

Local Residents Perceptions of the Impacts of Hosting National and International Sporting Events

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Abstract

In this study, it was aimed to determine the perceptions of local residents for national and international sports events. Study was conducted in Alanya which is home to many sports events each year. As a result of analyses, it was determined that the deception of local residents for national and international sports events held at Alanya under eight aspects. These aspects were entitled as “Economical Contribution”, “Sports Culture Imbuing”, “ Traffic Congestion Problems”, “Promotion Instrument and Increasing Brand Value”, “Environmental Harms”, “Social Interaction”, “Infrastructure Development and Bringing Sportive Investment” and “Financial Burden and Underused Capacity Problem”. Within the findings of the study, it was determined that large majority of the participants, even though partially, have information related to the sports events held at Alanya, whereas a lesser part of them attend to the sports events held at Alanya regularly or frequently. In addition to this, it was determined that the participants have a perception that the sports events held at Alanya are imbuing sports culture to local residents, causing traffic congestion problems, increasing the brand value of the destination and procuring social interaction whereas partially providing economical contribution, partially harming the environment, partially developing the infrastructure and bringing sportive investment, partially bringing financial burden to destination and partially causing underused capacity problem.

Keywords: Alanya, local residents, sporting events

Introduction

Sports is a significant industry with its personal and social health protection and development qualifications (Devecioğlu, 2004:2). In addition to the positive contributions of sports to health, being a pleasure, amusement and socializing instrument and the rapid spread of mass communication instruments, have caused the sports to be adopted and to be watched with interest by developed societies (Çakıcı and Yavuz, 2012:3). Sports becoming a large industry and the investments done to the industry, have exceeded the aspect of being limited to only clubs and sportsmen. Within this concept, amusement, media, mutual betting events, sports equipments manufacturers and sellers, transportation and tourism industry have increased their interactions with sports industry and are developing rapidly (Devecioğlu, 2004:2).

Countries might see the sports as an ideological, social and political propaganda instrument. In addition to this, they are aspiring for various national and international sports events in order to obtain financial income and to revive the tourism by promoting their countries (Yıldız, 2010:7). Today, it's a common sense that sports events can be facilitative for economical development and urban renewal (Wilson, 2006:57). In order for countries to be home for mega sports events such as olympics, world cups etc. it is required for a city to build and complete all of the infrastructure and superstructure building within a limited time, which would otherwise be completed in tens of years. In this sense, all sports events are effective on the local residents of the home city at different levels (Ohmann et. al., 2006:129). It is known from the past to present that, sports events have economical, social, environmental, political and technological effects on the local residents in their destinations (Argan, 2013:3).

Decisions related to where to hold the international sports v are taken as a result of political processes concerning the local and national politicians and international sports governing bodies. Opinions of local residents related to international sports events are effective for support and fund allocation of politicians for international events (Preuss and Solberg, 2006:391, 394). It is required for local events to make investments in many areas such as general areas and sports facilities in order to be home to international sports events. Political decisions by which many persons, events and private companies will benefit, are required for such investments. With these decisions to be taken, infrastructure can be organised, new employment opportunities can be procured, local managements can obtain tax income, tourism industry can develop its destination image and the host city can obtain public investments through private enterprises (Preuss and Solberg, 2006:392, Bull and Lovell, 2007:230, Zhou, 2010:138, Chen, 2011:108). In addition to this, investments being generally done through large companies and international sponsors are reducing the economical effect of international sports events on local residents (Higham, 1999:85).

In many reports published by the event organizers, it was mentioned that international sports events have short and long term positive effects on local residents and local economy. In addition to this, some economists suspect that these reports are exaggerating the effects of international sports events and underestimating the costs (Preuss and Solberg, 2006:391-392). Gratton et al (2005:234) have suggested that the home cities of large sports events are undertaking a large financial liability and debt and have exemplified the Montreal Olympics in 1976. These financial liabilities and debts had such a magnitude that there was no other candidate city than Los Angeles on July 1, 1978 which was the last day of decision for 1984 Olympic games (Preuss, 2004:7). It was seen that this idea was slowly changing with the net profit statement of 1984 Los Angeles Olumpics and other large events (Gratton et al, 2005:234). Due to the events held for Athens Olympics in 2004, the city has made loss and

undertook a large debt (Bull and Lovell, 2007:232). In addition to this, even though the city seemed as making loss in Olympics, subway system of Athens was increased by 174 % and 90 km bus and tram was built within the city and a 67 km highway which is serving to 250 thousand cars was built due to the olympics (Tziralis et al., 2006:28). For this reason, it is relative that to what extent are the economical effects of sports events and it is seen that there is yet to be generally accepted bench marks about this issue.

