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Master Degree Project in Marketing and Consumption

Impacts of Gothia Cup on Gothenburg
-From the perceptions of local residents

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Abstract

Cities work in increasing their destination awareness. A popular strategy is organising events and festivals. Developing unique selling proposition for a city is inappropriate if excluding the opinions and support of the local residents. Therefore, a case study was conducted on the world's largest international youth football tournament, Gothia Cup. Gothenburg goes through a transition during Gothia Cup, which creates both opportunities and perhaps problems for the locals. Locals' perception towards Gothia Cup was measured through Non-use value framework. Perceptions of Gothia Cup were measured through sending out online surveys to both Random and Non-random samples from Gothenburg. With the help of Non-use value framework, the results indicated different socio-cultural impacts that Gothia Cup had on Gothenburg. The locals were positive about Gothia Cup in terms of economics, tourism, destination enhancement, well-being etc. There are rooms of improvement that need to be taken into account of how Gothia Cup should create a better involvement with locals and making them feel that the event provide meaningful impacts on their lives.

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1. Introduction:

1.1 Background:

Cities are joining the trend in becoming distinctive and prosperous as they want to increase the awareness of their areas. Despite it being a recent trend, several authors have conducted reports related reports (Chalip & Costa, 2005; Kemp et al, 2012; Andersson et al, 2012). The cities that try to position themselves in desirable positions are in need of available attractions that can be increased in a way that is linked with the image that the destination seeks to express.

A growing strategy by destination marketers is that events and festivals, particularly sport events are being used to increase the destination awareness of the host community (Chalip & Costa, 2005). Despite a recent trend, the amount of popularity in literature on events and festival has been significant (Xiao & Smith, 2004). Events can have different important roles in relation to the city's objectives. These roles include attracting tourists, attracting long-term investments, changing the position of the destination, improving the quality of life for locals etc (Chalip & Costa, 2005; Jayswal, 2008; Xiao & Smith, 2004).

Gothia Cup is a regular mega-event that first started in 1975. It is the world's largest youth football tournament that takes place annually in Gothenburg, Sweden (Gothia Cup, 2011). In the light of the event, Gothenburg goes through a transition and the event is considered important for the city in terms of economics, marketing etc. During the event, thousands of games are played in over 91 football fields by thousands of teams from all over the world, attracting over 300,000 visitors in Heden alone (Main Gothia Cup centre). In 2011, the tournament contributed 365 million SEK in revenue to local businesses and 118 million SEK in tax revenue to the government (Gothia Cup, 2011).

Gothenburg over the past twenty years has earned its reputation as a city of events where major sport, entertainment and cultural events take place (Göteborg & Co, 2013). Gothenburg has turned into a prestigious leading events venue. Taking the major events into account, the

city attracts over 6.5 million visitors every year, and the activities taking place in the area as a whole generate annual tourism revenue of 4.5 billion SEK. The first major music event at Ullevi (sports stadium) was the Rolling Stones concert in 1982 and the first major sporting event of modern times was the 1992 European Football Championship (Göteborg & Co, 2013). Gothenburg's accomplishment as an events location can be credited partly due to the collaboration between various parties involved. Event organisers managed to coordinate with departments such as hotels, transport, companies, event venues, restaurants, governmental services and institutions. In order for Gothenburg to be successful as a destination where it hosts major events, regular events are vital to take place in order to place Gothenburg on the world's map (Göteborg & Co, 2013).

1.2 Problem Discussion

Attention is commonly placed on the economic effects of festival and events while ignoring other issues that affect the locals (Castellanos & Sánchez, 2007). Developing a unique selling proposition for a city can be difficult if not taking the locals' needs into account (Kemp et al., 2012). Perception according to Allpsych (2013) is how people interpret the sensations and from there on, judge their own concluding sense of that environment. An important part in successfully positioning a city to its desired position is measuring the perceptions of stakeholders. Through coordinating with the local community, there will be a greater chance of success when being faced to handle external elements. Despite satisfying the locals that participate in events are an obvious need, satisfying the locals that are not involved with events can be more important (Castellanos & Sánchez, 2007). After all, they make up a large proportion of the population and also represent the city as the event represents, which make their opinions and support vital.

Despite Gothia Cup being a traditional mega-event which is internationally oriented, the event does bear an impact on the locals' lives. There are potential positive outcomes of events, other than economic impacts. The outcomes include tourism, physical, socio-cultural, psychological and regional community development (Freline, Jago, and Deery's, 2003). However, if locals perceive negative impacts that festivals and events bring, these would hamper the event's and the destination's image. Factors such as overcrowding, life adjustment, overuse of local facilities, increased crime rate and noise, increased prices of local products and services, harming the environment, and transportation issues can all occur (Barget & Gouget, 2007).

There is a change in Gothenburg during Gothia Cup as over 1600 teams (over 37 200 participants) from over 78 countries visit Gothenburg during the tournament. This increase in population means that issues can occur and affect Gothenburg. In this case, the people that are most affected by Gothia Cup are the local residents, since in whole they have to adjust their routines when Gothia Cup takes place. In considering events and festivals as a recent popular tool in increasing a destination's awareness, this has led to much work in measuring the perceptions of the locals' in order to analyse rooms of improvements for events (Lichrou et al, 2010;).

1.3 Research Question:

- How does the local population of Gothenburg perceive Gothia Cup in terms of Non-use value framework?

1.4 Research Aim

The purpose of the thesis is to measure the perceptions of the local residents towards Gothia Cup and what different impacts it has on Gothenburg. Relevant researches have been on locals' perceptions of events connected with destination images and impacts of events through the Use value and the Non-use value. Use-value measures the perceptions of the people that participate in the events, while Non-use value measures the people that do not participate in the events but in some form still become affected by it. There are three divisions of Non-use value which will be discussed in the Literature Review: Option value, Existence value, and Bequest value (Andersson et al, 2012). Since interest lies in finding out Gothia Cup's different impacts on Gothenburg, the Non-use value model will be the backbone in examining the different impacts. Non-use value model is an effective way of measuring the perceptions of locals. The aim is to examine how the event bears an importance to the locals and find out rooms of improvements needed to consider in order making the event sustainable.

1.5 Limitations

This thesis was limited to the local people of Gothenburg and the company Gothia Cup. The data used in this study and the results gained will only represent this particular case and cannot be generalised. The thesis avoided mentioning Gothia Cup's impact outside

Gothenburg and strictly limited its impact on Gothenburg. The interest did not lie on how many people attend Gothia Cup and how the event itself performed, but rather how locals in general are affected by Gothia Cup when it takes place.

The locals could have been segmented and divided into different groups based on their perceptions and needs. However, the thesis did not analyse the differences of the segments since the aim was to find impacts on Gothenburg by Gothia Cup, the samples were measured to be generalised. This means that conclusions were drawn from the impacts themselves rather than connecting them to some particular segments of the samples. The idea was that since a whole city is affected, it was unwise to find ways to satisfy few particular segments of the population. Instead, the whole population needs to be satisfied

Due to the time pressure, it was forecasted that enough Random respondents would not be collected for answering the survey. That is why Non-random respondents were included in order to create a better generalisation of the population. However, this could have lead to sampling bias since the Non-random sample is termed not truly representative of the entire population. Despite this, both the Random and Non-random sample groups were separated in the analysis in order to not influence the results in a biased way. In the end, both the Random and Non-random samples generated similar results in the analysis.

2 Literature Review

2.1 Perception:

Sensation is about a person sensing an environment through his/her five senses that include touch, taste, sight, sound, and smell. As a result, the information of this process is sent to the person's brain where perception comes into the picture and plays a role. Perception is how the person interprets the sensations and from there on, make a concluding sense of that environment (Allpsych, 2013). According to Cherry (2013), perception is our sensory experience of the world around us that involves the recognition of environmental stimuli and actions in response to the stimuli. Besides the experience, perception also allows a person to act within his/her environment. Perception is what interpretation people take in through their senses and the way they perceive their environment is what makes them different from each other (Allpsych, 2013).

Events that attract large number of tourists, increases the locals' attitudes towards tourism which has lead to various works in measuring the perception of the locals in order to measure both positive and negative reactions (Xiao & Smith, 2004). The word perception has been commonly used by Chalip & Costa (2005) when they analysed sport events that are being used in enhancing the image of the destination. They stressed how events must be aligned well strategically into the destination's marketing plan in order to generate a stronger positive target audience's perception of the destination's image. Freire's (2009) suggestion is that the perceptions of local people are an important factor in regards to the image of place brands. Xiao & Smith (2004) conducted a case study on residents' perceptions of the Kitchener-Waterloo (Ontario, Canada) Oktoberfest 2002. They wanted to see if the event serves as an important cultural heritage to the area. They claimed that the residents' perceptions, attitudes, and feelings about a cultural event can be concluding in determining an event's positioning. Despite events creating both opportunities and problems to the host community, the residents' perceptions of events should be vitally considered in order to make the event prosper in the long run. Analysing the locals' perceptions could entail the level of community support of an event, as well as inform the organisers of the potential sustainability of the event (Xiao & Smith, 2004).

2.2 Positioning a City

Cities must compete with other cities in order to attract targeted tourists and therefore, peoples' perceptions of a destination can have a vital impact on determining a city's positioning (Tasci & Kozak, 2006). A strong image is what importance it possesses to its products and services via the perceptions of the consumers. In result, there is a strong potential of development of the product or service (Chalip & Costa, 2005).

Positioning a city expresses a memorable experience that is linked with the city (Blain et al, 2005). In addition, this process can increase a destination's image, which enhances the usefulness of marketing efforts to probable visitors. Destination brand is characterised by intangibility and expresses various dimensions which involves the perceptions of organisations and consumers (Lichrou et al, 2010).

2.3 Events & Festivals

A popular tool in Destination awareness is through hosting events and festivals. Chalip & Costa (2005) mention that sport events are being increasingly used to build the brand of their host destinations. Events can have different roles in relation to the destination brand. In the result of events, increased awareness and attractiveness of the host region is one of the important social impacts. Festivals and events are considered as important tools for the hosting city as they attract "spectators, participants, competitors including the officials and the media" (Xiao & Smith, 2004).

"When a city establishes a development strategy that includes sports as part of a critical mass of attractions designed to lure people into the urban core, then a sport team or venue can and will provide significant economic value to the city" - Chema (1996:22).

Events can influence the tourists to stay for a longer time at the destination if successful (Jayswal, 2008). Long-term advantages include improvements in infrastructure, heavy investment by large companies, improvement of quality of life for locals etc.

2.4 The Local Population

As community support for events is largely connected with perceived economic benefits, negative reactions are applied to perceived social costs that include traffic congestion, increased crime, increase security, and decrease of local culture (Xiao & Smith, 2004). The economic impacts that include increased employment opportunities, increased revenue and economic activities are fair points. However, the locals' perceptions of community pride are vitally important (Xiao & Smith, 2004). Events can strengthen regional support which can then lead to lead to cultural understanding among the locals and visitors.

