample of the scope, which consists of numerous components, in order to reach a general conclusion regarding the concerning scope. Individual or relational scanning can be performed with the general scanning methods (Karasar 2010).

Universe Population and Sample

The universe population of the study consists of 356 people living in Erzurum selected by random method who are related to the 25th Universiade Winter Games done in Erzurum in 2011. In the study, 385 questionnaires were distributed and 356 of them returned with answers. According to results, the return rate of questionnaires is 86.7 percent.

Data Collection

Required permission was taken from the Erzurum Municipality before the study and questionnaires were prepared by the researcher. The principle of confidentiality was taken into consideration during the phase of application and collection questionnaires.

Tools of Data Collection

In the research, the survey (screening) technique was used for data collection. Electronic databases for academic purposes and university libraries were used for reviewing literature related to the study. The databases of the Council of Higher Education Documentation Center were used for domestic thesis and electronic databases of universities abroad, the databases of "ProQuest Dissertations and Theses" were used for thesis on abroad.

Questionnaires consist of two pages in accordance to the aim of the study. Personal information form was created for showing demographic features of participants in the first section. In the second section, the "Effects Scale" (social, environmental and economic) was developed used (Yoon et al. 2001) and adapted to Turkish by Bertan (2010), which consists of three subscales that were used for the effects on local people of Universiade Winter Games.

Data Analysis

SPSS for Windows version 22.0 software package was used for statistical analysis. Kolmogorov Smirnov and Shpauro-Wilk tests are used to look at the normal distribution of data. Thereof is meaningless five percent based on the results obtained from both were observed ($p=0.000$). Therefore a non-parametric test was used. Mann Whitney U test was used for comparing two independent groups of non-normal distributed variables. Chi square analysis was used for determining the relationship of categorical variables and Spearman's rank correlation coefficient was used for testing the numerical relationships between variables. Frequency, percentage, and mean \pm standard deviations values are given as introductive statistics. The statistical analysis performed in the research at $p<0.05$ was considered significant.

FINDINGS

Table 1 shows that the participants of the research consist of 256 males (71.9%) and 100 females (28.1%) and they are 208 people (58.5%) at the age ranging from 15 to 34 years. 282 people (79.6%) generally graduated from secondary school and high school. Majority of the people that is, 201 (79.2%) are married.

Table 1: Demographic information on individuals participating in the study

Variables		Number (n=356)	Percent (%)
Gender	Female	100	28.1
	Male	256	71.9
Age	15-24	106	29.8
	25-34	102	28.7
	35-44	48	13.5
	45 and above	100	28.1
Education Status	Primary	67	18.8
	Secondary	147	41.3
	High School	135	37.9
	University and higher	7	2.0
Marital Status	Single	155	43.5
	Married	201	56.5

Second observation is about the age variant. There is a positive low a significant relationship between the age and the item, "local people complain for living in the land of 2011 Universiade Winter Games" (Table 2). When the age of participants of the research is getting higher, participants say that they do not complain for living in the land of 2011 Universiade Winter Games. There is positive low level a significant relationship between the age and the item of "2011 Universiade Winter Games offer more job opportunities in Erzurum". When the age of participants of the research is getting higher, participants say that 2011 Universiade Winter Games do not offer more job opportunities in Erzurum. There is positive low level a significant relationship between the age and the item of "the cost of sport facilities structured for 2011 Universiade Winter Games takes high support". When the age of participants of the research is getting higher, participants say that the cost of sport facilities structured for 2011 Universiade Winter Games does not take high support.

Table 2: Impact scale points to age

Age	n	r	p
Local people complain for living in the land of 2011 Universiade Winter Games.	356	0.121	0.022
2011 Universiade Winter Games offer more job opportunities in Erzurum	356	0.136	0.010
The cost of sport facilities structured for 2011 Universiade Winter Games takes high support	356	0.202	0.000

It has been observed that there is a negative low level a significant relationship between education status and the item of “2011 Universiade Winter Games have offered more job opportunities in Erzurum” (Table 3). When the education status of participants of the research is getting higher, participants say that 2011 Universiade Winter Games have offered more job opportunities in Erzurum. There is negative low level a significant relationship between education status and the item of “the living standards have increased highly because of 2011 Universiade Winter Games”. When the education status of participants of the research is getting higher, participants say that the living standard has increased highly because of 2011 Universiade Winter Games.