In economical reports and in addition to this, in many academical studies, social and environmental effects of international sports events are disregarded and it is seen that the studies conducted on this are quite less (Waitt, 2003:194; Kim and Petrick, 2005:25; Preuss and Solberg, 2006:391–392; Jamieson, 2014:57). There are various social effects of international sports events on local residents. These events are largely effecting the change of local residents (Kim and Patrick, 2005:25). These events are primarily providing an opportunity to the local residents to watch quality sports competitions with their families or relatives and to experience a festival atmosphere in their cities (Fredline, 2005:268; Kim and Patrick, 2005:25; Preuss and Solberg, 2006:392). It is mentioned by the researchers that all kinds of events are increasing the social opportunities in destinations. In addition to this, it is also mentioned that the sports events are undertaking a connective role on amalgamation and solidarity of the local court (Zhou and Ap, 2009:6; Ritchie et. al., 2009:160). Besides, when the long term effects of sports events are examined, it is seen that the urban renewals and new investments done for events are increasing the life quality of local residents (Kim and Patrick, 2005:25; Ohmann et. al. 2006:133; Chen, 2011:107). Through these renewals and new investments, the sports activities in the areas where such sports events are held, are developing and participation of local residents to sports activities can be increased and their health conditions can be positively affected by this means (Fredline, 2005:268).

In addition to the positive effects of international sports events, it is seen that there are various negative effects. When these effects are examined, it is seen that large scale renewals done for large sports events are negatively affecting the residence areas of local residents and increasing the real estate values (Ohmann et. al, 2006:133 – 135; Preuss and Solberg, 2006:398; Chen, 2011:109). When the purchasing power of local residents is taken into consideration, the increase of real estate values is seen as a negative effect and the life quality of local residents can be affected due to this effect. Another negative effect of sports events is the increase of crimes such as robbery, drunkenness, disorderly behaviors and vandalism that can affect the local residents in the destinations (Fredline, 2005:268; Ohmann et. al., 2006:133; Chen, 2011:108-109).

Ritchie et al. (2009:160) have suggested that hostile manners between the local residents and tourists can be displayed due to increase of crowd during events, in their study conducted on local residents before London Olympics held at 2012. In the study of Lorde et al. (2011:354) about Cricket World Cup, it was suggested that the crime rate was increased during the event. Besides in events with international sports teams with intense competition and nationalism, behaviors of such teams or fans can negatively affect the local residents (Fredline, 2005:268–269).

In the study conducted by Ohmann et. al. (2006:134) it was mentioned that various fights have occurred in European Football Championship, held in England at 1996, between English fans and other country fans. In the same study, arrest of 965 English fans as a result of incidents between English and German Fans in European Football Championship, held in Belgium at 2000, was shown as another example. In addition to this, when the increase of

existing population during sports events is taken into consideration, it is possible that the intensity on roads and public transportation vehicles will cause a pressure on existing infrastructure and this pressure will cause noise and crowd (Fredline, 2005:268; Chen, 2011:108).

According to the study conducted by Ritchie et al. (2009:160) on local residents before London Olympics in 2012, local residents have mentioned that the most negative effect of the event as the disruption of peace in their daily lives. According to the results of the study conducted by Kim et. al. (2006:93) about the 2002 Football World Cup, held in South Korea, biggest problem experienced by the local residents during this events was determined as the traffic congestion problems. According to the results of the study conducted by Zhou and Ap (2009:6) about Beijing Olympics, most negative effect on the social life during event was determined as the noise pollution. In addition to the negative effects of sports event on the local residents, the possibility of harm of the sports is suggested as another negative effect. For example, If the outdoor sports organizations such as trekking, mountain biking, riding are done in high intensity, they can cause destruction and pollution of environment, erosion, harms to environmental flora and fauna (Fredline, 2005:268; Preuss and Solberg, 2006:398; Chen, 2011:109).