However, hosting an event in a city involves important social considerations since the tourists may be from different cultures and there may be some form of multi-cultural build up which the local community must handle (Jayswal, 2008). This is something that events and the destination city need to take into consideration which keeps a look out for any such negative clashes that can ruin the spirit of the event. From a tourist perspective, major impacts are increased awareness or increased image of the host region (Xiao & Smith, 2004). Moscardo (2007) acknowledges that there is challenge of balancing external market needs and forces against community involvement and local resident needs. If tourists visit the destination again due to any other event at the destination, this can result in increase the boom of business among the local businesses, hotels, restaurants, transportation etc. Lichrou et al (2010) in their report focused on the Greek tourism-oriented island of Santorini, and were interested in the views of the locals. The authors argue that destinations need to consider the stakeholders' wishes, views and interests in order for the destination and events it creates to be appealing and to achieve stakeholder collaboration.

Moscardo (2007) has been analysing potential roles for events and festivals that they bring to a region other than economic purposes such as health, education, welfare, equity, and other social and cultural dimensions of community life. In addition, Figure 1 below summarises what impact festivals and events can have in regional areas. As the table is inspired from Fredline et al (2003) it still gives a clear summary consisting of both positive and negative impacts.

Category	Positive	Negative
Economic	Income/reserve; Multiplier effect from visitor spending; Employment	Loss; Increased prices for locals; Opportunity costs
Tourism	Enhance destination image; Extension of tourism season	Risk of reputation damage
Physical	New facilities & infrastructure; Regeneration of rundown areas	Environmental damage; Overcrowding, congestion
Sociocultural	Social opportunities for locals; Improved social networks	Commoditization of culture; Antisocial behavior; Dissatisfaction with event image
Psychological	Enhanced sense of community; Excitement & pride	Conflict
Regional community development	Enhanced skills for volunteers & participants (Kemp, 2002); Support for other regional products and services (Bessiere, 1998); Development of partnerships and alliance (Coaffee & Shaw, 2005; Jones, 2005)	Conflict with other regional activities

Figure 1 – Different categories affected by events (Taken from: Fredline, Jago, and Deery, 2003).

Moscardo's (2007) study was looking into regional tourism development and explored thirty-six case studies of festivals and events. The results of the analysis came across with several themes that were important considerations in successful events and these were related to community involvement.

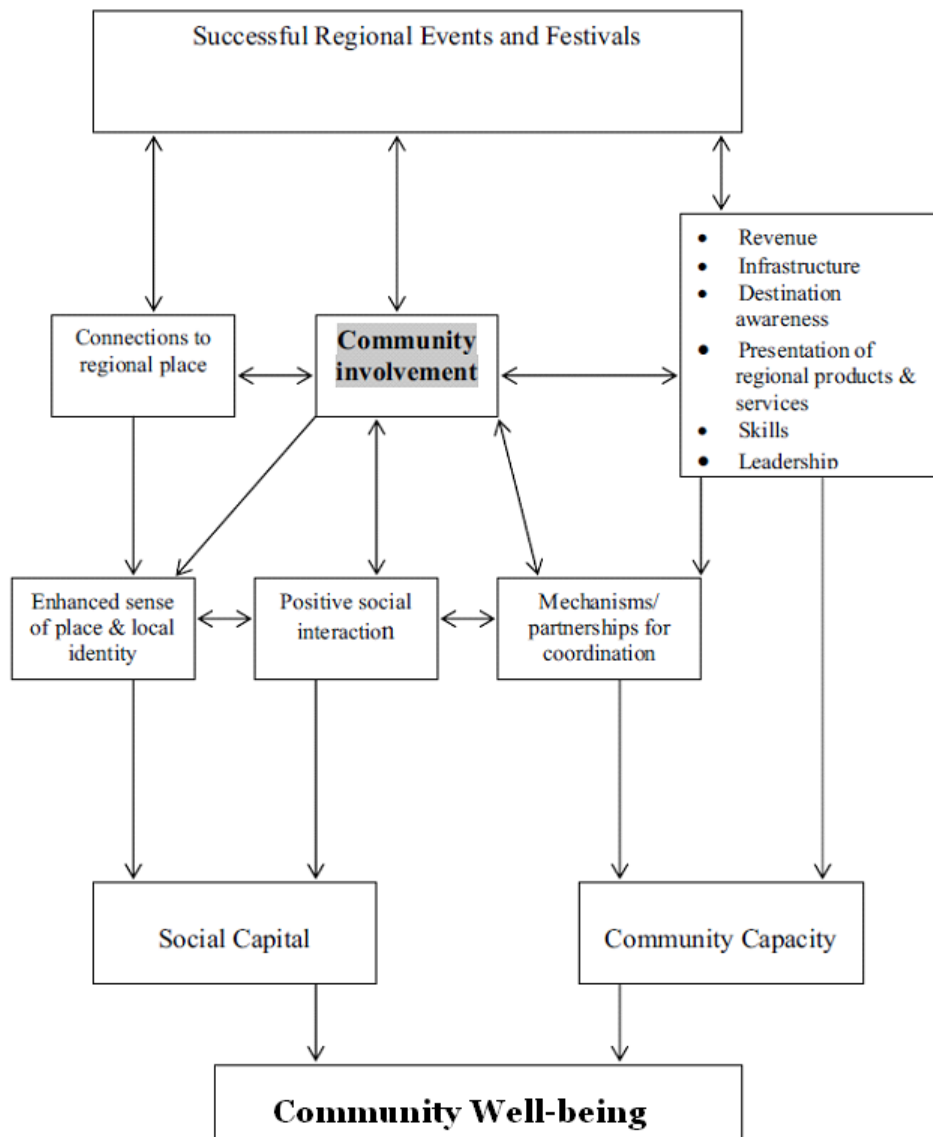


Figure 2 – Community Involvement contributing to Community Well-being (**Adapted from:** Moscardo’s (2007) Figure. The term “Positive Regional Development Outcomes” was replaced by the term “Community Well-being”)

Figure 2 is a summary of Moscardo’s (2007) research to understand the role of events and festivals in regional tourism development. At the centre of the figure is community involvement. The figure demonstrates that an event may attract reasonable numbers of visitors and generate revenue. However, demonstrating strictly economical benefits and limiting community involvement, the event will fail to reach the long-term positive regional development outcomes. The community involvement increases social capital and community capacity, which are the two main parts of positive regional development. Figure 3 does not focus entirely on the economic and the tourism marketing benefits.

Moscardo’s (2007) report supports the thesis since further research from the author’s work can look into different factors. The factors include quality of social relationships developed through the event, the level and types of learning from participation in the event, and the contribution of event coordination partnerships to other regional activities. These could be valuable in improving the ability of events to contribute to positive regional development outcomes.

Moscardo (2007) puts out that there are three major interconnected factors when organising a successful event and taking the community into account: social capital, community capacity, and community well-being.

Social capital is in regards to the key characteristics of networking that ease “collective action, trust, social cohesion, shared norms, and cooperative behaviour”. Regional communities with high levels of these types of social relationships have high advantage of social capital. Besides making the locals feel they are involved, events in a region should be used to celebrate achievements and support community pride and identity. If events solely focus on the benefits of visitors, this causes problems for the long-term aspect of the events. Moscardo (2005) claims that tourism development will most likely to have positive outcomes for an area if the initiative is taken by the local community.

Community capacity concerns the type of people involved. This can involve not only the organisers, but also “performers, athletes, and other participants”. The opportunities to learn new skills and develop existing skills are part of building community capacity. Community capacity is regarding the skills and knowledge that create innovation and problem solving. Community capacity is often seen as connected to social capital. Social capital and community capacity together are then seen as contributing to community well-being.

Community well-being is that festivals and events contribute to community well-being in several ways such as the creation and enhancement of sense of place. These contribute to social identity and involvement in festivals and events supports learning new skills which then contribute to community capacity. Events and festivals provide products and services for both the tourists and non-tourist related products and services. Activities are not only based to support the tourists, but also the local people. Businesses have the opportunity to market themselves during events and if successful, they can also operate successfully throughout the year.

2.5 Non-use value

Non-use value is part of the Total Economic Value (TEV) framework. TEV broadly measures the economic value of any factor and the framework consists of Use and Non-use value. According to Andersson et al (2012), Use value applies to people that are active participants of an activity. It is related to consumers who are active users of an event, product etc. TEV is primarily measured by the money that a person is willing-to-pay or amount of money the person is willing-to-accept as a compensation for giving up the good or service (Dziegielewska, 2009). Measuring strictly the Non-use value is logical since the aim is to find out the impacts Gothia Cup has on Gothenburg as a whole which will be measured through the perceptions of the local people. Similar studies have been conducted on many different topics such as music festivals (Andersson et al, 2012), total economic value of sporting events (Barget & Gouguet, 2007), and socio-cultural value of a sports club for a city (Castellanos & Sánchez, 2007).

Castellanos & Sánchez (2007) measured the importance of the Spanish professional football club, Deportivo de La Coruña to the city of A Coruña using the TEV. In their results, they concluded that the importance of Non-use value is strong based on the survey results and

measuring the public’s opinion of the presence of a football team in a city. The presence of the football club can display benefits for the city in general since one can be satisfied by living in a “big league” town. Another aspect is having something in common among the residents from sharing the passion of a team. This also eliminates exclusion and tension. Castellanos & Sánchez (2007) stress that when a city has a team with a prestigious performance in the sport considering the socioeconomic importance of football in Spain, that team would generate an important place in the residents’ lives despite most that do not watch any game at all. Non-use value has an importance since even though a large number people may not have an interest to football at all, they may feel that the football club can promote community pride, psychological well-being, harmony, poising a great impact on the community spirit, and the conscience of local-regional identity (Castellanos & Sánchez (2007). **Barget & Gouget (2007)** highlight that events can cause positive and negative impacts. People who do not attend an event may still be affected by it through issues such as traffic congestion, littering, experience of tourist related activities etc. And in order to analyse the value of an event, impacts need to be taken into consideration which is usually done through Non-use value.

