



INVESTMENTS IN THE SPHERE OF SPORTS AND MASS SPORTS EVENTS OF THE WORLD LEVEL: PUBLIC OPINION

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ABSTRACT

Conducting mass global-scale sports events requires large amounts of investment and is considered quite a costly event. Although, most countries and regions are eager to host major sporting events, not only for reasons of prestige, but also because of the expected economic results. The paper considers economic and social aspects of the 2018 World Cup in Russia taking the city of Kazan (the capital of the Republic of Tatarstan) as an example. In this work, the analysis of investments in the program of the sports event for the Republic of Tatarstan for 2014-2018 is presented, in which the quantitative indicators of investments for carrying out activities for the 2018 FIFA World Cup are analyzed. The analysis of investments in this event was supplemented by the results of a sociological survey conducted by the authors using the method of formalized interviews among the population of the Republic of Tatarstan for 2017-2018. As a result, positive and negative aspects of mass sports events on the functioning of the city of Kazan and its development have been revealed. Finally, conclusions and recommendations for conducting such large-scale events for the city at the present stage illustrated by the experience of the Republic of Tatarstan are given.

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1. INTRODUCTION

The 2018 FIFA World Cup is a great event in the world of sports and the whole society. It influences not only the sports component of the country, but also the changing of material objects in the city, the urban infrastructure, the cultural events of the city. Since the 2018 World Cup is held in several cities of Russia, these transformations will concern several cities. In our study, we would like to consider the city of Kazan - the capital of the Republic of Tatarstan (the region of the Russian Federation). For the study, we conducted a sociological survey and found out the opinions of the population about the upcoming events, and also analyzed the investments raised for the implementation of these events. During the study, we tried to identify both positive and negative aspects of this phenomenon and

summarized the result.

2. METHODS

The main methods of research were methods of analyzing absolute and statistical indicators and the method of questionnaire survey (Nagimova, 2017; Nagimova, 2009; Nagimova et al, 2014).

Problems of regional investments were considered by such scientists as J.M. Keynes, K. Campbell, R. Norman, R. Payser, D. Trump, R. Flanagan, A. Frei, J. Hines (Konovalova, 2016; Bechiev, 2000).

A sociological study of the opinion of the population about conducting the World Cup in Russia was held in November-December 2017 among the residents of Kazan. The study was conducted using a questionnaire survey, which interviewed 819 people over 18 years old. The samples were formed by a multistage regionalized quota sampling. The sample representativeness error was 5%. The survey was conducted in the form of a formal interview. The age and sex distribution of the respondents was made on the basis of statistical data, the share of men among the respondents was 48.2%, women - 51.8%. The distribution of respondents by age is shown in Figure 1.