Methodology

Alanya is one of the most favourite tourism destination of Turkey and Mediterranean basin with its more than 160 thousand bed capacity and more than 3.5 million foreign tourists in 2014. In addition to this, Alanya is home to more than 70 national and international sports events. Since the Triathlon, which was organised in Alanya as the first international sports events, many sports events are held such as marathon, biking, swimming, mountain biking, beach volley and beach football. Relatively the largest event among these is the start stage of Presidency Bicycle Tour which is broadcasted live by 190 countries. In this sense, purpose of this study is to determine perceptions of the local residents against national and international sports events. Another purpose of the study is to determine the rates of participation and support of local residents to such events.

Quantitative research method was used in this study and the data were obtained through survey forms. Survey was formed by the writers after conducting relevant literature review (Higham, 1999; Fredline, 2005; Kim and Patrick, 2005; Ohmann et. al. , 2006; Preuss and Solberg, 2006; Zhou, 2010; Chen, 2011; Jamieson, 2014). Questions in the survey were applied to the local residents living in Alanya. Total of 239 usable surveys were collected and analyzed.

Questions related to how the local residents are perceiving national and international sports events held at the region was evaluated through Likert scale, varying between 1 to 5. Statements in the scale was used as “Strongly Disagree = 1”, “Disagree = 2”, “Neutral = 3”, “Agree = 4” and “Strongly Agree = 5”. Gap width of the scale was found with calculation of row width / group number formula (Tekin, 1996). Coefficient of gap width is determined by dividing the difference between highest value and lowest value in measurement results by group number. According to this, gap width of the scale was calculated as 0,80 [$(5 - 1) / 5$]. Arithmetical average gaps, based on in evaluation of the results are ; “1,00 – 1,80 = Strongly Disagree”, “1,81 – 2,60 = Disagree”, “2,61 - 3,40 = Neutral”, “3,41 - 4,20 = Agree”, “4.21 - 5,00 = Strongly Agree”.

Findings

Findings of the study are presented under three titles. Findings in the first title are demographical features of the participants and the rates and reasons of participation to national and international sports events held at the region; and the findings of frequency analysis related to participants' attitudes towards catch up workds related to announcements of events. Second title consists of the findings of factor analysis applied to determine which aspects are forming the local residents' perceptions towards national and international sports events held at Alanya. Under third title, findings of Mann Whitney U analysis and Kruskal Wallis Test applied to determine whether perceptions of local residents towards national and international sports events are varying in their several features.

Table 1. Characteristics of The Sample

Age	n	%	Education	n	%
18-24 Age	45	18,8	Primary School	21	8,8
25-31 Age	74	31,0	High School	85	35,6
32-38 Age	62	25,9	Vocational High School	44	18,4
39-45 Age	27	11,3	University	75	31,4
46 Age and Older	31	13,0	Postgraduate	14	5,9
Duration of Residency	n	%	Occupation	n	%
1-5 Year	38	15,9	Public Sector	45	18,8
6-10 Year	37	15,5	Private Sector	98	41,0
11-15 Year	20	8,4	Student	32	13,4
16-20 Year	35	14,6	Unemployed	14	5,9
21 Year and more	106	44,4	Retiree	5	2,1
Empty	3	1,3	Tradesmen	45	18,8
Gender	n	%			
Male	139	58,2			
Female	100	41,8			
Total	239	100			

Table 1 presents characteristics of the sample. Among the 239 respondents, 58,2% were male and 41,8% were female. When the findings related to demographical features of participants are examined (Table 1) it is seen that the 58,2 % of the participants are male and 41,8 % are

female. Participants within the study mainly consist of young age group participants. It is seen that the average of 70 % of the participants are living in Alanya for 10 or more years. According to this finding, it can be mentioned that the participants are not foreigners to the region and they know the region. When the participants are examined according to their educational statuses, it is seen that the participants had mainly high school degrees, (35,6 %), undergraduate degrees (31,4 %) and high school degrees (18,4 %). Participants were divided within six different groups according to their professions. Most of the participants are private sector employees (41,0 %), and are respectively public sector employees (18,8 %), self employed tradesmen (18,8 %) and university students (13,4 %). Retired and unemployed participants are within the 8% of general total.

