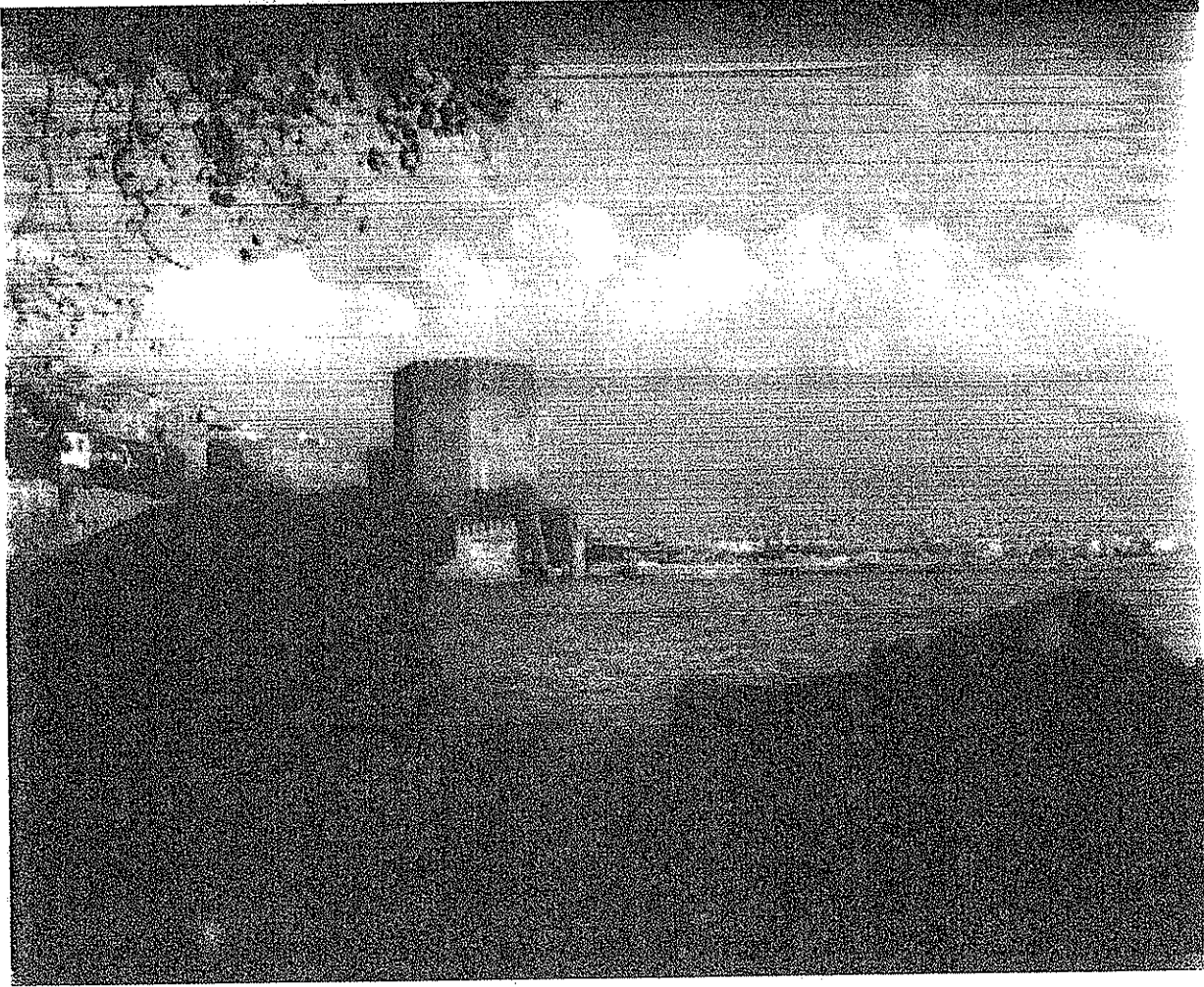*Yrd. Doç. Dr. Uysal YENIPINAR*

TURK - KAZAKH INTERNATIONAL TOURISM CONFERENCE 2006

II. CILT

20-26 November 2006 Alanya - TURKEY

"New Perspectives and Values in World Tourism & Tourism Management in the Future

ORGANIZED BY
Akdeniz University Alanya Faculty of Business
www.akdeniz.edu.tr/alanya