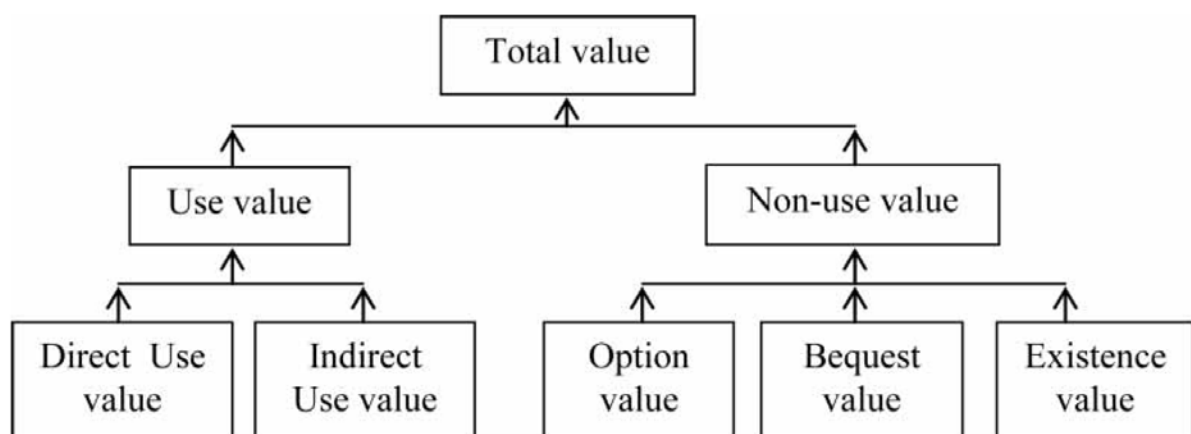


Figure 3 –Total Economic Value (Taken from: Andersson et al, 2012)

As noted in Figure 3, there are 3 divisions of Non-use value: Option value, Existence value, and Bequest value (Andersson et al, 2012). Option value is shared between Use value and Non-use value. The reason why it is shared between the 2 values is that it represents the value that residents are assured that they have an opportunity to visit an event (even if they have not

visited the event before) to experience the Use value as long as the event exists. According to Barget & Gouget (2007), Option value is the amount of usefulness by people about the possibility of benefiting from an event in the future where it poses a question of keeping the option of organising such an event in order to prevent it from disappearing. Existence value is about the value locals place to the effect that an event has on the image and on the developmental direction of the city (Andersson et al, 2012). The local people will perceive an event valuable if it brings prosperous opportunities to their city or even the country. Barget & Gouget (2007) mention that this division is about the utility a person knows that an event exists, which can represent the economic, social, symbolic and cultural points of view, even though the person is not directly involved with the event. According to Barget & Gouget (2007), Bequest value (or Legacy value) is about the satisfaction of the outcome of handing down an event to future generations. It describes the value that the residents assign to provide culture and entertainment to future (or younger) generations (Andersson et al, 2012). So this third division concerns the long-term mentality of an event, or any other factor. An event should be handed down to future generations, as long as it will benefit them.

3. Method

3.1 Study Object

Gothenburg is Sweden's second largest city which is located on the west coast with the archipelago closely linked to the city centre (Göteborg & Co, 2013b). Gothenburg has created a number of internationally successful companies in the fields of marketing, architecture, web design and special effects for film (Göteborg & Co, 2013b). The atmosphere in Gothenburg is considered to be relaxing and simple with the easy going transportation of trams, busses and ferries. During summers, Gothenburg is known to host several of international music festivals and concerts which include Way out West, Metaltown, Summerbust, and many more. Friendly club shows and DJ performances are found in bars and nightclubs. The islands consist of around 10 000 granite islets and peaceful villages. The islands are known for its peaceful characteristics and the Marstrand Island also has international sailing events. Gothenburg has ten district councils that consist of fourteen neighborhoods and twenty-one boroughs (Hittabrf.se, 2013).

3.2 Gothia Cup:

An interview is a data collection method for collecting primary and unique data through where interviewees are asked questions to find out what they think, do or feel (Collis & Hussey, 2009:144). Niclas Andersson, the Marketing Director was interviewed and provided interesting and genuine facts about Gothia Cup's approach on the locals. The interview consisted of a mixture of both pre-planned and spontaneous questions and took place for less than 30 minutes. The questions were structured according to Moscardo's (2007) figure 3.

3.2.1 Role as a Marketing Director:

The role of Niclas Andersson's is to monitor Gothia Cup's brand, both in the form of what is being written about the event, and what the event writes. The image is also monitored in all types of forms such as clothing, colours, and fonts. Communication in different ways is a main part of the role, especially outside Sweden. These include getting in touch with

countries, informing them about the event, and networking. Among the locals, it is keeping in touch with the governmental authority in regards to football pitches, schools etc.

3.2.2 Vision:

Gothia Cup has one vision, which is to create a meeting place for the world's youth no matter the nationality, culture, and religious background they are from. To achieve this vision, the main tool is football.

3.2.3 Local Government:

Gothia Cup constantly keeps in touch with the municipality regarding schools since 70% of all the teams live in the schools throughout Gothenburg. The event also works with a body called "Idrott och Förenings Förvaltningen" (IOFF) regarding renting football pitches. Got event (operates the city's sports venues) rents out arenas such as Ullevi and Scandinavium. Göteborg Company handles events in Gothenburg and Gothia Cup is trying to collaborate with them as much as possible in trying to influence them. This is due to making them support recurring events instead of strictly their own events. Changes in Gothenburg affect Gothia Cup as with the case of Heden. For Gothia Cup, Heden is a natural meeting point for both participants and the locals and if Heden is changed or disappears, it might influence the event. These are few of the reasons Gothia Cup needs to keep its relation with the municipality consistently.

3.2.4 Gothia Cup as Important tool to Destination Awareness:

As Gothenburg is making an effort in being termed as a city of events, Niclas mentioned that Gothia Cup is an important tool since the event creates possibilities and conditions for Gothenburg in sustaining many football pitches. The event is also a regular renter of Gothenburg's big arenas and the event generates large amount of tax revenues. The visitors of Gothia Cup spend money in Gothenburg and the event "puts Gothenburg on world's map." Niclas believes that people outside Gothenburg recognise Gothenburg thanks to Gothia Cup. The event also shows that it is possible to arrange such an event in terms of size, infrastructure and organisation.

3.2.5 Relationship with the Locals:

Gothia Cup's relationship with the locals is in many ways positive. A lot of locals admire and appreciate Gothia Cup, and many participate in watching ceremonies and football games. However, he admitted that there are also negative factors such as Gothia Cup can "ruin" it for some people, overcrowding and noisiness take place, and not many spaces in buses and trams. Niclas mentioned that Gothia Cup is addressing these issues so that the pessimistic audience can also be part of the event, feel proud of what Gothia Cup stands for, and that the event does not serve them as a problem but rather happiness in everyday life. Niclas believes that Gothia Cup cannot function without the support of the local people, since the locals are the ones that interact with the participants, most of the employees involved are locals, participants ask the locals for guide, most of the spectators are locals, and that about half of the participants are attended by the locals. So in summary, Gothia Cup cannot function without the locals' support and interest.

In regards in getting the locals involved, football enthusiasts are definitely involved. The rest of the locals Gothia Cup is trying in some ways with a strong brand, trying to get them feel that Gothia Cup is an event that gives something back to the community and to football around the world. In this way, they can feel proud that they from Gothenburg and are known for making such significant impact around the world. Niclas added that Gothia Cup helps in bringing other events (other than sport events) that appeal to locals that are not necessarily fans of Gothia Cup or sports events. Locals learn new skills when they participate in Gothia Cup, especially the employees and volunteers since a lot take place during short period. People learn to handle stress, solve problems on the spot, interact with different types of people etc. These skills help in life for the future as Gothia Cup is an international meeting place enabling different skills necessities. The locals that do not participate in Gothia Cup also learn skills as Gothenburg becomes a more multi-cultural place and they learn to understand, appreciate, and deal with external visitors.

Niclas admitted that it is tough to balance between serving the visitors' needs and the locals' needs. Gothia Cup focus more on visitors since they Gothenburg is not their home place and this means they need a lot of attention and information etc. However, it is important that to give something back to the locals that can participate in other small events thanks to Gothia Cup and the event is striving to support the locals as well. In contributing to well-being,

Gothia Cup contributes to sports and help providing goals for youth. The event also sustains football pitches so more people have the opportunity to play sports, more job opportunities arise for local businesses so they can earn extra. Through generating tourist revenues, businesses can keep running and the local government can invest in Gothenburg's well-being. In summary, Gothia Cup contributes to happiness, fellowship, entertainment, understanding, and affinity. Gothia Cup gets help from external people that arrive as "project leader" some work with catering, cleaning, mowing the lawn, refurbishing arenas, and schools. Due to Gothenburg being a city where attractions and activities are close to each other and interlinked, tourism in Gothenburg turns to success, locals have it more convenient, and Gothia Cup makes use of that.

3.3 Case Study:

The method used was taken in the form of a case study. This provided the thesis the freedom to conduct interviews, surveys, gaining secondary data etc. Despite this method being an intensive study of a single case which enables the researchers in applying different techniques, a significant drawback is that the findings cannot be related to other cases and be widely generalised (Tellis, 1997). Either way, a case study is suitable if one wants to explore a particular topic of interest in regards to a company.

"A Case Study is methodology that is used to explore a single phenomenon (the case) in a natural setting using a variety of methods to obtain in-depth knowledge". – Collis & Hussey (2009:82).

3.4 Data Collection Method:

According to Collis & Hussey (2009:76), a survey is gathering data from a sample, analysing, and generalising the results to a population. Surveys are used to collect information about the behaviours, attitudes, reactions needs, and opinions of the respondents. Furthermore, surveys are used to measure opinions about community issues related to the purpose of the study (Hampton & Vilela, 2013).

3.4.1 Random Sampling

According to Collis & Hussey (2009:76), collecting data about every member of a population is expensive and time-consuming for a large population. It was therefore recommendable to choose random sampling to represent an unbiased subset of the population. This also coincided well with the aim of gathering respondents that represent Gothenburg. A random sample according to Collis & Hussey (2009:76) is where every member of the population has an equal opportunity of being picked. This makes the sample unbiased subset of the population and allows the results gained for the sample to be taken to be valid for the whole population making the results representative to the population. Random sampling is considered as a fair way of selecting a sample from a given population (Castillo, 2009). One of the goals of the thesis was to ideally draw conclusions and to make generalisations related to the population from the results gathered from a sample.

In this case, Random samples were chosen in central places. The researcher was positioned in the central of the city (Brunnsparken and Nordstan shopping centre), since that area is where locals from all over Gothenburg travel by for their particular errands such as shopping, travelling, etc. The pedestrians were asked if they would like to participate in an online survey regarding the impacts of Gothia Cup on Gothenburg and the locals' perceptions towards it. In order to generate interest among the pedestrians, they were informed that they have the opportunity of winning gift checks from any shop/restaurant and that study was from Handelshögskolan (researcher's university). The outcome was not pleasing since very few email addresses were collected. In experience, this method was also time-consuming and not effective. This generated an idea of creating an advertisement in the form of handing out flyers to pedestrians and explaining to them about the purpose of it (Figure 4). An unbiased sample according to Collis & Hussey (2009:211) is one that represents every section of a population in the same proportion as the population. However, there was a great certainty that in this case, the sample may have been biased since financial inducements were involved to attract participants. This strategy demonstrates that some participants may possess particular characteristics that others in the population do not possess (Collis & Hussey, 2009:211). Despite the awareness, this method was more effective. This method was expensive financially, however less time consuming and more appealing. During 2013-04-25-2013-04-27, the researcher was based at the mentioned locations (Nordstan and Brunnsparken) in the afternoon. The timing felt reasonable since the first day was the day when locals received their monthly wages so the atmosphere was welcoming.