Table 2. Participation level of local residents to sport organisations held in Alanya

Being informed of sporting events	n	%
Yes	80	33,5
No	29	12,1
Some	130	54,4
Level of participation	n	%
Regularly	10	4,2
Frequently	17	7,1
Often	80	33,5
Rarely	66	27,6
Never	25	10,5
I participate if I have an opportunity	24	10,0
I participate if I am informed	17	7,1

According to the findings in Table 2, more than half of the participants (54,4 %) don't have full information about the sports events held at the region. While the rate of the participants who have full information about the sports events held at the region is 33,5 %, rate of the participants who have no information about the event on is at 12,1 %. While only 11 % of the participants are regularly attending to such events, 11 % of them are not attending and 10% are attending if they have the chance to do so. Most of the participants (61,1 %) have stated that they are occasionally attending to the sports events held at the region. Another prominent finding in the Table 2 is that 10 % of the participants have stated that they are attending to the sports events if they have information about it. At this point, it is required to consider that correct and effective promotion and announcement of such events can increase the attendance to events.

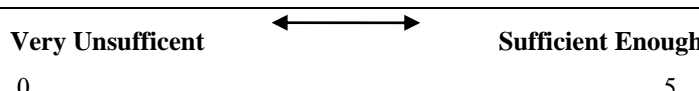
Table 3. Causes of participation and of non-participation

Causes of participation	n	%*	Causes of non-participation	n	%*
Interest and curiosity	173	72,4	Lack of time	107	44,8
Rest and relaxation	55	23,0	Not being informed	51	21,3
Support	50	20,9	No interest	10	4,2
Socialisation	42	17,6	Spare time to other activities	16	6,7
Other	11	4,6	Other	1	0,4

*Participants may mark more than one option

According to the findings in Table 3, main reason of the participants for attending to the sports events held at the region is interest and curiosity. Relaxation and relieving stress and socializing are among the other reasons guiding to attendance to such events. Participation to events for supporting such events and the organizing institution and establishments is forming a prominent finding of the study. Participants have stated lack of time as the most important reason of not being able to attend to such events. Another reason for not being able to attend to such events is not being aware of events, which is shown as one of the reasons caused by deficiency of information and promotion.

Table 4. Level Of Catch Up Works For Sports Organisations And Perceived Sufficiency Of Local Residents' Participation

							\bar{X}
	0	1	2	3	4	5	
● Catch up Works for sports organisations held in Alanya	%5,9	%11,4	%25,8	%39,8	%14,0	%3,0	2,53
● Perceived sufficiency of local residents' participation	%3,4	%15,7	%35,3	%34,9	%9,4	%1,3	2,35

In Table 4, catch up works reorganised for sports events held at Alanya and the perceptions of participants for attendance of local residents to such events are provided. According to the results shown in Table 4, participants are finding the catch up works for sports events as insufficient. Similarly, participants find the attendance of local residents to such events as insufficient. According to these results, attendance of local residents to sports events being insufficient, can be considered as a result of insufficiency of catch up works related to events.

Findings of Factor Analysis

In order to determine the structural validity of the scale, factor analysis was conducted. In testing of reliability of the scale, alpha coefficient, which shows the internal consistency of the scale (Cronbach's Alpha) was used. Besides, reliability coefficients of each factor was calculated. Kaiser – Meyer – Olkin (KMO) value, which shows the sufficiency of sample in factor analysis, was found as 859. This value shows that the sample magnitude is suitable for factor analysis. Bartlett's Test of Sphericity value, which tests the hypothesis whether correlation matrix is equal to unit matrix was determined as statistically significant ($\chi^2=3707,944$, $df=528$, $sig< 000$). According to this result, it can be mentioned that the factor analysis might be applied to variables.

