

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

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

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1. Abstract

The present study is a **post event analysis** of a **small-scale sporting event** to better understand the legacy, also suggested as **sustainable development** of a **destination**, and whether the **residents' perception** coincided or was similar to that of the event stakeholders. **Stakeholders** are important, even for small-scale events and above all, the management of stakeholders can make the difference and determine the success or failure of the event. Very often researchers take into consideration stakeholders that are favorable to the event and who have a primary role. Residents in many cases are not involved and therefore are often unfavorable to events (as in some cases of the Olympic Games bidding, where the majority vote no to referendums or where they were not even consulted). This work takes into consideration a small-scale event in a tourist area, the World Junior Alpine Ski Championships 2019 in Trentino Val di Fassa - ITA (JWC2019). This is a post-event analysis, which aims to investigate what the stakeholders want, and first and foremost the residents, with respect to the theme of events that can be perceived as a negative aspect for tourism. Through a mixed methodology that uses quantitative and qualitative data analysis, the study analyzes the long-term tourism approach from different points of view and how a destination should move to guarantee sustainable tourism development, through the comprehension and commitment of the stakeholders involved in the events which must be involved in the event management process.

2. Contextual Background - Conceptual Framework

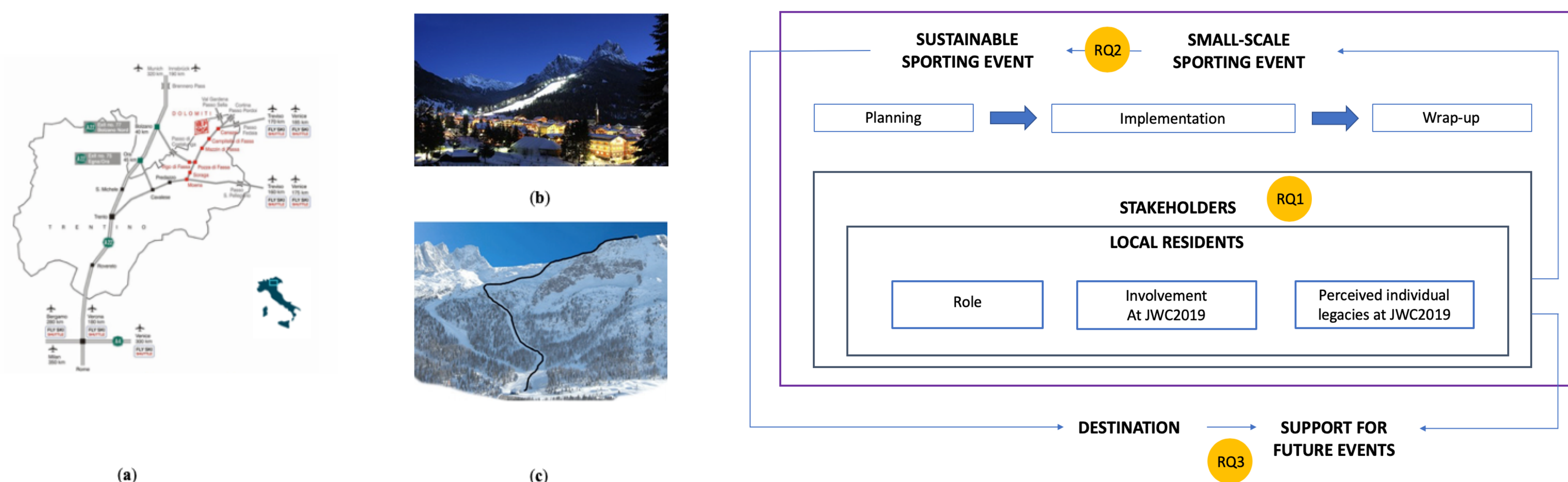


Figure 1. (a) The Val di Fassa – Trentino map (ITA) and (b) Aloch Ski Stadium of the JWC2019 in Val di Fassa (ITA), renovated in 2018. (c) La VolatA Slope of the JWC2019 in Val di Fassa (ITA), renovated in 2018. Foto Credits: (a) APT Val di Fassa; (b) APT Val di Fassa; (c) APT Val di Fassa.

Figure 2: Conceptual Framework

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

3. Methodology, research design and data analysis

In order to give answers to the RQ and to discuss the different approaches of the literature in this field, a survey (N=812) during the event and guided qualitative focus group interviews (N=21) after the event were undertaken. A mixed research method (Creswell, 2003, Tashakkori, Teddlie, 2003, Bryman, 2006, Morse, Niehaus, 2009, Fetters, 2013) allowed the author to map the event stakeholders through the dataset analysis and consequently with the focus groups to deepen the dynamics of the stakeholder to local stakeholders: local residents.

This research method combines quantitative and qualitative data analysis in a same study, interpreting the original definition of Tashakkori, Teddlie, (1998) “Mixed methods studies are those that combine the qualitative and quantitative approaches into the research methodology of a single study or multiphased study” (pp.17-18).

4. Results, discussion and implications – conclusions

RQ1: How residents consider themselves in the case of a small-scale sporting event? Do they represent a stakeholder? Yes. Are they aware of this? No. “Residents” category does not feel like a stakeholder. But they are aware of the value of their territory, of the tourist vocation and of the importance of sporting events (small in this case).

RQ2: Is the concept of sustainability, associated with a small-size sporting event, perceived as a “must-have” by residents? Not at all! The concept of sustainability is rarely addressed by residents especially when it comes to the future or legacy of the event. The paradox is that in the quantitative research all the stakeholders in an homogeneous way, with some minimal differences, indicate the environment, the mountain, the nature and the landscape, as the most important assets for the destination.

RQ3: Does a small-scale sporting event represent a stimulus for a tourist-oriented area to host mega sporting events such as the Olympic Games? The answer is positive but with some very important distinctions. The small-scale sporting event was positively experienced by the residents, just as there was a general and transverse appreciation on all stakeholders from the quantitative research. Desire for constancy, continuity in the proposal and management of sporting events.

5. References

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

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

Small-Scale Sporting Events.

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

Stakeholders.

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

Residents' dimension.

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

Sustainability.

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



Fig. 3 Focus Groups Residents' Perceptions: (a) Val di Fassa in words; (b) JWC2019 in words; (c) The “Must have” for a sporting event; (d) Stakeholders of JWC2019.