THE PROCEEDINGS BOOK II

TURK-KAZAKH INTERNATIONAL TOURISM CONFERENCE 2006

"New Perspectives and Values in World Tourism & Tourism Management in the Future"

20-26 November 2006
Alanya-TURKEY

Organized By
Akdeniz University
Alanya Faculty of Business

Editor
Prof. Dr. Ahmet AKTAŞ

Co-Editors
Muhammet KESGİN
Emre CENGİZ
Erdal YENİALP

© Yayın hakları
Akdeniz Üniversitesi Alanya İşletme Fakültesi

"Dünya Turizminde Yeni Bakış Açıları, Değerler ve
Gelecekte Turizm Yönetimi"

© Copyright
Akdeniz University, Alanya Faculty of Business

New Perspectives and Values in World Tourism
& Tourism Management in the Future

Editor
Prof. Dr. Ahmet AKTAŞ

Co-Editors
Muhammet KESGİN
Emre CENGİZ
Erdal YENİALP

TOURISM MANAGEMENT SPORTING EVENT AND INFORMATION TECHNOLOGY APPLICATIONS
(The Example Of The 23rd Summer Universiade 2005, Izmir, Turkey)

Uysal YENİPINAR, Ph.D,
Assistant Professor
Cesme School of Tourism and Hotel Management,
Ege University, Cesme/Izmir/Turkey
E-mail:uysal.yenipinar@ege.edu.tr

ABSTRACT
Sporting event tourism is gaining importance year by year. For the success of the organization everything should be arranged in an orderly manner and infrastructure of information technology must be set up correctly and planned up-to-date. Because there would not be a second chance to rectify the under-planned and/or unplanned management. The objectives of this study are; a) to point out the importance of sporting event tourism b) to identify the strategic management of sporting event tourism c) to investigate the role of information technology management in the growth of sporting event tourism.
This study was conducted with "content analysis", which has been widely used in social sciences and in sport scholarly literature research with specific aims. This method is used to analyze print materials because it is a specific process, which allows the investigator to make reproducible and valid inferences from data to content.The study is structured in two parts. In the first part, a more general literature research of sporting event-tourism and management, with particular emphasis on Universiades, was studied. In the second part, the information technology management and operations of the 23rd Summer Universiade 2005, Izmir, were analyzed.
Keywords: Sporting *event tourism, management, information technology Applications, Izmir Summer Universiade.*

INTRODUCTION
Sporting event tourism has recently been a key role on the development of tourism industry and has a strong image of the event's location. Numbers of organizations have appeared in the cities and regions througout the world. At the same time, competitions among public authorities wishing to hold the most prestigious schedule, Summer Universiade is the second biggest sporting event after the Olympic Games. 23rd Summer Universiade 2005 İzmir has also been the largest one ever held with regard to the number of participants, delegations and sport branches. Similarly the planning process and actualization of the Games require a strategic management to deal with all the compnents. Technology plays an important role for the management of sporting event.

In this paper, importance of sporting event tourism and information technology management is studied. The paper is organized around three parts. In the first part, defining the sporting event tourism with the litrature review is studied. In the second part, importance of strategic management of Sporting tourism is studied. Finally, in the third part, planning and operating stages of the information technology management during the 23rd Summer Universiade 2005 İzmir is studied.

Sporting event tourism gained importance during the years 1990-2005 and became the social scientific research subject, including tourism. Definition of sporting event tourism is developing and adding new terms in to the literature. Some of the well knowns related to the topic are given below.