Table 5: Factor Analysis

	FL	EV	VE	\bar{x}
Factor 1: Economical Contribution				3,35
Sports events held in Alanya.....				
Provide new job opportunities	,768			3,23
Revive local economy	,718			3,65
Provide new area of employment	,708	8,50	%26,55	3,24
Attract new investments to the destination	,702			3,34
Increase hotel bed's occupancy rate	,682			3,53
Cause new public investments	,662			3,15
Support local trade	,657			3,27
Factor 2: Sports Culture Imbuing				3,51
Sports events held in Alanya.....	FL	EV	VE	
Bring local residents healthy living habitude	,769			3,42
Direct local residents to sports	,740			3,37
Push local residents to practice new sports branches	,690	3,98	%12,44	3,45
Motive young local residents to play sports	,645			3,72
Imbuing sport culture and conciousness	,630			3,72
Provide knowledge of new sport branches	,568			3,55
Increase life quality of local residents	,559			3,31
Factor 3: Traffic Congestion Problems				3,53
Sports events held in Alanya...	FL	EV	VE	
Cause traffic congestion				3,78

Effect traffic negatively because of route changes				,815		3,68
Cause parking problems				,814		3,66
Cause a variety of problems due to road blackage				,734		3,54
Cause a variety of problems due to crowd				,524		3,00
Factor 4: Promotion Instrument and Increase Brand Value						4,09
Sports events held in Alanya.....	FL	EV	VE			
Increase brand value of Alanya				,821		4,01
Support promotion of Alanya				,795	1,91	%5,97
Increase brand value of Turkey				,775		4,03
Factor 5: Enviromental Harm						2,70
Sports events held in Alanya.....	FL	EV	VE			
Cause environmental pollution				,805		2,63
Damage environment				,781	1,38	%4,31
Supporters who participate cause disturbance				,624		2,53
Factor 6: Social Interaction						3,75
Sports events held in Alanya.....	FL	EV	VE			
Provide intercultural relations opportunity to local residents				,756		3,70
Cause local residents to introduce different cultures				,697	1,31	%4,11
Revive social life				,612		3,85
Factor 7: Infrastructure Development and Bringing Sports Investments						3,24
Sports events held in Alanya.....	FL	EV	VE			
Cause construction of new sports facilities				,753	1,03	%3,23
Cause to improve infrastructure				,743		3,22
Factor 8: Financial Burden and Underused Capacity Problem						3,02
	FL	EV	VE			
Investments made for sports events stay underused after the event				,689	1,01	%3,16
Cost of sports events is higher than their return				,627		2,91
Kaiser-Meyer-Olkin						,859; p<0,05
Bartlett's Test of Sphericity						3707,944; df 528; Sig. 000

Total Variance Explained	% 66,38
Cronbach's Alpha	,901

FL: Factor Loadings, **EV:** Eigenvalue, **VE:** Variance Explained

In order to tell that the scale is reliable, value of the alpha coefficient should be higher than 0,60 as a result of reliability analysis. According to the obtained reliability coefficient ($\alpha = 0,901$) it can be mentioned that the scale is reliable. Besides, reliability coefficients were calculated for all sub dimensions of the scale. Reliability coefficients of sub dimensions being higher than the $\alpha = 0,60$ value shows that these sub dimensions are also reliable. As a result of the factor analysis, eight factors, of which factor loads are higher than 0,50 and eigen values are higher than 1, were found.

In Table 5, eight factors obtained as a result of factor analysis and their relevant eigen values and rates of variance description, and the factor load values which determine the related factors of each items in the scale are presented. Eight factors obtained as a result of factor analysis are describing 66,38 % of the total variance.

First factor consists of seven statements and forms 26,55 % of the total variance. Due to the fact that statements under this factor are related to employment opportunities of national and international sports events, providing new working areas, triggering new investments, increasing fullness rates of hotels, bringing buoyancy to the region, this was entitled as "Economical Contribution". High score to be obtained from this factor, means that the national and international sports events are developing the economy of the region and providing economical contribution.