Table 3: Impact scale points to education status

<i>Education status</i>	<i>n</i>	<i>r</i>	<i>p</i>
2011 Universiade Winter Games have offered more job opportunities in Erzurum	356	- 0.178	0.001
The living standards have increased highly because of 2011 Universiade Winter Games.	356	- 0.159	0.003

Table 4 shows that economic contribution according to gender differences. Female partici-

Table 4: Impact scale points to gender

<i>Gender</i>	<i>n</i>	<i>Female</i>	<i>n</i>	<i>Male</i>	<i>p</i>
2011 Universiade Winter Games has contributed to local people and small business economically	100	1.059±3.79	256	1.251±4.10	0.040*
The living standards has increased highly because of 2011 Universiade Winter Game	100	1.106±3.70	256	1.342±3.34	0.041*

Table 5: Impact scale points to marital status

<i>Marital status</i>	<i>n</i>	<i>Single</i>	<i>n</i>	<i>Married</i>	<i>p</i>
2011 Universiade Winter Games has increased crime rate in Erzurum.	155	0.657±4.78	201	0.960±4.49	0.001*
Local people complain for living in the land of 2011 Universiade Winter Games.	155	0.674±4.71	201	0.990±4.47	0.012*
2011 Universiade Winter Games is a nice experience to meet tourists from different regions and and learn their social and cultural values.	155	0.678±4.48	201	1.012±4.10	0.038*
2011 Universiade Winter Games have offered more job opportunities in Erzurum	155	1.139±4.23	201	1.330±3.82	0.001*
2011 Universiade Winter Games has contributed to local people and small business economically	155	1.119±4.05	201	1.258±3.74	0.022*
The cost of sport facilities structured for 2011 Universiade Winter Games has taken big support	155	0.825±4.50	201	1.034±4.07	0.001*

pants (p<0.05) say that 2011 Universiade Winter Games have contributed to local people and small business economically, The living standards has increased highly because of 2011 Universiade Winter Games for male participants.

Table 5 presents the observations on the participants’ marital status, that is more single participants than married participants (p<0.05) say that “2011 Universiade Winter Games has increased crime rate in Erzurum”, “local people complain for living in the land of 2011 Universiade Winter Games” and “2011 Universiade Winter Games is a nice experience to meet tourists from different regions and and learn their social and cultural values”. In the research in the terms of marital status, more single participants than married participants (p<0.05) say that “2011 Universiade Winter Games have offered more job opportunities in Erzurum”, “2011 Universiade Winter Games has contributed to local people and small business economically” and “the cost of sport facilities structured for 2011 Universiade Winter Games has taken big support.”

DISCUSSION

In this section the answers were evaluated to determine the effects on the people of 2011 Universiade Winter Games. The participants of the research stated that 2011 Universiade Win-

ter Games have not increased crime rate in Erzurum and the cost of sport facilities structured for 2011 Universiade Winter Games has taken big support when the age of participants is getting higher.

There is a positive low a significant relationship between the age and the item of “local people complain for living in the land of 2011 Universiade Winter Games”. When the age of participants of the research is getting higher, participants say that they do not complain about living in the land of 2011 Universiade Winter Games.

When the age of participants of the research is getting higher, participants say that 2011 Universiade Winter Games have not offered more job opportunities in Erzurum and the cost of sport facilities structured for 2011 Universiade Winter Games has not taken high support and they do not complain for living in the land of 2011 Universiade Winter Games and 2011 Universiade Winter Games have not offered more job opportunities in Erzurum.

There are some contrasts and similarities in the results of this study and results of some studies in literature. As a result of the study done by Soteriades and Dimou, there are positive effects such as sportive activities, local/regional economical contribution, city or region image development, tourism industry development, urban development and restoration acting as a catalyst, creating job opportunities, increasing rate of investment and trade, providing recognition at the international level, contribution marketing of destination, development of communication and transportation facilities (Soteriades 2008). As a result of the study of California Mayor, it is found that recreation, sports fields and programs decreased crime by eighty percent in their communities (California State Parks 2010). 1992 Barcelona Olympics increased employment in the study called contribution to city and country of Olympism and Olympic games done by Gundogan (Gundogan 2013).

According to the research by Karatas et al. besides socio-demographic factors like age, health, gender, occupation, work, education, religion and marital status, physical activity and freetime activity participation levels also effect life satisfaction (Karatas et al. 1989). According to the research by Argan et al. (2012) sportive organizations have a positive effect on local administrations for creating job opportunity. According to the research by Raymore and Scott

(1998) the best way to get rid of uselessness thought is participation to the activities making people happy and amused. Because attending to freetime activities and playing sports is one of the most important factor helping changes happened in person’s life because of old age. It is also observed that individuals who participate in sports events as part of free time activities participate in sports games to socialize and gain motor skills (Hacicaferoglu 2014b). According to the research by Hooyman and Kiyak (1996), the activity theory claims that persons would get happier if they maintain their sportive activities.