Reviewing the litrature of strategic management of sporting event tourism

Sport tourism incorporated three main behaviours: participating, watching and visiting/venerating (Deery,M., Jago,L.,2005;380). The realization that sport, whether active-, spectator-, or nostalgia-based, attracts visitors is important for communities wishing to stimulate their tourism industry (Gibson,1998;112). Gibson (1998;110) suggests three major types of sport tourism: active sport tourism, event sport tourism and nostalgia sport tourism. **Active sport tourism** refers to participation in sports away from the home community. (Gibson,1998;110). Active sport tourism consists of several activities including skiing, bicycle touring, adventure tourism and active participation events (Ritchie,2005;159). **Event sport tourism** has provided the vast majority of research and scholarship in the field of sport tourism (Ritchie,2005;159). Not all sporting event tourists travel to take part in sport; some travel to watch sporting events and some do both. Events such as the Olympic Games or FIFA World Cup are the examples of sporting occasions that have become major tourist attractions. Sporting events somewhat on a smaller scale, such as the U.S. Open Tennis Tournament and the Super Bowl, are parts of the spectator-centered sector of sporting tourism. Likewise, tourism associated with Professional, college and amateur sports are also parts of this form of sports tourism (Gibson,1998;111). **Nostalgia sport tourism**: visiting sports halls of fame, sports museums, and famous sporting venues has become increasingly popular touristic pursuit. (Gibson,1998;111) Faulkner et al. argue that there are a number of key elements that compremise sport tourism. Essentially they argue that sport tourism is event related and that any definitions should include events as the focus. Their definition includes the following components and this definition is used here.

- Sport tourism is event related
- The focus for sport tourism is competitive sport
- Participants' in sport tourism may be attendees, officials or competitors

- The motivation to participate in sport tourism is intentional
- There are specific outcomes from sport tourism that affect:
    - The individual
    - The community
    - The state/nation

Getz goes on to argue that, from a destination's perspective, sporting event tourism revolves around the development and marketing of sporting events for economic and community gain. For the consumer, the focus is on participating in attending a sporting event (Deery,M., Jago,L.,2005;381).(Richie,1984) defines sporting event as: A major one-time or recurring events of limited duration, developed primarily to enhance awareness, appeal and propitability of a tourism destination in the short or long term. However, not all tipes of sporting events have the same potential for responding to the many possible objectives. Sporting events can be classified mega or major events itself (Getz,1997). Major events are also called hallmark events. Hallmark events are major one-time or recurring events of duration developped primarily to enhance the awereness, appeal and long term (Hall,1992). Such events rely for their success on uniqueness, status, or timely significance to create interest and attract attention.major events can develop high prestige for host cities, particularly if they are televised Major Sporting Events are a kind of investment for attracting future tourists. Sports are also characterised by seasonal patterns such as those manifest in the placement of various sports into The Summer or The Winter Olympic Games. Trends in professionalisation, globalisation and technology have all acted as modifying factors for the seasonality of sport and much work is needed to assess the impact and management potential of these changes for tourism (Hinch,T.D.,Higham,J.E.S.,2001;p.55). Some of the authors mentioned to the importance of strategic management of sporting event. Research studies of hallmark events as components of tourist destination planning emphasize the need for effective strategic planning (Bramwell, 1997). Hall (1989) contends strategic planning is essential for both the short-term success of the event as well as the long-term benefits, which can accrue to the community. Furthermore Bramwell (1997) contends that effective strategic planning must be sensitive to the social and political context of the event. The final step in the strategic planning process is the implementation and control of the strategy (Bridges and Roquemore, 1992).

It is suggested by various researchers that the sporting event manager requires delegation ability and that there are a number of roles that the manager will undertake. Mainstream management theory relating to organizational structure, managing teams, managing change and conflict, communication channels and the functional components of human resource management are all relevant to

the management of sporting event tourism. Although it requires special applica-
tion to meet the unique requirements of sport tourism, managing sporting event
tourism is very much like managing a project that is goal-oriented. It also has a
particular set of constraints which are usually time and resources, and the output
of the project is measurable like the Pulsating Organization concept. There are
levels of complexity that have impact on the success of any project. Maylor
discusses these levels of complexities as a function of having the following fea-
tures:

- the number of people involved
- the volume of resources involved such as time, capital and processes
  and
- the level of innovation involved in the product or the project process.