Second factor, entitled as "Imbuing Sports Culture", consists of seven statements and total variance description rate is 12,44 %. Statements under this factor consist of, sports events to direct the local residents to sports, imbuing sports awareness and culture, teaching new sports branches, making healthy life habit adopted, increasing the life quality. High score to be obtained from this factor, means that the national and international sports events held at the region are imbuing sports awareness and culture to the local residents and affecting the life quality in a positive way.

Third factor, consists of five statements, describes 6,62 % of the total variance and is entitled as "Traffic Congestion Problem". This factor suggests the traffic congestion problems of sports events such as causing traffic congestion problems in the region, shutting the roads down, changing the routes of roads etc. High score to be obtained from this factor, means that the national and international sports events are causing traffic congestion problems in the region.

Fourth factor is forming 5,97 % of the total variance. Because the statements under this factor are related to the fact that sports events are contributing to promotion of the region and the country and increasing their brand values, it was entitled as "Promotion Instrument and Increasing Brand Value". High score to be obtained from this factor, means that the national and international sports events held at the region are perceived as instruments for promoting the region and increasing the brand value.

Fifth factor, entitled as "Environmental Harm", consists of three statements and total variance description rate is 4,31 %. Statements under this factor are that the sports events are harming

the environment, causing environment pollution, which are forming environmental harms. High score to be obtained from this factor, means that the national and international sports events are causing harms to the environment and environmental pollution.

Sixth factor, of which total variance description rate is 4,11 %, consists of three statements and is entitled as “Social Interaction”. High score to be obtained from this factor, means that the national and international sports events are reviving the social life, procuring interaction with different culture and contributing to cultures to know each other.

Seventh factor, entitled as “Infrastructure Development and Bringing Sports Investments” has 3,23 % variance description rate. High score to be obtained from this factor, means that the national and international sports events are procuring construction of new sports facilities and developing the infrastructure of the region. Last and the eighth factor describes 3,16 % of the factor variance and is entitled as “Financial Burden and Underused Capacity Problem”. High score to be obtained from this factor, means that costs of the national and international sports events are higher than their returns and sports facilities built for sports events are not operated fully after a while, and are remaining as underused capacity.

Table 6. Differences of Local Residents’ Perceptions Towards Sports Events According To Demographic Variables

Variables			F1	F2	F3	F4	F5	F6	F7	F8
Occupation	Kruskal Wallis Test	χ^2	2,997	1,237	4,817	5,665	5,572	5,940	3,973	,717
		df	5	5	5	5	5	5	5	5
		p	,700	,941	,439	,340	,350	,312	,553	,982
Age	Kruskal Wallis Test	χ^2	1,493	4,703	2,746	7,909	1,968	5,866	,488	6,796
		df	4	4	4	4	4	4	4	4
		p	,828	,319	,601	,095	,742	,209	,975	,147
Education	Kruskal Wallis Test	χ^2	2,445	,835	2,580	,800	18,661	3,267	2,902	8,618
		df	4	4	4	4	4	4	4	4
		p	,654	,934	,630	,938	,001*	,514	,574	,071
Duration of Residency	Kruskal Wallis Test	χ^2	3,336	3,873	11,563	7,389	16,434	7,570	6,473	2,890
		df	4	4	4	4	4	4	4	4
		p	,503	,423	,021	,117	,002*	,109	,166	,576
Participation to Organisations	Kruskal Wallis Test	χ^2	4,167	,891	5,466	1,481	3,429	9,332	5,102	3,796
		df	2	2	2	2	2	2	2	2
		p	,124	,640	,065	,477	,180	,009	,078	,150
Gender	Mann	Mann	6782,0	6152,5	6708,0	6465,0	6640,5	6652,0	6534,0	6137,5

Whitney U	W. U								
Z		-,319	-1,518	-,460	-,960	-,601	-,579	-,805	-1,591
p		,750	,129	,645	,337	,548	,563	,421	,112