Figure 4 – Flyer handed out to Random samples

In the flyer (Figure 4) it says to take part in a 5 minute online survey and to compete for a gift check worth 200 SEK from any shop or restaurant. The criteria to be part of this survey were that the person had to be from Gothenburg or living there, and to send their email address to survey.gu.2013@gmail.com, where the respondent would get the survey's link sent back to their email address. The email address was created specifically to notify the receivers that "gu" is an abbreviation of Göteborgs Universitet (University of Gothenburg) and the logo of the university was placed on the flyer as well. The reason why the logo of Gothia Cup was not used since the researcher does not represent Gothia Cup, but is conducting a study about it. More time should have been invested in this method so, Non-random sampling was considered in order to generate more respondents.

3.4.2 Non-random Sampling

Non-random sampling is a technique where the samples are gathered in a process and that does not give all individuals in the population equal chances of being selected (Castillo, 2009). In any form of research, a genuine and complete random sampling is always difficult to achieve. Especially due to facing time management, financial issues, and workforce that are part of the limitations of random sampling. It is almost impossible to conduct strictly random sample of an entire population. It is suitable to turn to Non-random sampling (Castillo, 2009). Samples are mostly selected on the researcher's accessibility and in this case, via the popular social media site, Facebook. A drawback with non-random sampling can obviously be that the results of the research cannot be used in generalising an entire population since the sample were acquaintances to the researcher. The thesis was careful and honest in drawing conclusions about the sampling technique used as a portion of this may be biased data. The researcher treated random and non-random respondents' answers separately in analysing the results in order to visualise a more accurate and safe picture of the results.

3.4.3 Sample size:

According to SCB (2010a), 906 691 people live in Greater Gothenburg (neighbouring cities and municipalities) and in SCB (2013b), the population of Gothenburg city is 526 089 (conducted in 31 December 2012). Taking Gothia Cup's games, events, and teams into account, Gothia Cup's primary influence is on Gothenburg City. However, facilities are used outside Gothenburg City as well such as schools occupied by teams, activities visited by teams and tourists, Gothia Line (Gothia Cup's bus line) and football pitches used for games. It is therefore suitable to consider respondents from Greater Gothenburg as well.

The sample size for this study was based on the guide followed by Smith (2013). Since the thesis was based on people from Gothenburg, the whole population was taken into account. Margin of Error (Confidence Interval) helps analyzing how much higher or lower than the population mean one is willing to let the sample mean to fall. The margin of error is normally 5% and above 10% is not recommended. Confidence Level is how confident one wants to be that the actual mean falls within the confidence interval. Therefore 95% was used. The sample size was calculated through Survey System (2013) to determine the accepted sample size for

this thesis. The ideal sample turned out to be 384, however since a total of 248 respondents answered the survey, the ideal Margin of Error was at 6.2%.

3.4.4 Survey Design & Data Collection Method:

The survey was designed to be an online questionnaire. The survey was created through web-based survey software called Webropol. The results generated by the respondents were transferred from Webropol into Excel for data cleaning, then into SPSS for coding and analysing the results. A total of 500 flyers were handed out and taking the previous method into account, a total of 180 emails were collected. A total of 146 Random respondents completed the survey and therefore the response rate was 81%. Among the Non-random respondents, a total 110 respondents were asked to complete the survey and 102 respondents completed the survey making the response rate 93%.

3.4.5 Likert Scale:

The most popular form of measuring attitudes towards something is the Likert Scale (McLeod, 2008). This method used fixed statements and designed to measure attitudes or opinions which the ordinal scales can measure levels of agreement or disagreement. The Likert scale can measure by how much a person agrees or disagrees with a given statement and the researcher can look into the perceptions given by respondents. The most common scale is 1 to 5 (McLeod, 2008) and using the “Agreement” scale, it becomes 1= Strongly disagree; 2= Disagree; 3= Not sure; 4= Agree; and 5= Strongly agree. Mixed scales within the survey would be confusing and time consuming when analysing data (Vanek, 2012), which is why scale from 1-5 was used throughout the survey. Likert scale is suitable to the thesis since it does not expect a simple yes or no answer from respondents, but rather for degrees of opinion with the freedom of placing suitable statements for the respondents. Likert Scale is very useful when one wants to get an overall measurement of a particular topic (Vanek, 2012).

A drawback can be that a respondent may want the researcher to know that the respondent is a different person (one that he/she desires to be). The survey made a noteworthy effort in offering anonymity. This would reduce social pressure and also reduce social desirability bias (McLeod, 2008).

3.5 Survey Questions:

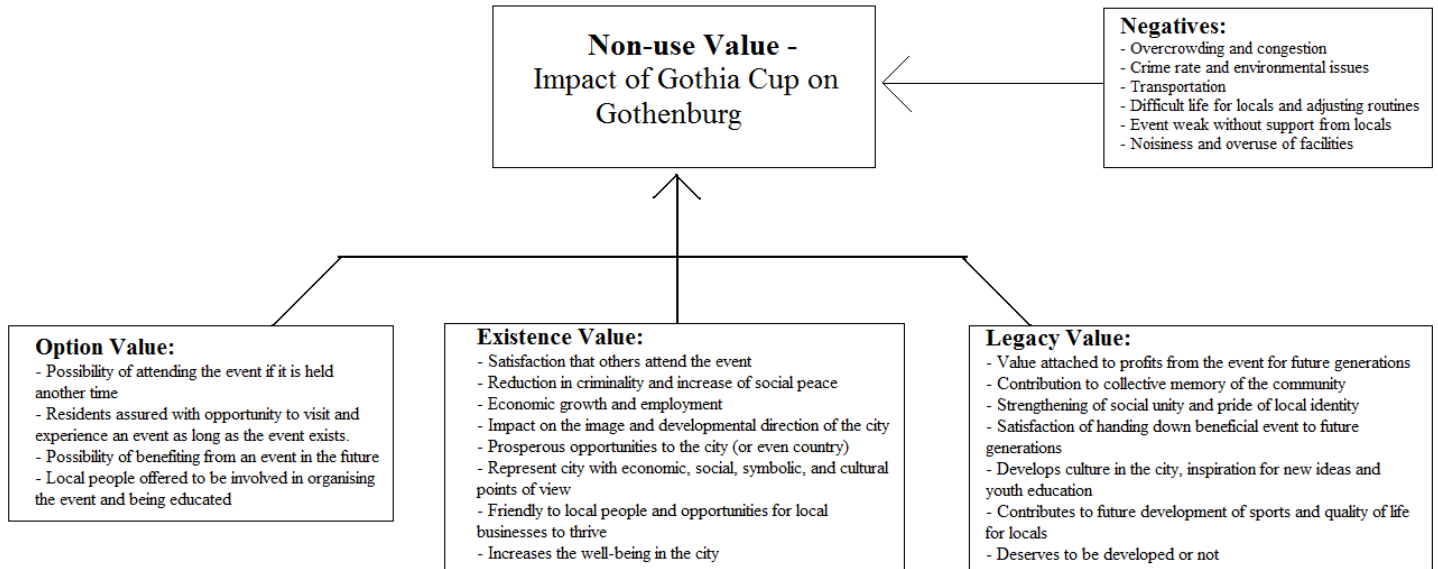


Figure 5 – Local-oriented Non-use Value (Adapted from: Andersson et al, 2012; Barget & Gouguet, 2007; Castellanos & Sánchez, 2007; Moscardo, 2007; Dinaburgskaya & Ekner, 2010)

Figure 5 was created as a summary of the mentioned theories from Literature review (Andersson et al, 2012; Barget & Gouguet, 2007; Castellanos & Sánchez, 2007). With a focus on the local people, related factors from Moscardo (2007) were added to the Non-use value divisions. Moscardo’s (2007) Figure 2 serves as a complement to Non-use value when creating questions since it covers many social issues and community involvement which were related to Non-use value. The arrows represent the perception generated by each of the sections where the Non-use Value section represents the different impacts of Gothia Cup on Gothenburg. The divisions at the bottom (Option, Existence, and Legacy) are the main divisions of the Non-use Value. The “Negative” division is also part of the Non-use value but was treated separately when measuring that division through the survey. Negative statements helped in analysing a bigger picture, finding rooms of improvement and examining how Gothia Cup copes with the locals as Barget & Gouget (2007) stressed the importance of potential negative factors. Dinaburgskaya & Ekner (2010) worked on the social impacts of Way out West festival (major Gothenburg music event) on the locals of Gothenburg. Several

questions from that thesis covered issues of social effects of the festival on Gothenburg. Many statements in this survey were taken as inspiration from Dinaburgskaya's & Ekner's (2010) thesis. In summary, Figure 5 is the Non-use value model with a local-oriented twist. The main part of the survey will measure what impacts Gothia Cup has on Gothenburg through the perception of the local people with the help of Figure 5.

The survey begins with introduction, explains the purpose of the study and how long time in answering the survey would be appreciated. All questions (except for filling email address for the competition) were mandatory to answer. However, if the respondents chose not to provide an answer, they were free to write "N/A" next to the "Other" option. First section asked questions about the popular activities in Gothenburg in order to get a picture in what position Gothia Cup is in compared to other popular activities in Gothenburg. Then respondents were asked to state if they feel that Gothia Cup has a big influence on Gothenburg, if they are familiar with Gothia Cup and plan to attend the event. This is in order to find out how Gothia Cup is popular among the locals compared with other activities. The second section page asks the respondents for their perceptions towards Gothenburg in general while not taking Gothia Cup into consideration yet. The third section asks the respondents about their views on Gothia Cup. The page is divided into three sections of Non-use value: Option, Existence, and Legacy. Section 4 contains the negative statements. The final section consisted of demographics questions since it eases the researcher in breaking down overall survey response data into meaningful groups of respondents (Snap Survey Software, 2012). It also helps the researcher to determine who is answering the question and why a particular segment had a stronger opinion on a certain issue. Not too many demographic questions were asked since these questions can be invasion of privacy and compromising their confidentiality (Snap Survey Software, 2012).

3.6 Reliability & Validity:

According to Hair et al (2010:92), Cronbach's alpha measures the reliability of stated questions which range from 0 to 1. The closer to 1, the more reliable it is and if the questions are lower than 0.7, it is lower than acceptability. Cronbach's alpha is a common form of measuring reliability and mostly used to Likert scaled questions (Laerd, 2013a). Cronbach's Alpha was tested for the Likert Scaled questions of the themes of *Gothenburg*, *Option Value*, *Existence Value*, *Legacy Value*, and *Negatives*. For the Random samples, Cronbach's alpha

was for the respective themes: 0.838 (9-item), 0.872 (6-item), 0.950 (15-item), 0.950 (14-item), 0.926 (12-item). For the Non-random samples, Cronbach's alpha was: 0.827 (9-item), 0.824 (6-item), 0.925 (15-item), 0.908 (14-item), 0.879 (12-item). It can be said that the Cronbach's alpha for all the themed questions for both Random and Non-random respondents were acceptable, making the reliability acceptable as well. Validity is to the extent through a set of measures that accurately represents the purpose of the study, while reliability concerns the consistency of the measures (Hair et al, 2010:2) In this case, the questions created were carefully thought out, structured according to the purpose of the thesis, and were taken as inspiration from the relevant literatures as discussed under "Survey Questions".