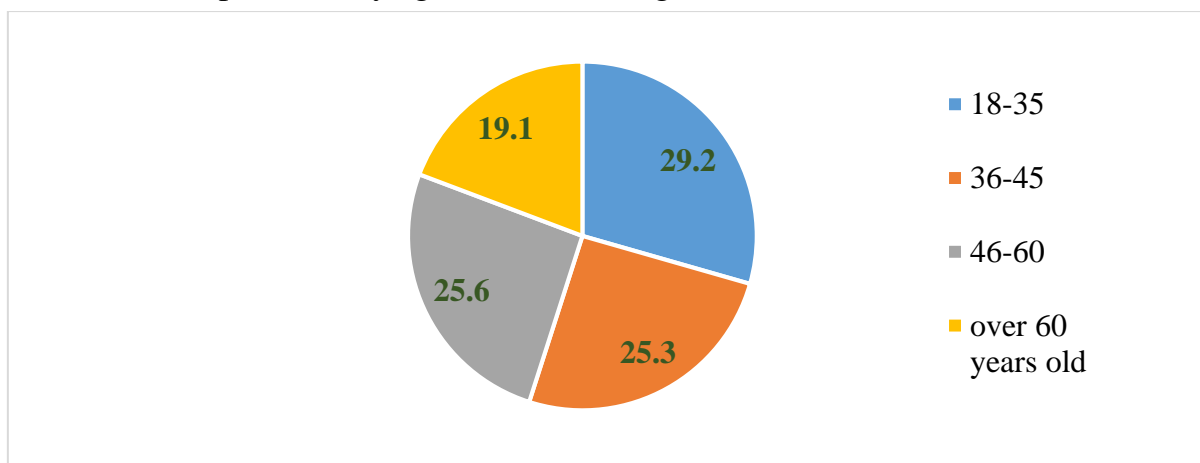


Figure 1: Distribution of respondents by age (in percent).

3. RESULTS AND DISCUSSION

Investments in the sports industry pay off well, while the sports infrastructure is expanding, sports, healthy lifestyles become the norm of social behavior. Despite the rather noticeable positive results of major sports events, the population does not always welcome them, and believes that investment in the sports industry is ineffective. According to the results of our study, only slightly more than half of the respondents (56.3%) unconditionally support the holding of major sporting events. Approximately every fourth respondent (24.5%) supports holding such events in his/her city only partially, and every fifth respondent (19.2%) does not fully support (Figure 2).

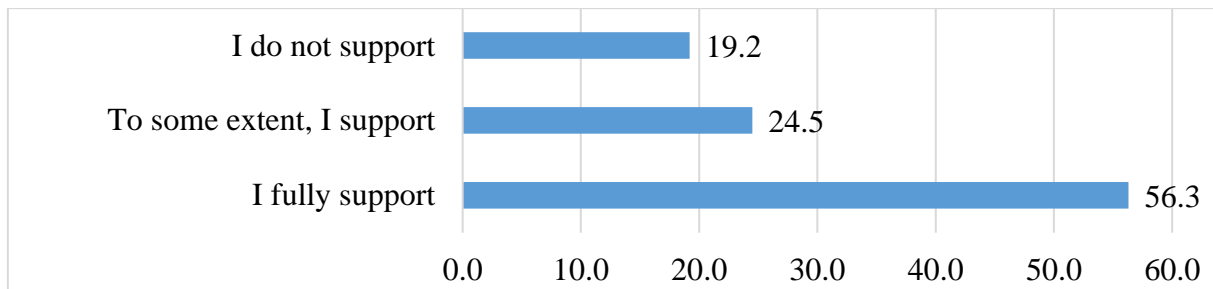


Figure 2: Distribution of the respondents' answers to the question: "Do you support mass global-scale sports events hold in Kazan, such as the World Cup?" (in percentages)

Another interesting fact is that among those who fully support such events, 86.3% are young people under 35 and middle-aged people up to 45 years old, and among those who are fundamentally against, the overwhelming majority (76.2%) are older 60 years. This could be explained by the fact that the economically active population better understands the economic benefits of the event, and is more involved in the process of holding the World Cup, in addition, in the future plans to use the infrastructure opportunities created as a result of the Championship.

We shall try to understand the reasons for the negative attitude of a part of the population towards the problem. The first two lines of the reasons constituting the top of the rating to some extent confirm our assumptions that the majority of the opponents of the World Cup are those of old age and by virtue of this do not perceive these events as something positive. They treat the championship primarily as an event that interferes with the uniform flow of life and creates certain difficulties and problems. For example, 78.3% of those expressing dissatisfaction noted that as a result of the championship various restrictions will be imposed and the usual rhythm of life will be violated, and 65.1% of respondents are afraid of that there may be problems with transport and movement around the city.

About a third of the respondents who noted their negative attitude to large-scale sports events said that such events represent a waste of state money and private investments (35.2%).

33.2% of the respondents being the opponents of the championship are afraid of the illegal behavior of the fans, another 12.6% of the respondents noted that holding such events is fun for the fans, but provides no benefit to the population (Figure 3).