Allen et al. confirm the importance of project management in their discussion of
the management of special events and argue that managing an event is a matter
of controlling the logistics. (Deery,M., Jago,L.,2005;386). This includes manag-
ing the scheduling, the critical paths and the risk assessment [49]. (Deery,M.,
Jago,L.,2005;387). 23rd Summer Universiade 2005, Izmir was being a major
sporting event needed a strategic management in its all components. It is
essential to understand the 23rd Summer Universiade to clearly get the meaning
of the IT management.

The 23rd Summer Universiade 2005, İzmir, Turkey

This paper studies the information technology management of the 23rd Summer
Universiade. The word "Universiade" comes from "university" and
"Olympiad", and means Olympic Games for students. The Universiade is an
international sporting and cultural festival which is held every two years in a
different city and is the second in importance after the Olympic Games. Interna-
tional University Sports Federation standards (FISU), was founded in 1949.
FISU's main responsibility is the supervision of Summer and Winter Univer-
siades as well as the World University Championships. FISU is composed of a
General Assembly which represents the members (134 National University
Sports Federations). It is FISU's main governing body. Following the 21st Uni-
versiade which was held in Beijing, China in 2001 and the 22nd one which took
place in Korea in 2002, Universiade2005 İzmir Turkey, is the second largest
sporting event in the scale after the Olympic Games in the world. İzmir being
one the most important cities of Turkey with its culture, historical places and
with its logistic point in the Aegean region of Turkey, the 23rd Summer
Universiade 2005 İzmir was a great success. The organizational success was
registered in the end of the Games by the FISU reports. These results encour-
aged them and they planned to become a candidate for new and more compli-
cated organizations.

Case study of information technology Applications

It is known that universiade created a collaborative platform in İzmir. Regional technology firm named Meteksan was awarded as an Information Technology Consultant Firm of 23 Universiade Summer Games 2005, İzmir. Meteksan contributed serious support from beginning to the end of the games. Games Budget was developped by joint efforts from Meteksan/Atos origin Consultants an IUOC commission Heads. In order to manage concultancy Meteksan signed a Know-How agreement with a world-wide experienced Spanish Information Technology firm callled Atos. Atos was professionalized in Information Technology about Olympic Games. It has been the only information technology firm that signed an agreement for the Olympic Games untill the year 2017. During The 23rd Summer Universiade 2005, İzmir Information Technologies (IT) services complied with the minimum specifications defined by FISU, this major sports event was realized with the highest possible level of IT services with no flaws, under the management of the IT Commission. Master Plan, the Detailed IT Plan, software services and data center services, venue of IT operations has come to a result with success by analyzing the studies and experiences of Atos.

The strategic mission of the information technology management was to provide technical services to the FISU, media and delegations, in addition to meet the needs of Universiade 2005, Izmir with the FISU standards. Meteksan, a national firm based in İzmir was the awarded company for Information Technology Management of Universiade, İzmir. Games budget was developped by joint efforts from Meteksan_Atos Origin Consultant and International Universiade Organization Committee Head. Games budget was delivered in March 2004. This was a "cost-based", solely accounting for estimated "cash-costs" foreseen to be born "directly by Organization Committee" covering the "2003 to 2005's period". As the commissions continued to detail their work plans, this initial approximation for the Games Budget was continuously revised as expected. However, in means of financing of the Organisation could not be outlined in details among the legal framework for Universiade that was established. In November 2004, Universiade Law was not only established the legal structure and Organization, but defined the sources of financing for the Games.,.Universiade Law ruled that financing for the Games that would be mainly provided by the Government, by Metropolitan Municipality of İzmir, through broadcasting, marketing, sponsorship revenues, cash and non-cash donations and other Universiade business related incomes. Sources were experienced through the technical agreements, use of knowledge and recycled equipments. The responsibilities of IT commission were as follows:

- Providing all IT equipments
- Providing result systems

- Providing sports result systems
- Providing Sporting event information systems
- Entegration of the technical infrastracture
- Technical support systems
- Designing of the web sites and management
- Providing audial communication system
- Supplying equipments and services for the other commissions with the standards FISU.
- Implementation of IT commission
- Managing the needs of IT comission
- Supporting the main International Broadcasting Center
- Providing higly experienced communication services to all commissions
- Providing software Technologies
- Providing technical products and equipments(copying machines, scanners, acredation cameras, graphical equipments for TV and so on)
- Web design and maintanence
- Deploying necessary equpments for the sporting venues

Planning Budget: The budget of IT commission was planned on April 2004.(Master Plan,2004). The details of the budget could be seen in Table 1: For the coherency of the budget all the numbers were converted in to Eouro.