4. Data Collection

4.1 Demographics:

4.1.1 Gender:

Gender (Random respondents)	Frequency	Percent
Male	78	53,4%
Female	68	46,6%
Total	146	100%

Gender (Non-random respondents)	Frequency	Percent
Male	62	60,8%
Female	40	39,2%
Total	102	100%

Table 1

According to **Table 1**, the total number of random respondents turned out to be 146. 78 (53.4%) of them were male and 68 (46.6%) female. The total number of Non-random respondents turned out to be 102. 62 (60.8%) of them were male and 40 (39.2%) female.

4.1.2 Respondents' age:

Random respondents	People	Non-random respondents	People
65>	23	65>	2
50-64	23	50-64	6
40-49	15	40-49	10
30-39	18	30-39	12
25-29	25	25-29	27
19-24	35	19-24	40
<18	7	<18	5

Table 2

In **Table 2**, the average age of random respondents looks balanced between the age categories whereas the average age of Non-random respondents consists mostly of younger people. This can be due to the researcher's acquaintances that were mostly younger people.

4.1.3 Level of Education:

Education	Random Respondents	Education	Non-Random Respondents
Primary school	6	Primary school	2
Upper secondary school	46	Upper secondary school	36
Bachelor's Degree	51	Bachelor's Degree	43
Master's Degree	35	Master's Degree	18
PhD	2	PhD	1
Other	6	Other	2
Total	146	Total	102

Table 3

The highest educations completed by both the samples were Upper secondary school, Bachelor's Degree and Master's Degree.

4.1.4 Occupation:

Occupation	Random respondents	Occupation	Non-random respondents
Employed Full-time	52	Employed Full-time	30
Employed Part-time	29	Employed Part-time	22
Unemployed	5	Unemployed	3
Full-time student	26	Full-time student	29
Self-employed	16	Self-employed	4
Retired	18	Retired	2
Student	25	Student	29
Other	6	Other	1

Table 4

The majority of respondents from both the samples are employed full-time and a handful of respondents work part-time, and in some form, students.

Heard of Gothia Cup? (Random Respondents) **Heard of Gothia Cup? (Non-Random Respondents)**

Yes	139	Yes	98
No	7	No	4
Total	146	Total	102

Table 5

95% of the Random respondents are familiar with the existence of Gothia Cup while 96% of the Non-random respondents are familiar with the existence of Gothia Cup. No doubt is Gothia Cup a popular name in Gothenburg among the locals based on the results.

Life in Gothenburg is affected whenever Gothia Cup takes place (Random Respondents)		Life in Gothenburg is affected whenever Gothia Cup takes place? (Non-random Respondents)	
Yes	77	Yes	59
No	33	No	20
Maybe	36	Maybe	23
Total	146	Total	102

Table 6

According to Table 6, 53% of the Random respondents find that their lives are affected whenever Gothia Cup is running, 25% answered maybe while 23% do not think that Gothia Cup affect their lives at all. Of the Non-random respondents, 58% think that their lives are affected whenever Gothia Cup is running, 23% answered maybe, and 20% think that their lives are not affected at all during Gothia Cup. However, majority answered that Gothia Cup does impact on the lives on the locals so Gothia Cup does bear an effect on the locals.

4.2 Fun and Important activities in Gothenburg:

Out of the fun activities in Gothenburg (8 activities as options including “Other” where people can state a different) according to Random respondents, Liseberg (theme park) was considered the most fun activity in Gothenburg followed by Göteborgs kulturkalaset (few days of cultural celebration in Gothenburg), Way out West, Universeum (Science indoor

park) and then Gothia Cup. According to Non-random respondents, Liseberg was considered the most fun activity followed by Göteborgs kulturkalaset, Gothia Cup, and Way out West.

According to Random respondents, out of the most important activities for Gothenburg's image (8 activities as options including "Other" where people can state a different) were Liseberg, followed by Göteborgs Kulturkalaset and Gothia Cup. Out of the most important activities for Gothenburg's image through the Non-random respondents, both Liseberg and Gothia Cup were chosen by the strongest marginal with Liseberg slightly before Gothia Cup. Despite the locals not finding Gothia Cup being placed slightly behind other activities as one of the most fun activities, it is certain that Gothia Cup serves as an important activity for Gothenburg's image.

4.3 One sample T test:

One sample T test can be conducted in order to find out the means and standard deviations (SPSS Akuten) for Figure 5. The closer the mean is to 5, the more the respondents in average agreed to the given statement and the closer the mean is to 1, the more the respondents in average disagreed with the statements.

1. Do not agree at all; **2.** Do not agree; **3.** Neutral; **4.** Agree; **5:** Fully agree.

4.3.1 Gothenburg:

In general, the respondents' perception towards Gothenburg scored positively (Appendix 1). Both the Random and Non-random respondent groups agreed that Gothenburg is a pleasant place to live in and the pride of living in the city was strong. However, the question of whether the infrastructure and transport are good or not served as neutral means. Both the respondent groups were neutral about whether Gothenburg is a prestigious city or not and if it is good for the tourist. This can serve as a notification for Gothenburg that it needs to work strongly in addressing those issues and events such as Gothia Cup can have important roles to play on behalf of Gothenburg. Transport is an issue however, due to the increasing growth of population during Gothia Cup.

4.3.2 Option Value:

Appendix 2 consists of Option Value statements from both the respondent groups. The possibility of attending the event serves as an interesting response. Both the respondent groups barely agreed that Gothia Cup should always exist so they could have the opportunity to visit it whenever they want to. Despite that, the signs of generosity and collective mentality were there. They almost fully agreed that Gothia Cup should always exist so that other people can have the opportunity to visit the event whenever they want to since they can benefit from it. A note that Gothia Cup may take is that despite that respondents believe that Gothia Cup teach the participants about sports and general knowledge, they were fairly neutral whether Gothia Cup encourages the local people to be involved in organising the event. This serves as a notification that despite Gothia Cup making an effort in involving the locals, they need to inform the people about the efforts of involving the locals.

4.3.3 Existence Value:

The respondents in average agreed that Gothia Cup is important for Gothenburg's image, symbolic for the city, and that the satisfaction is there due to other people experiencing the event. It was also agreed that Gothia Cup serves as an opportunity for local businesses to thrive. In that case, Gothia Cup does serve as a vital event for local businesses and it can be said that Gothia Cup has an impact on the image and developmental direction of Gothenburg. Besides Gothia Cup generating profit for Gothenburg (according to the respondents in average), it seems that the event represents the city with economic and symbolic points of view. Gothia Cup therefore brings prosperous opportunities to Gothenburg according to the respondents in average and enhances the image of Gothenburg. Respondents in average were not convinced of how Gothia Cup copes with the locals however, they pointed out that the event's support from the local community is important. They almost agreed that the event generates social peace among people in the city, makes Gothenburg a more exciting city to live in, and increases the well-being in Gothenburg. In summary, Gothia Cup is a tool for increasing the image of Gothenburg that provides opportunities for many locals but needs to make a meaningful impact on the locals' lives. The locals need to feel that Gothia Cup does serve as an important factor in their lives.

4.3.4 Legacy Value:

According to Appendix 4, the respondents in average agreed that Gothia Cup should always exist so that the future generation can experience it. The event is a contributing and good representation of sports in Gothenburg that discovers many talented individuals. The event is an inspiration for new ideas and youth education. However, respondents in average almost disagreed that Gothia Cup improves quality of life and disagreed that Gothia Cup deserves to be developed by tax money. Gothia Cup increases tourism but does not make the transport any better. The event increases the profit and the satisfaction is there of handing Gothia Cup to future generations. Gothia Cup's contribution to collective memory of Gothenburg, and strengthening of social unity and pride of local identity were in general weak in average. Further on, Gothia Cup needs to address the factors and make the people believe why Gothia Cup is a contributor to social and collective identity.

4.3.5 Negatives:

According to **Appendix 5**, the respondents in average were more neutral that Gothia Cup creates overcrowding and congestion and causes transport difficulties. They were also neutral that Gothia Cup is weak without the support of the local people, the event creating noisiness and the event generating large amount of littering which a concern for environmental issues. They do not agree that Gothia Cup increases crime rate and making the locals' lives more difficult. The respondents disagreed in average with the negative statements regarding Gothia Cup's negativities on Gothenburg. However, some issues that leaned towards neutrality such as overcrowding, transportation and littering were perhaps more obvious issues that mega-events have to deal with in general.

4.3.6 Summary:

Based on the results, Gothia Cup generates different impacts on Gothenburg. Some of the most important impacts are that Gothia Cup attracts tourists and tourist revenue. Gothia Cup is a tool for attracting long-term investments and providing the local businesses opportunities. So the destination repositioning takes place for Gothenburg by Gothia Cup in the eyes of tourists, which is what the locals believe. In other words, Gothia Cup makes the name of Gothenburg more known outside Gothenburg. Gothia Cup performs well in the tourism area, and perhaps the event needs to find a way balancing between serving the tourists' needs and the locals' needs. Besides attracting spectators, employees, competitors, Gothia Cup seems to

be able to attract officials and the media as well. The locals believe that there are no increased prices for locals, instead that the event generates profit for Gothenburg. Financially wise, Gothia Cup performs well. Gothia Cup does not cause any environmental damage nor any particular crime rates, but overcrowding, congestion, and littering take place. This is after all, a typical aftermath that mega-events create. With overcrowding, come problems for transportation. Due to increase of population during the event, more buses and trams are occupied. This may be a critical issue which can hamper Gothia Cup's sustainability. However, the respondents believe that Gothia Cup does not affect their lives negatively, and that dealing with the issues of overcrowding, littering, and transportation are natural issues that can be dealt with. The locals feel that Gothia Cup makes Gothenburg livelier, exciting and is a celebration of Gothenburg's culture. There is no commoditisation of the Gothenburg's culture since Gothia Cup is important to the city's image. In average, the respondents were neutral that Gothia Cup increases the sense of community so the question lies whether the locals share the passion of the event that excludes exclusion and rivalry. There are no signs of multicultural conflict between the tourists and the locals. However, Gothia Cup needs to find ways of coordinating with the locals more and find positive ways of socio-cultural impacts, and promote community pride and psychological well-being. There are positive signs of regional community development since people that are involved with Gothia Cup learn more about sports. Gothia Cup is a significant contributor to sports in Gothenburg and develops the skills for volunteers and participants. Since Gothia Cup is able to attract investments into Gothenburg, there is a tendency for development of partnerships and alliance.