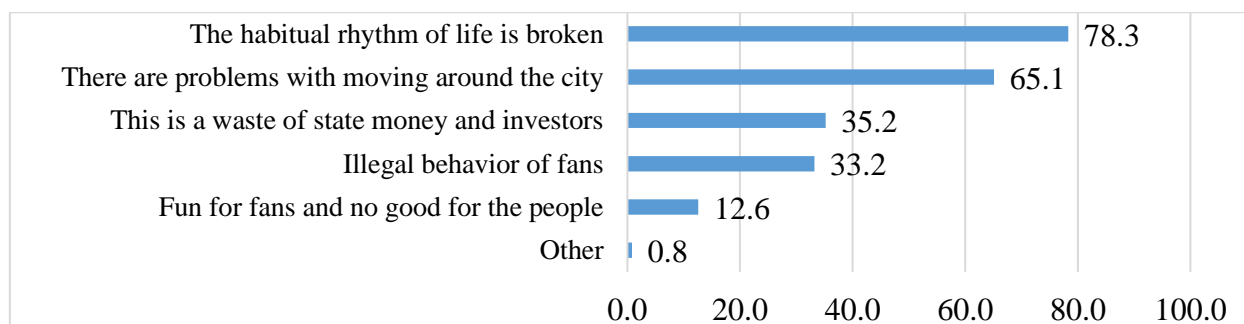


Figure 3: Distribution of the respondents' answers to the question: "If you do not support, then why?" (more than 100%)

More positive are those who believe that conducting international sports events in our country is a good phenomenon. For example, 82.1% of respondents believe that during the preparation for such events, the sports industry is developing, new sports facilities of world level are being put into operation, which will later work for the population of the city and the republic. 74.3% of respondents noted that development of the tourist infrastructure of the city, republic and country, which is a highly profitable direction of economic activity, is also important. Holding such events forms the experience and boosts the tourist business in the country, which, according to many experts, is insufficiently developed. 57.1% of the survey participants who supported the holding of the championship believe that this is economically beneficial for the country, the region, as it contributes to revitalization of not only the tourism industry, but also other sectors of the economy and business (Gabdrakhmanov et al, 2016; Gabdrakhmanov et al, 2016).

In the opinion of 55.2% of the respondents, the international sports competitions include various top-level cultural programs, which any resident of the city can visit. 45.9% of respondents believe that sports events of international level contribute to the country's prestige in the international arena, which is important in today's tense political conditions.

It is interesting that only 45.7% of those who supported the World Championship in our country are potential fans in our city (25.7% for the entire study population, which is a fairly high figure explained by the traditional sports traditions of the Tatarstanians, such as the national sports and cultural festival of the Tatars "Sabantuy", equestrian sports competitions, etc.), anticipating the enjoyment of the highly professional game of athletes.