The result of the “2011 Universiade Winter Games have offered more job opportunities” and “the standard of living has increased highly” has been concluded when the education status increases. This result has some contrasts with the results of some research in literature. There is a difference in opinion regarding offering jobs according to education status in the study called 2011 Universiade Winter Games Social Perception done by Bayaci. People graduated from primary school answered as 2011 Universiade Winter Games offering more job opportunities (Boyaci 2013). As a result of the study by Simsek (2011), that the hosting society earns economical value is the main factor to provide local people’s support for these activities.

As a result of the study done by Thomson et al. (2010). long-term economic, political, tourism, social and/or environmental results are expected for the hosting city, which is the venue of an event. In the studies on tourism, social, cultural and economic effects done by Demirdogen et al. they examined local people’s expectations by an application related to Winter Games before 2011 Universiade Winter Games. According to the results of the research, the respondents declared positive views in high rates about subjects such as 2011 Universiade Winter Games have offered subjects employment and increase investments in the city, increased the standard of living and contributed to small businesses (Demirdogen et al. 2010).

With regards to gender, female participants stated that 2011 Universiade Winter Games have offered more economic contribution to local people and small businesses and the standard of living has increased highly because of 2011 Universiade Winter Games to male participants. These results have some contrasts compared to some studies in literature. The effects of Interna-

tional Sport Organizations by Gocer and Silig, at the end of an application about 2013 Mersin XVII. Mediterranean Games, it is not found that a significant variation between genders of participants of the research and economical benefits (Gocer and Silik 2014). According to the research results by Boyaci (2013), in the answers to the questions given by male and female participants, there is a statistically meaningful understanding difference. Male participants answered more to the income increase in cities. So there is not a significant difference to see the general results of winter games as positive according to their genders. Males see the results positive at 90.5 percent and females declared positive ideas at 87.4 percent. According to the marital status, the single participants claim more that the 2011 Universiade Winter Games in Erzurum have increased crime rates, being in game field made them unhappy, but it is a nice experience to meet with tourists from different regions and to learn their cultural and social values, than the married participants. The single participants think more than the married participants that the 2011 Universiade Winter Games Erzurum have offered more job opportunities, helped local people and small businesses economically, received a lot of support for the development of sportive buildings. This result differs from the research in literature. According to the research by Sebin (2009), called, "The thoughts and expectations of local people about Erzurum Winter Games Tourism", statistically there was no meaningful difference about the ideas of participants for Erzurum Winter Games Tourism, for marital status variant.

Alamut concluded that Kirkpinar Wrestling contributed to tourism in the study of examination in terms of tourism of Kirkpinar Wrestling (Alamut 2010). Cerrahoglu (2006) in his reasearch said that international sport organizations helped tourism and employment in the socioeconomic analysis of Germany 2006 World Football Championship. Donuk et al. (2006) in their resarch, "The contribution of Olympic Games to city and the opinions of university students about the topic" declared that Olympic games contributed to city.

CONCLUSION

When the participants' ages are getting older, they think that 2011 Universiade Winter

Games have not increased crime rate and they do not complain for living in the land of winter games but they do not think that Winter Games have offered more job opportunity and the cost of sport facilities structured for Winter Games have not taken big supports.

When the participants' education status are getting higher, they think that 2011 Universiade Winter Games have offered more job opportunities in Erzurum and the standard of living has increased highly. With regard to gender, female participants to male participants think that 2011 Universiade Winter Games have contributed to local people and small businesses economically and the standard of living has increased highly.

With respect to marital status of participants, single participants to married participants think that 2011 Universiade Winter Games have increased the crime rate and they complain for living in the land of Winter Games but they indicate that it is a nice experience meeting with tourists from different regions and learning their social and cultural values.

From the aspects of these results, considering sporty competitions are providing contribution in terms of economic, socio-cultural and tourism to the region.

RECOMMENDATIONS

There is an important role of sport organizations for the promotions of cities and countries in the international area. The flow of organization is affected positively by raising awareness of local people towards sport organizations to be held in cities. This contributes to economy and the promotion of the city.

Raising awareness towards sport organizations is an important role because the flow of sport organizations provides region's economical development and the promotion of the country and the city in a positive way.

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