5. Analysis

5.1 Regression Analysis:

Linear regression is used if one wants to predict the value of a variable based on the value of another variable. The Dependent variable is the variable that wants to be predicted while the variable to predict the Dependent variable is the Independent variable (Laerd, 2013B). Since the Means tables provided a summary which Likert-scaled questions, or impacts of Gothia Cup that were strongest and weakest, the Linear regression analysis helped to find reasoning in some factors. In SPSS, results of an analysis create four tables which are: "*Variables Entered / Removed*," "*Model Summary*," "*ANOVA*" and "*Coefficients*". However, only Model Summary and Coefficients are deemed as important (SPSS akuten). The Coefficients table provides information on each predictor (Independent) variable and finds whether the effect is positive or negative, and whether an increase in independent variable is an increase or decrease in the dependent variable (SPSS Akuten). However, in this case, only the "Model Summary" was looked at since the Likert Scale statements are measured against each other and it was interesting to examine why a certain statement was strong with the help of another statement. The "Model Summary provides a measure of how well the variation of Independent variable explains the variation in Dependent variable (SPSS Akuten). The main dimensions are R and R Square. The R represents the simple correlation and shows how strong the connection is between the variables is, and R Squared shows how much of the Dependent variable can be explained by the independent variable. The explained variance is between 0 and 1. The closer to 1 for R, the higher it correlates while the closer to 1 for R Square, the stronger the Dependent variable can be explained by the Independent variable. However, in social science researches, R Square values can be acceptable as low (ESS, 2013; Quora, 2013).

The first Dependent variable that was interesting was "*Gothia Cup should always exist so that other people have the opportunity to visit it whenever they want to.*" And the three most interesting Independent variables were "*Gothia Cup generates social peace among different people in the city*", "*Gothia Cup is a symbolic event for Gothenburg*", "*Gothia Cup makes Gothenburg a more exciting city to live in*", and "*Gothia Cup is an event that is friendly to the local people*". Looking at the Random respondents, the Independent variable that

correlated with the Dependent variable the strongest and could explain it the strongest was “*Gothia Cup is a symbolic event for Gothenburg*” with a R: .0.626 and R Square: 0.392. This means that 39.2% of the total variance in dependent variable can be explained. For the Non-Random respondents, the same Independent variable served the strong with R: 0.635 and R Square: 0.401. In similar to the Mean results, the respondents believe that Gothia should always exist so that other people have the opportunity to visit it whenever they want to since Gothia Cup is a symbolic event for Gothenburg. Again, Gothia Cup’s variables in relation to the local people needs to be stronger, since despite the locals believe that the event serves as an important tool for Gothenburg, they do not notice any collaboration between the event and the locals.

The second Dependent variable that was interesting to analyse what “*Gothia Cup is an inspiration for new ideas in Gothenburg*”. It is interesting to see how Gothia Cup inspires the local people educational wise. Since this statement can be seen as too broad, several Independent variables were tested: “*Gothia Cup is a good representation of sports in Gothenburg*”, “*People that are involved with Gothia Cup have the opportunity to learn more about sports*”, “*People that are involved with Gothia Cup learn something new (general)*”, “*Gothia Cup contributes to the development of sports in Gothenburg*”, and “*Gothia Cup discovers many talents in football*”. According to the case of Random respondents, all the Independent variables scored fairly well, but the most convincing Independent variables turned out to be “*Gothia Cup contributes to the development of sports in Gothenburg*” with R: 0.667 and R Square: 0.445. The second highest Independent variable was “*Gothia Cup is a good representation of sports in Gothenburg*” with R: 0.629 and R Square: 0.409. Looking at the Non-random respondents’ results, the highest Independent variable was “*Gothia Cup is a good representation of sports in Gothenburg*” with R: 0.689 and R Square: 0.417. The second is “*People that are involved with Gothia Cup have the opportunity to learn more about sports*” with R: 0.606 and R Square: 0.389. The third acceptable Independent variable was “*Gothia Cup is a good representation of sports in Gothenburg*” R: 0.601 and R Square 0.356. Despite 3 variables that scored solidly from the Non-random samples, considering both the Random and Non-random samples, 2 variables from both the samples were similar while the 3rd variable was taken from Non-random samples. So it can be summarise that the Dependent variable “*Gothia Cup is an inspiration for new ideas in Gothenburg*” can be best described that the reason why Gothia Cup is an inspiration for new ideas in Gothenburg are due to that the event contributes to the development of sports in Gothenburg, and stands as a good

representation of sports in the city. Therefore, people that are involved with Gothia Cup have the opportunity to learn more about sports.

Gothia Cup being a mega-event that takes place for at least one week, the event is bound to generate “negative” impacts on Gothenburg. The Dependent variable in this third case, “*Gothia Cup makes my life more difficult*” was measured. The Independent variables that served the most interesting and probable in relation to the Dependent variable were: “*I have to adjust my routines whenever Gothia Cup takes place*”, “*Gothia Cup makes the transportation for me more difficult*”, “*Gothia Cup makes Gothenburg a more overcrowded and congested city*”, “*Gothia Cup increases the crime rate in Gothenburg*”, and “*Gothia Cup generates large amount of littering*”. Note that the first Independent variable “*I have to adjust my routines whenever Gothia Cup takes place*” may not necessarily mean that it is a negative statement. This is due to that even the people that are supporters of Gothia Cup may agree that they have to adjust their routines during Gothia Cup. However, in Random respondents’ case, that variable correlates with the Dependent variable well. The R: 0.794 demonstrates how strong the correlation is between the variables, whereas R Square: 0.631 clearly demonstrates that the dependent variable can be explained by the Independent variable. The second highest Independent variable “*Gothia Cup makes the transportation for me more difficult*” had the R: 0.679 and R Square: 0.561. Rest of the variables did not score at an acceptable rate. With the Non-random respondents, the highest Independent turned out to be “*I have to adjust my routines whenever Gothia Cup takes place*” with R: 0.707 and R Square: 0.40. The second highest Independent variable was “*Gothia Cup makes the transportation for me more difficult*” with R: 0.631 and R Square: 0.382. In summary, it can be explained that the locals’ lives become more difficult during Gothia Cup due to that they have to adjust their routines during the event and that the transportation is a problem. The respondents do not feel that crime rate becomes influenced during Gothia Cup. It was fairly unexpected that there was no strong relationship regarding the overcrowding and littering. Perhaps the respondents agree that overcrowding and littering take place, but that the issues do not affect their lives by much. Transportation is more of a strong factor since the locals depend on it strongly in order to travel from one place to another. In one, a bus that is overcrowding may make a person feel uncomfortable. Littering is more of something you experience by sight, and may not cause inconvenience, and that goes with overcrowding as well.

The fourth Dependent variable is, *“Gothia Cup makes Gothenburg a more overcrowded and congested city”*. Population growth does occur when Gothia Cup takes place, which causes some form of overcrowding which is why it is interesting to examine this Dependent variable as well. The two Independent variables that were tested in relation to overcrowding were *“Gothia Cup makes the transportation for me more difficult”* and *“Gothia Cup makes Gothenburg noisier and less peaceful”*. The first Independent variable according to the Random respondents, served to be the only variable that correlated strongly with the Dependent variable with R: 0.694 and R Square: 0.453. With Non-random samples, the second Independent variable proved even to be weaker. The Transportation variable had R: 0.599 and R Square: 0.371. So with overcrowding during Gothia Cup, it does not necessarily mean that Gothenburg is noisier and less peaceful, however, transportation wise proves to be an issue.

The fifth Dependent variable is related to the Option value since the variable is *“Gothia Cup should always exist so that the future generation can experience it”*. The statement seems broad which is why several Independent variables were put to test in order to examine what the event should exist for the future generation. The five Independent variables were *“Gothia Cup generates social peace among different people in the city”*, *“Gothia Cup discovers and develops cultural understanding and talents”*, *“Gothia Cup leaves a positive memory in me”*, *“Gothia Cup is an inspiration for new ideas in Gothenburg”*, *“Gothia Cup makes Gothenburg a more exciting city to live in”*. According to the Random samples, three Independent variables proved to correlate well with the Dependent variable. The first one *“Gothia Cup leaves a positive memory in me”* had R: 0.685 and R Square 404, the second variable *“Gothia Cup makes Gothenburg a more exciting city to live in”* with R: 0.602 and R Square: 0.396. The third variable *“Gothia Cup generates social peace among different people in the city”* had R: 0.609 and R Square: 0.390. With the Non-random samples, three variables were also accepted with regards to strong correlation, the only different is that *“Gothia Cup discovers and develops cultural understanding and talents”* correlated and that *“Gothia Cup makes Gothenburg a more exciting city to live in”* proved to be unacceptable in this case. The positive memory variable had R: 0.608 and R Square: 0.421 and the social peace variable had R: 619 and R Square: 406. The third variable had R: 0.591 and R Square: 0.393. So it can be said that Gothia Cup should always exist for the future generation since it leaves a positive memory for the locals and that the event makes Gothenburg a more exciting city to live in.

The event generates social peace among the different people living in Gothenburg and in some other opinions the event discovers and develops cultural understanding and talents.

In the Means results, there proved to be a strong positive average when asked about the sixth variable *“Gothia Cup improves the brand of Gothenburg”*. There curiosity lies in what makes Gothia Cup improve the brand of Gothenburg. For both the samples, two Independent variables proved to be strongly correlated with the Dependent variable. The first variable *“Gothia Cup’s support from the local community is important for its brand”* with R: 0.787 and R Square 0.528 (Random samples) and according to the Non-random samples, R: 0.719 and R Square: 0.499. The second variable *“Gothia Cup increases tourism in Gothenburg”* had R: 0.690 and R Square: 0.477 according to the Random samples. According to the Non-random samples, the variable had R: 0.650 and R Square: 0.405. In summary, Gothia Cup improves the brand of Gothenburg as long as the event gets support from the local community. The event improves the city brand since the event increases tourism in favour of the city.

Since the thesis is focused on analysing the impact on locals, the seventh Dependent variable was *“Gothia Cup ignores the needs of the local people.”* Four Independent variables were tested: *“Gothia Cup’s involvement with the local people is noticeable”*, *“Gothia Cup gives opportunity for local residents to socialize”*, *“Gothia Cup is weak without the support of the local people”*, and *“Gothenburg is a city that is good for tourists”*. None of the Independent variables correlated well with the Dependent variable and none of them could explain the Dependent variable. Only the Independent variable *“Gothia Cup gives opportunity for local residents to socialize”* served to be the strongest. From Random samples, it had R: 0.497 and R Square: 0.247 and from the Non-random samples, R: 0.429 and R Square: 0.184. So in researcher’s interpretation of this case, respondents from both the samples do not agree that Gothia Cup ignores the needs of the local people (in Regression analysis case) but instead, provides opportunity for local residents to socialise.

The eighth and the final variable to be examined was *“Gothia Cup is an event that is friendly to the local people”*. The Independent variables that were tested were: *“Gothia Cup is an opportunity for local markets and businesses to do well”*, *“Gothia Cup increases the feeling of well-being (v lbeffinnande) in Gothenburg”*, *“Gothia Cup contributes to a stronger shared local identity”*, *“Gothia Cup improves culture of Gothenburg”*, and *“Gothia Cup offers the local people to become involved in organizing the event”*. According to the Random samples,

all the variables proved to be fairly strong in correlation. The strongest variable that correlated was *“Gothia Cup increases the feeling of well-being (välbefinnande) in Gothenburg”* with R: 0.640 and R Square: 0.548. The second strongest variable was *“Gothia Cup is an opportunity for local markets and businesses to do well”* with R: 0.595 and R Square: 0.489. The third strongest variable was *“Gothia Cup improves culture of Gothenburg”* with R: 0.507 and R Square: 0.471. According to the Non-random samples, two Independent variables were strong as the first two variables from the Random samples. The first variable had R: 0.646 and R Square: 0.421. The second variable had R: 0.601 and R Square: 0.409. The third variable was different from the Random samples as it was *“Gothia Cup contributes to a stronger shared local identity”* with R: 0.593 and R Square: 0.354.