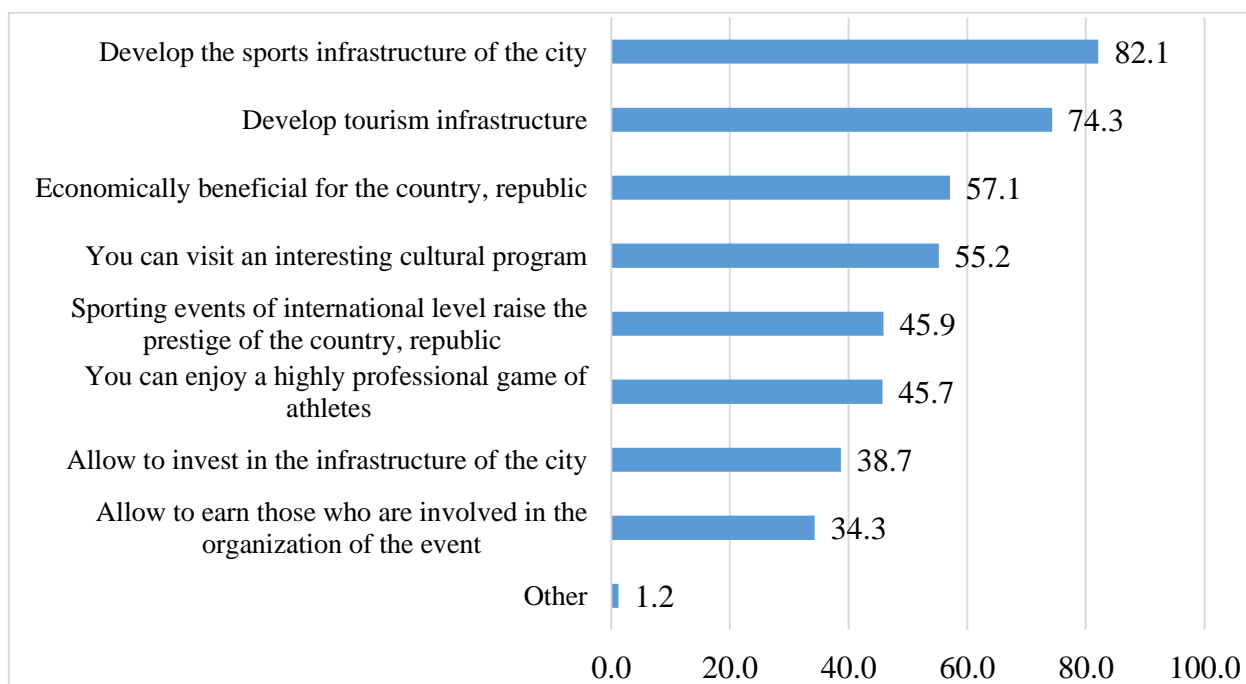


Figure 4. Distribution of the respondents' answers to the question: "If you support, then why?" (more than 100%)

In the opinion of 38.7% of the respondents, holding such events contributes to the improvement of urban, road infrastructure, etc. While 34.3% of the surveyed see these sports

events as an economic opportunity for those being involved in organization and holding of the event, and also express the hope that this will contribute to the expansion of small business in the republic (Figure 4).

Summarizing the survey, we asked the question: “How do you think, which sphere of development of sports should receive public investment?” Despite the division of opinions on the appropriateness of international sports events in Russia, in our city, when answering this question, respondents demonstrated a rather high consensus: public investments should be directed primarily to the development of mass sports and physical education among the population - 82.3%.

The population lays great emphasis to the development of professional sports and believes that investments should be directed to its development - 67.3%. This is well explained for Tatarstan, famous for its sports traditions, where every child is brought up from birth in a sportive spirit, participates in sports competitions in Sabantui, acquires primary skills of physical culture and is saturated with the spirit of competition. Tatarstan has its own professional sports teams, whose performances are always accompanied by strong spectator support. The development of professional sports is promoted by children's sports schools and sections that feed professional sports with new talented youth. 65.3% of the respondents supported allocation of state investments for the development of children's sports schools.

55.7% of survey participants noted that investments should be directed to the construction of new sports facilities and the creation of the newest sports industry in the republic. Less than half of the respondents only (45.6%) believes that public funds can be spent on holding major international sporting events.