In order to determine whether perceptions of local residents for national and international sports events held at the region, are changing according to the demographical variables, Kruskal Wallis Test and Mann Whitney U analyses were conducted. According to the results of Kruskal Wallis analysis, it was determined that the perceptions of participants related to sports events held at the region are not statistically differentiating ($p > 0,05$) in terms of profession groups and age groups. It was determined that the perceptions of participants for sports events for only “Environmental Harm” aspect are statistically differentiating according to their educational statuses ($\chi^2=18,661$; $p<0,05$). According to this result, the higher educational statuses of participants get, the more strong are their perceptions that sports events held at the region are causing environmental pollution and harming the environment. It was seen that there is a statistical difference between “Traffic Congestion Problems” factor and “Environmental Harm” factor according to the duration of living in the region. It was seen that the perceptions of participants for sports events according to the period of living in the region, “Traffic Congestion Problem” ($\chi^2=11,563$; $p<0,05$) factor and “Environmental Harm” ($\chi^2=16,434$; $p<0,05$) factor are causing statistical differences. It was concluded that the more participants have lived in the region, the more perception that sports events held at the region are causing traffic congestion problems in the region and harming the region environmentally. It was determined that participation ratios to sports events held at the region as spectators, is statistically differentiating the perception of “Social Interaction” ($\chi^2=9,332$; $p<0,05$). According to this result, it was determined that social interaction perception of the regular attendees is more powerful than the participants who do not regularly attend to the events or who never attend to the events and that this this difference is significant. In order to determine whether the perceptions of participants for sports events held at the region, are differentiating according to their genders, Mann Whitney U analysis was conducted. When Mann Whitney U analysis results in the Table 6 are taken into consideration, it was determined that the perceptions of male and female participants for sports events held at the region are not causing statistical differences.

Conclusion

This study was conducted in Alanya, which is an important destination centre of our country, in order to measure perceptions of local residents for national and international sports events. Within this scope, when participation ratios of participants of this study are taken into consideration, it is seen that most of the participants (87,9%), even if partially, have information about the sports events held at Alanya, on the contrary only a very few of them (11,3%) are regularly or frequently attending to sports events held at Alanya. When reasons of participants for attending or not attending to the sports events were examined, it was determined that most of the participants (72,4%) are attending to the sports events held at Alanya due to interest and curiosity, again a large portion of the participants are not attending to the sports events held at Alanya due to lack of time (44,8%) and unawareness of events (21,3%). When opinions of participants related to briefing about the sports events held at Alanya and sufficiency of participation of the public are examined, it was concluded that only

a very few (17%) has found briefings sufficient and similarly a very few (10,7%) has found participation of public to the sports events held at Alanya sufficient.

As a result of analyses, it was determined that the perception of local residents for national and international sports events held at Alanya under eight aspects. These aspects were entitled as “Economical Contribution”, “Sports Culture Imbuing”, “Traffic Congestion Problems”, “Promotion Instrument and Increasing Brand Value”, “Environmental Harms”, “Social Interaction”, “Infrastructure Development and Bringing Sportive Investment” and “Financial Burden and Underused Capacity Problem”. Most of the local residents think that national and international sports events held at Alanya are partially bringing economical contribution, imbuing sports culture to local residents, partially developing the infrastructure in destination and bringing sports investments, also that the national and international sports events held at Alanya are causing partial financial burden and causing underused capacity problem. In addition to this, most of the participants think that national and international sports events held at Alanya are important promotion instruments for Alanya destination and increasing its brand value. When other findings are examined, it is seen that while most of the participants agree upon that sports events held at Alanya are causing traffic congestion problems, this perception changes according to the period of living in the region. When opinions of participants regarding the damage of sports events held at Alanya to environment, it is seen that participants think that events are partially harming the environment and that this perception is changing according to the educational status and the period of living in Alanya. When social interaction aspect of national and international sports events held at Alanya of participants is examined, it is determined that most of them have the perception that these are providing social interaction and in addition to this, this perception is changing according to attendance rates to events.

In light of these information, it is possible to say that by holding the national and international sports events in Alanya at the right times and by increasing the briefing to be done by sports organizers and local managements, attendance of local residents can be increased. When responses of participants given for aspects of their perceptions are examined, it can be concluded that local residents are expecting economical contribution from the national and international sports events held at Alanya. In addition to this, it is possible to say that right investments to events, and holding the events at the right times will prevent these events from being perceived as financial burden, underused capacity and traffic congestion problem, besides these will imbue further sports culture to the local residents.

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