6. Conclusions

Cities have become ambitious in increasing their awareness and based on the literature reviewed, it is argued that events and festivals hold as popular tools. Cities have target audience and events help attracting these audiences. Despite this trend, authors have stressed the importance of other impacts rather than strictly economic impacts of events. A sustainable development of an event is impracticable without fully understanding the impacts it brings on the locals and not measuring their perceptions. Besides economic impacts, social and environmental impacts that take place generate the popularity of recent reports of similar topics. It is important to analyse the perceptions of the local residents towards events since mega-events such as Gothia Cup impacts on Gothenburg. Measuring the perceptions of the local residents, finding positives and rooms of improvements needs can be helpful. From there on, events can find out what needs to be done in order to gain support from the community and from there on, grow.

Gothenburg uses events as a method of destination awareness. However, Gothia Cup was a central discussion of this thesis due to its dominant influence on the city. Gothia Cup has the reputation as the world's largest youth football tournament and the locals have a reason to have some sort of pride for that reputation. The research question was how the local population of Gothenburg perceive Gothia Cup in terms of the Non-use value framework. The thesis focused on examining the impacts Gothia Cup brings to Gothenburg via the perception of the local residents. The most convincing way of measuring the perceptions was through the Non-use value framework. The researcher wanted a more in-depth analysis of the local people so Figure 5 was created in order to add more relevance to the topic. Figure 5 was made primarily of the Non-use value framework from the authors Andersson et al (2012), Barget & Gouguet (2007) and Castellanos & Sánchez (2007). The approach on locals was added to the framework with the examination of Moscardo's (2007) framework on community involvement. Relevant topic social impacts on the community were added as well with the examination of Dinaburgskaya's & Ekner's (2010) Master's thesis. An online survey was created with the structure of Figure 5 and sent out to both Random and Non-random samples. A single case study methodology approach was applied in order to combine qualitative and quantitative techniques to gather and examine found data. Using this technique enabled flexibility and is highly recommended if one wants to examine a single case since one can

gain information from different aspects. One sample T-test was performed in order to find out the average mean scores of the Likert-scaled statements and the Regression analysis was performed in order to find out why respondents found a certain statement to be strong.

Based on what has been gathered, several outcomes were highlighted. Gothia Cup generates different impacts on Gothenburg. The respondents in average believed that Gothia Cup should always exist so the other people can experience it. The reasons are due to that Gothia Cup is an important and symbolic event that makes Gothenburg more lively and exciting. Gothia Cup is a significant contributor to sports in Gothenburg. Gothia Cup enhances the culture of Gothenburg and makes the city known to the outside world. Gothia Cup holds a strong position financially since it increases tourism and generates tourism revenue. The event attracts long-term investments and the local businesses can take advantage during the event and prosper. However, the local residents feel that Gothia Cup needs to make more effort in involving the locals and make them feel how and why Gothia Cup can impact their lives positively. Gothia Cup needs to find positive ways of promoting community pride and psychological well-being. In general, the respondents were not negative towards Gothia Cup but acknowledged that overcrowding, transportation issues, and littering take place. It is said that an event is unlikely to prosper without the support of the local community. However, the analysis showed that in general, the respondents were rather positive on the impacts that Gothia Cup brings to Gothenburg.

An interview with Niclas Andersson from Gothia Cup was vital to this thesis. Based on what he mentioned, Gothia Cup acknowledges the difficulties of balancing between serving the locals' needs and the visitors' needs since Gothia Cup being an international event. Gothia Cup is a vital event for Gothenburg since Gothia Cup markets Gothenburg's name to the outside world, meaning that Gothenburg has the ability to attract investments, other mega-events and position itself to a desirable position. Gothenburg itself is also constantly changing its infrastructure making it convenient for the locals in conducting their errands everyday and Gothia Cup can make use of this. Gothia Cup has created a meeting place in Gothenburg for the outside world and locals through football. Gothia Cup is important internationally, and for the future, Gothia Cup needs to become the most important event in Gothenburg. Through that, they need to gather full support from the local community.

7. Recommendations:

Since measuring the perceptions of the locals is an important tool in determining the success of an event, it is recommended in conducting this study in advance. In this way, more time can be spent in analysing different results, opinions, and attitudes of the respondents. The prospective researcher can also divide the respondents into different segments and examine which segment needs to be focused more on in satisfying. Planning in advance also gives the time in collecting more Random respondents, since they can represent an entire population of a city.

There are different ways and frameworks in measuring the perceptions of local residents. The Non-use value framework was convincing and helpful. However, if one wants to focus on a certain theme, other frameworks can serve as complementary to the Non-use value framework as with the case of Figure 5 in this thesis. Ideally, the researcher wanted to hand out the surveys while Gothia Cup was running. This is in order that local residents may have stronger emotional feelings towards certain factors, which can influence the results in a more efficient way. The researcher felt that some of the questions may have not been designed properly therefore making them misleading. A recommendation is again, to plan in advance.

Not much recommendation can be given to Gothia Cup in how they should perform outside Gothenburg since the thesis focused strictly on its impact on the local residents. Despite the fact that Gothia Cup offers the locals to be involved in organising the event, they need to market that fact more publicly. This can be advertised on social media websites and at the local news. If Gothia Cup wants to make its name known throughout the year, it needs to inform the local people about their activities and progress consistently. Besides having information services near the football pitches during the vent, perhaps Gothia Cup can place information stands in other areas, offer freebies to any pedestrian, and more activities that the locals and the visitors can take part of. This can show the locals that Gothia Cup is taking over the town and the event is there to support the locals whenever needed. Gothia Cup can send out surveys to the locals, if they wish find out some certain rooms of improvements that need to be taken care of. Gothia Cup can also understand the locals' attitudes, and find out why certain locals support Gothia Cup and from there, find out how to gather support from the rest of the residents. A further recommendation can be that Gothia Cup can hold an exhibition or

seminar for the local people and involve them in discussion of how both the locals and Gothia Cup can coordinate, discuss the negative impacts, and go forward.

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8. Appendix

Appendix 1:

Perceptions of Gothenburg	Mean	Std. Deviation
Gothenburg is a nice place to live in	4,41	0,811
Gothenburg is a prestigious city	3,49	0,949
Gothenburg's transport system is good	3,34	1,066
Gothenburg's infrastructure is good	3,22	1,034
Gothenburg is a traditional city with a rich historical background	3,93	0,899
Gothenburg is a city that is good for tourists	4	0,808
Gothenburg is a city that is good to live in	4,35	0,72
I am proud to live in Gothenburg	4,16	0,925
I am proud to be from Gothenburg	3,94	1,135

Perception of Gothenburg	Mean	Std. Deviation
Gothenburg is a nice place to live in	4,25	0,838
Gothenburg is a prestigious city	3,47	0,864
Gothenburg's transport system is good	3,59	1,075
Gothenburg's infrastructure is good	3,44	0,981
Gothenburg is a traditional city with a rich historical background	3,86	0,985
Gothenburg is a city that is good for tourists	3,75	0,906
Gothenburg is a city that is good to live in	4,12	0,824
I am proud to live in Gothenburg	4,01	1,01
I am proud to be from Gothenburg	3,92	1,149

Appendix 2:

Gothia Cup - Option value	Mean	Std. Deviation
Gothia Cup should always exist so I can have the opportunity to visit it whenever I want to	2,94	1,423
Gothia Cup should always exist so that other people have the opportunity to visit it whenever they want to	4,28	1,312
Gothia Cup offers the local people to become involved in organizing the event	3,43	1,129
Gothia Cup's involvement with the local people is noticeable	3,3	1,161
People that are involved with Gothia Cup have the opportunity to learn more about sports	4,14	0,996
People that are involved with Gothia Cup learn something new (general)	3,86	1,095

Gothia Cup – Option value	Mean	Std. Deviation
Gothia Cup should always exist so I can have the opportunity to visit it whenever I want to	3,1	1,182
Gothia Cup should always exist so that other people have the opportunity to visit it whenever they want to	4,79	1,084
Gothia Cup offers the local people to become involved in organizing the event	3,66	1,048
Gothia Cup's involvement with the local people is noticeable	3,54	1,087
People that are involved with Gothia Cup have the opportunity to learn more about sports	4,62	1,005
People that are involved with Gothia Cup learn something new (general)	3,76	1,036

Appendix 3:

Gothia Cup - Existence	Mean	Std. Deviation
Gothia Cup is important for Gothenburg's image	4,09	1,023
Gothia Cup is a symbolic event for Gothenburg	4,1	1,094
Gothia Cup is an event that is friendly to the local people	3,68	1,171
Gothia Cup generates profit for Gothenburg	4,07	0,922
Gothia Cup generates social peace among different people in the city	3,51	1,084
Gothia Cup improves the brand of Gothenburg	4	1,071
Gothia Cup makes Gothenburg a more exciting city to live in	3,32	1,273
Gothia Cup is an opportunity for local markets and businesses to do well	4,24	1,017
Gothia Cup's support from the local community is important for its brand	3,98	1,067
Gothia Cup generates diplomatic relations with other countries	3,79	1,05
Gothia Cup gives opportunity for local residents to socialize	3,6	1,067
Gothia Cup gives me the opportunity to show other people why Gothenburg is special and unique	3,17	1,247
Gothia Cup increases the feeling of well-being in Gothenburg	3,23	1,184
Gothia Cup plays a big role in my cultural life	2,12	1,25
I feel proud living in the same city as Gothia Cup	3,19	1,391

Gothia Cup - Existence	Mean	Std. Deviation
Gothia Cup is important for Gothenburg's image	4,03	1
Gothia Cup is a symbolic event for Gothenburg	4,14	0,995
Gothia Cup is an event that is friendly to the local people	3,72	1,084
Gothia Cup generates profit for Gothenburg	4,09	0,891
Gothia Cup generates social peace among different people in the city	3,46	0,941
Gothia Cup improves the brand of Gothenburg	4,1	0,85
Gothia Cup makes Gothenburg a more exciting city to live in	3,61	1,136
Gothia Cup is an opportunity for local markets and businesses to do well	4,44	0,946

Gothia Cup's support from the local community is important for its brand	3,82	0,894
Gothia Cup generates diplomatic relations with other countries	3,84	0,992
Gothia Cup gives opportunity for local residents to socialize	3,74	0,943
Gothia Cup gives me the opportunity to show other people why Gothenburg is special and unique	3,34	1,147
Gothia Cup increases the feeling of well-being (välbefinnande) in Gothenburg	3,3	1,124
Gothia Cup plays a big role in my cultural life	2,41	1,338
I feel proud living in the same city as Gothia Cup	3,21	1,16