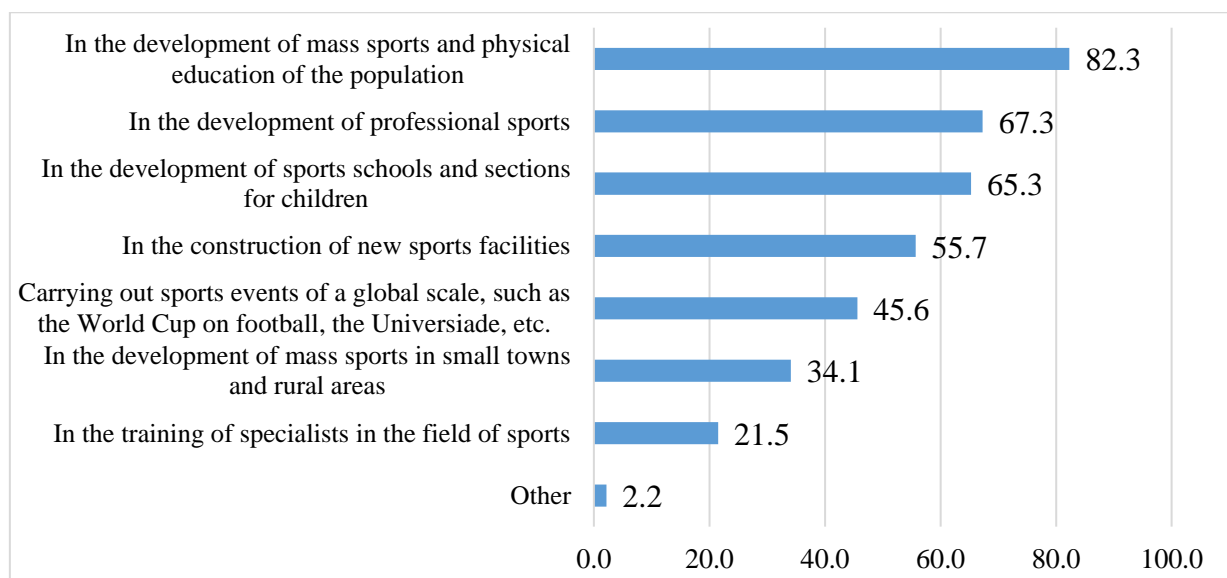


Figure 5: Distribution of the respondents' answers to the question: “How do you think, which sphere of sports development should get state investments?” (more than 100%)

According to one third of respondents (34.1%), there is a need to develop sports and

build sports facilities in rural areas and in small towns. Every fifth respondent (21.5%) believes that public funds should be spent on training specialists in the field of sports, expanding the educational base of the sports industry (Figure 5).

In order to objectively address the issue, it is necessary to analyze the volume of investments that were spent on the 2018 World Cup. The volume of the Program financing is 3,898.3 million rubles, including 1,819.2 million rubles from the federal budget, 1,943.3 million rubles from the budget of the Republic of Tatarstan, 135.8 million rubles from extra-budgetary sources (Table 1). To implement the program to prepare for the 2018 World Cup, funds were allocated from the federal budget and the budget of the Republic of Tatarstan. Financing was started in 2014 and planned until 2018. As you can see on the chart in 2014 and 2015, only 46.2 and 136.4 million rubles are planned. In 2016 and in 2017-2018, expenses increased and amounted to 1,203.5; 1,708.4; 803.8 million rubles (Figure 6).

Table 1: Investments in the 2018 FIFA World Cup (program of preparation for the 2018 World Cup) (million rubles)

Year	Total amount of funds under the Program	Budget of the Republic of Tatarstan	Budget of the Russian Federation	Means of local budgets	Means of extrabudgetary sources
2014	46.2	9.9	36.3		
2015	136.4	84.6	51.8		
2016	1203.5	625.2	442.5		135.8
2017	1708.4	821.4	887.0		
2018	803.8	402.2	401.6		

In addition, if we follow the dynamics of inflows from the local and federal budget, we can see that only in 2014, a larger proportion was from the federal budget. In 2015, the share of financing of the local budget increased. And in 2016-2018 there is a parity distribution of funding for the FIFA World Cup from the local and federal budget, almost 50% by 50%.