Appendix 4:

Gothia Cup - Legacy	Mean	Std. Deviation
Gothia Cup should always exist so that the future generation can experience it	3,88	1,214
Gothia Cup improves the accommodation of Gothenburg:	3,3	1,094
Gothia Cup improves transport of Gothenburg:	2,61	1,192
Gothia Cup improves culture of Gothenburg:	3,31	1,164
Gothia Cup is a good representation of sports in Gothenburg	3,96	1,138
Gothia Cup improves the quality of life in Gothenburg:	2,96	1,208
Gothia Cup increases tourism in Gothenburg	4,2	0,944
Gothia Cup deserves to be developed more by my tax money if necessary	2,79	1,22
Gothia Cup contributes to a stronger shared local identity	3,25	1,125
Gothia Cup is an inspiration for new ideas in Gothenburg	3,13	1,152
Gothia Cup discovers and develops cultural understanding and talents	3,5	1,084
Gothia Cup contributes to the development of sports in Gothenburg	3,68	1,114
Gothia Cup discovers many talents in football	3,68	1,094
Gothia Cup leaves a positive memory in me	3,45	1,324

Gothia Cup - Legacy	Mean	Std. Deviation
Gothia Cup should always exist so that the future generation can experience it	3,94	1,032
Gothia Cup improves the accommodation of Gothenburg:	3,16	1,141
Gothia Cup improves transport of Gothenburg	2,53	1,123
Gothia Cup improves culture of Gothenburg:	3,54	1,069
Gothia Cup is a good representation of sports in Gothenburg:	3,93	0,978
Gothia Cup improves the quality of life in Gothenburg:	2,85	1,103
Gothia Cup increases tourism in Gothenburg	4,2	0,771
Gothia Cup deserves to be developed more by my tax money if necessary	2,73	1,244
Gothia Cup contributes to a stronger shared local identity	3,33	1,066
Gothia Cup is an inspiration for new ideas in Gothenburg	3,34	1,076
Gothia Cup discovers and develops cultural understanding and talents	3,6	1,027
Gothia Cup contributes to the development of sports in Gothenburg	3,77	0,974
Gothia Cup discovers many talents in football	3,77	0,964
Gothia Cup leaves a positive memory in me	3,55	1,14

Appendix 5:

Gothia Cup - Negatives	Mean	Std. Deviation
Gothia Cup makes Gothenburg a more overcrowded and congested city	3,25	1,212
Gothia Cup increases the crime rate in Gothenburg	2,68	1,213
Gothia Cup makes the transportation for me more difficult	3,29	1,308
Gothia Cup ignores the needs of the local people	2,65	1,213
Gothia Cup makes my life more difficult	2,31	1,306
I have to adjust my routines whenever Gothia Cup takes place	2,6	1,432
Gothia Cup makes the prices of local products and services more expensive	2,15	1,145
Gothia Cup is weak without the support of the local people	3,19	1,074
Gothia Cup is bad for the environment	2,29	1,126
Gothia Cup generates large amount of littering (nedskräpning)	3,19	1,116
Gothia Cup makes Gothenburg more noisy and less peaceful	2,83	1,228
The local facilities are overused during Gothia Cup	2,91	1,241

Gothia Cup - Negatives	Mean	Std. Deviation
Gothia Cup makes Gothenburg a more overcrowded and congested city	3,55	1,087
Gothia Cup increases the crime rate in Gothenburg	2,66	1,029
Gothia Cup makes the transportation for me more difficult	3,43	1,255
Gothia Cup ignores the needs of the local people	2,71	1,148
Gothia Cup makes my life more difficult	2,36	1,249
I have to adjust my routines whenever Gothia Cup takes place	2,67	1,337
Gothia Cup makes the prices of local products and services more expensive	2,25	1,009
Gothia Cup is weak without the support of the local people	3,23	1,004
Gothia Cup is bad for the environment	2,35	1,114
Gothia Cup generates large amount of littering (nedskräpning)	3,29	1,049
Gothia Cup makes Gothenburg more noisy and less peaceful	2,9	1,206

The local facilities are overused (överutnyttjade) during Gothia Cup	2,83	1,109
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Appendix 6:



GÖTEBORGS UNIVERSITET HANDELSHÖGSKOLAN

Gothia Cup - The perception of the local people

This survey aims to find out the value of Gothia Cup via the perception of the locals (Gothenburgers). The results from the survey will eventually demonstrate what value Gothia Cup holds to Gothenburg and if there are any rooms for improvement.

The survey consists of 5 short pages and completing the survey will take 5 minutes of your precious time.

Please note that all questions are mandatory. But if you choose not to provide an answer, write "N/A" next to the "Other" option. This survey is anonymous.

Thank you in advance! 😊

1. Choose the 3 most FUN activities in Gothenburg *

Liseberg

Svenska Mässan

- Universeum
- Världskulturmuseet
- Gothia Cup
- Way Out West
- Vetenskapsfestivalen
- Göteborgskalaset
- Other

2. What 3 activities are the most important for Gothenburg's image *

- Liseberg
- Svenska Mässan
- Universeum
- Världskulturmuseet
- Gothia Cup
- Way Out West
- Vetenskapsfestivalen
- Göteborgskalaset
- Other

3. Are you familiar with the existence of Gothia Cup? *

Yes

No

4. Have you attended Gothia Cup games/related events? *

Yes

No

5. Are you planning to attend future Gothia Cup games/related events? *

Yes

No

6. Do you feel that your life in Gothenburg is affected whenever Gothia Cup takes place? *

Yes

No

Maybe

(1 of 5 pages)



GÖTEBORGS UNIVERSITET HANDELSHÖGSKOLAN

Gothia Cup - The perception of the local people

7. Gothenburg *

This section aims to find out what your perception of Gothenburg is (Please do not take Gothia Cup into consideration yet)

NOTE:

1: Do not agree at all 2: Do not agree 3: Neutral 4: Agree 5: Fully agree

	1	2	3	4	5
Gothenburg is a nice place to live in	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gothenburg is a prestigious city	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gothenburg's transport system is good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gothenburg's infrastructure is good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Gothenburg is a traditional city with a rich historical background

Gothenburg is a city that is good for tourists

Gothenburg is a city that is good to live in

I am proud to live in Gothenburg

I am proud to be from Gothenburg

(2 of 5 pages)



GÖTEBORGS UNIVERSITET

HANDELSHÖGSKOLAN

Gothia Cup - The perception of the local people

8. Gothia Cup - Involvement *

This section now aims to find out what your perception of Gothia Cup is

NOTE:

1: Do not agree at all 2: Do not agree 3: Neutral 4: Agree 5: Fully agree

	1	2	3	4	5
Gothia Cup should always exist so I can have the opportunity to visit it whenever I want to	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gothia Cup should always exist so that other people have the opportunity to visit it whenever they want to	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gothia Cup offers the local people to become involved in organizing the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gothia Cup's involvement with the local people is noticeable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People that are involved with Gothia Cup have the opportunity to learn more about sports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People that are involved with Gothia Cup learn something new (general)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Gothia Cup - Existence *

This section now aims to find out what your perception of Gothia Cup while it takes place

NOTE:

1: Do not agree at all 2: Do not agree 3: Neutral 4: Agree 5: Fully agree

	1	2	3	4	5
Gothia Cup is important for Gothenburg's image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gothia Cup is a symbolic event for Gothenburg	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gothia Cup is an event that is friendly to the local people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Gothia Cup generates profit for Gothenburg



Gothia Cup generates social peace among different people in the city



Gothia Cup improves the brand of Gothenburg



Gothia Cup makes Gothenburg a more exciting city to live in



Gothia Cup is an opportunity for local markets and businesses to do well



Gothia Cup's support from the local community is important for its brand



Gothia Cup generates diplomatic relations with other countries



Gothia Cup gives opportunity for local residents to socialize



Gothia Cup gives me the opportunity to show other people why Gothenburg is special and unique



Gothia Cup increases the feeling of well-being (välbefinnande) in Gothenburg



Gothia Cup plays a big role in my cultural life



I feel proud living in the same city as
Gothia Cup

10. Gothia Cup - Legacy *

This section now aims to find out what your perception of Gothia Cup while it takes place and for the future it holds

NOTE:

1: Do not agree at all 2: Do not agree 3: Neutral 4: Agree 5: Fully agree

	1	2	3	4	5
Gothia Cup should always exist so that the future generation can experience it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gothia Cup improves the accommodation of Gothenburg:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gothia Cup improves transport of Gothenburg:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gothia Cup improves culture of Gothenburg:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gothia Cup is a good representation of sports in Gothenburg:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gothia Cup improves the quality of life in Gothenburg:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gothia Cup increases tourism in Gothenburg	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gothia Cup deserves to be developed more by my tax money if necessary	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Gothia Cup contributes to a stronger shared local identity

Gothia Cup is an inspiration for new ideas in Gothenburg

Gothia Cup discovers and develops cultural understanding and talents

Gothia Cup contributes to the development of sports in Gothenburg

Gothia Cup discovers many talents in football

Gothia Cup leaves a positive memory in me

(3 of 5 pages)



GÖTEBORGS UNIVERSITET HANDELSHÖGSKOLAN

Gothia Cup - The perception of the local people

11. Gothia Cup - Negatives *

This section now aims to find out what your negative

perception of Gothia Cup while it takes place

NOTE:

1: Do not agree at all 2: Do not agree 3: Neutral 4: Agree 5: Fully agree

	1	2	3	4	5
Gothia Cup makes Gothenburg a more overcrowded and congested city	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gothia Cup increases the crime rate in Gothenburg	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gothia Cup makes the transportation for me more difficult	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gothia Cup ignores the needs of the local people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gothia Cup makes my life more difficult	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have to adjust my routines whenever Gothia Cup takes place	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gothia Cup makes the prices of local products and services more expensive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gothia Cup is weak without the support of the local people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gothia Cup is bad for the environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gothia Cup generates large amount of littering (nedskräpning)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Gothia Cup makes Gothenburg more noisy and less peaceful

The local facilities are overused (överutnyttjade) during Gothia Cup

(4 of 5 pages)



GÖTEBORGS UNIVERSITET HANDELSHÖGSKOLAN

Gothia Cup - The perception of the local people

12. Year of Birth *

4 characters remaining

13. Gender *

 Male Female

14. Occupation (tick more than 1 box if appropriate) *

 Employed full-time

- Employed part-time
- Unemployed
- Full-time student
- Self-employed
- Retired
- Other – Please specify

- Student

15. Highest level of education completed *

- Primary school (grundskola)
- Upper secondary school (gymnasiet)
- Bachelors Degree
- Masters Degree
- PhD
- Other - Please specify

16. Marital Status *

Single

Married

Divorced

Widowed

Separated

In a Relationship

Other - Please specify

17. Where in Gothenburg do you live? *

18. Respondents will automatically enter a competition where winners are picked through a lottery system and have the chance to win 200SEK gift check from any shop/restaurant! Please enter your email address below if you wish to enter the competition:

Email

(5 of 5 pages)

Thank you for your participation!