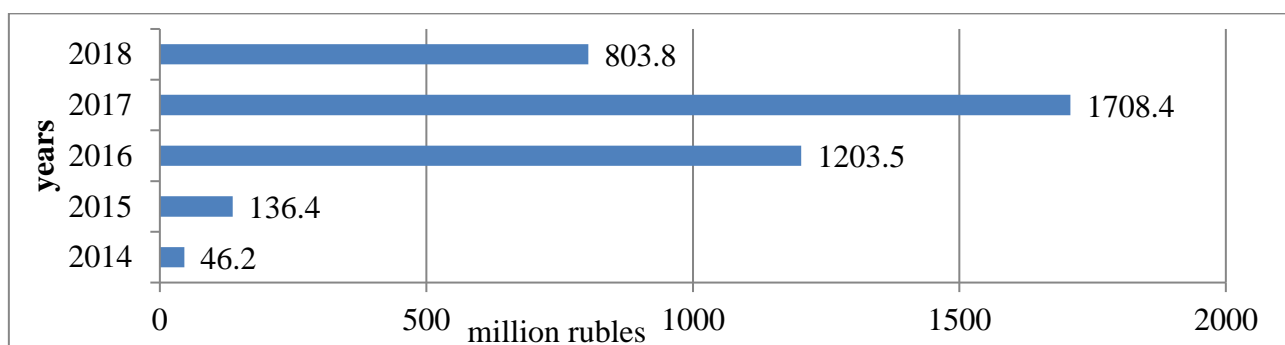


Figure 6: Dynamics of the volume of financing under the program for the preparation for the 2018 World Cup in the Republic of Tatarstan in million rubles (program of preparation for the 2018 World Cup)

If we consider the structure of investments, the first point to be noted shall be the construction and reconstruction of sports facilities. This received only 2,983.2 million rubles, where 1,819.2 million rubles were from the federal budget, 1,164.0 million rubles –

from the budget of the RT. It is planned to equip a football stadium, reconstruct training grounds. Only 1927.7 million rubles was allocated for the temporary and auxiliary buildings and structures for the preparation and conduct of sports competitions. Investments are also needed for the construction and reconstruction of transport infrastructure. In addition, the funds will be used to prepare the health infrastructure - 674.3 million rubles. The program envisages construction and reconstruction of the energy supply infrastructure. Total 135.8 million rubles.

Investments in the implementation of activities related to the preparation for the World Cup have been allocated, total 105 million rubles.

In general, holding the FIFA World Cup requires significant investments and is quite a costly event for the federal and regional budget. Nevertheless, there are also positive factors that modernize the infrastructure of the city, some objects are being reconstructed, which can later work for the population of the city of Kazan. Another positive moment for the population of the Republic can also be a rich cultural program, festivals and intercultural exchange (Kaigorodova et al, 2014; Nagimova et al, 2015; Mirzarifovna & Rashitovna, 2014).

4. SUMMARY

Thus, holding mass sports events of international level is highly costly, but effective in socio-economic terms. Quite large state investments aimed at holding the event will not only pay off, but will also ensure high socio-economic effect in the form of developed sports and urban infrastructure, revitalization of the economic situation in the region and the formation of traditions of sport, healthy lifestyles among the population (Nabieva & Davletshina, 2015; Ustinov et al, 2016).

Despite this, some of the population is rather cautious and skeptical about holding such events and rather expects more problems in organizing city life than any dividends therefrom. It is also interesting that among those who do not support the holding of the World Cup in Kazan in summer 2018, are most of the older generation, retired persons. They are more likely than other respondents to express distrust and fear the negative effects of the event. Also, part of the able-bodied population believes that the economic situation of the country is such that money needs to be spent wisely, and investments must be directed to the development of the economy, science and the social sphere.

5. CONCLUSION

The conducted research showed that our chosen methodology of combining methods of quantitative and qualitative analysis allows us to objectively analyze the effectiveness of investment in the social and economic sphere, as well as to identify the expectations of citizens from the event. We found that state investments aimed at hosting the World Cup in summer 2018 in Russia, are used effectively. A large number of sports facilities of the

world level have been built and put into operation, the urban infrastructure has been significantly improved, the inclusive availability of the urban environment for people with disabilities has been increased, and the municipal healthcare system has been significantly improved, etc. Despite the rather cautious attitude of some part of the population, it is important that most people expect a lot of useful and positive results from the future of the Championship. Among other things, holding such events integrates our country into the world community and allows citizens of other countries to see real friendliness on the part of the inhabitants of Russia, which is also one of the difficult-to-measure but very important effects of the event.

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