Table 1. Information Technology Commission's Planned Budget-2004

Finarical Groups	Total cost	% free contribution	Net costs (€)
İnfrastructure	2.258.992	-	2.258.992
Equipment	2.235.997	50%	1.117.999
Software and internet services	5.665.963	-	5.665.963
Staff	1.791.246	-	1.791.246
Budget provision	800.000	-	800.000
TOTAL	12.759.198	-	11.632.200

Source: Universiade Official Report, 2006.

As seen from the table 1., total planned budget of Information Technology was 11.632.200 Euro.Implementation of the Cost breakdown by type
Informaton Technologies and result system 5,100,239 Euro
Consultants   1,796,667 Euro
Printed meterials and publications   464,000 Euro
Temporary structures, installations and overlays3,669,463 Euro
Athletes' village operating expenses   571,954 Euro

TOTAL COST   11.6004,323 Euro

When table 1 is studied, it will be clearly seen that the result numbers match the planned numbers which is a brief proof of that the IT budget is realistically and well planned. In general conditions, preparation and Organisation Committee and Government Constitutions were the strategic IT planning. In the Master plan 23.Summer Universiade 2005, İzmir the personalle numbers were estimated 850. In the preparation period 186 staff from Meteksan, 11 consultants from ATOS origin, 64 from result system, 33 from organisation committe, totally 294 people worked for theInformation Technology Commission. During the Games numbers of staff increased and became 765. In the Universiade organization, IT commission in 61 different locations, including Information Technology Operation Center, sub services Sport venues, Universiade Centeral Office and Olympic Village Information Technology equipment. In those units 1500 PC, 300 printers, 500 communication cables were provided.During the Universiade Games, IT Commission served total 1300 users in the 40 venues.In order to give a better service, Information Technology Commission finished its all preparation in June two months before the game. All infrastructure designs, equipment lists, procedures were completed in order.

Application practice, in the application Information Technology commission provided immediate and integrated technical services for the application database service, information systems, venue operations, and result system. Software, Competitions management and information system were used. Human resources, volunteers, tranportation, accreditation and the sporting venues were the main coordinating commisisons. When the news came from the sport venues where the competitions held, the news were transmitted through cables those were concerned. Especially, during the Universiade Games, all the news about universiade was on use of the media, atheletes, organisation commitee, and registered staffs. Information Technology center supported the cable communation and made it easy to reach intranet to share some files.In case of any risk, secondary data center was installed besides the primary data center and they were located in different buldings. And all configurations were deployed in accordance with the constructions. In the building of data center, there were 19 speakers, 2 data storage equipments and 1 reserved unit. Against any damage 10 speakers provided, prepared and configurated in use.

Information Technology Venues Operations
In order to achive application in the sport and other venues system management installation, configuration, deployment, system integration for work solutions

were planned and finished before the operations. Metaksan and Atos origine advisors and staffs were integrated and served the service below:

- Sporting event technology (media, transport, sporting commitee)
- Games management systems
- Accreditation management (Accreditation commission)
- Volunteers management (Administration and human resources)
- Application module by internet (Accreditation commission)
- Preparation for applicants
- Transportation (Transportation Commission)
- Wehicle accreditation system
- Delegation and participants checking system module
- Games result system (timing and grading)

Information technology venue operation service also provided and deployed all technical supplies such as, laptops, PC, printers, scanners and the others. Those equipments were labeled and given special numbers by the IT commission. Technical support for the printers was limitted but there were enough printed-paper supply. Information technology commission, not only providing Microsoft windows, XP professional, MS Office 2003 Professional, Internet Explorer 6 and e-mail solutions but also maintenaning them against any problem.OVR is the Games Results System that captures and calculates results, ranks the competitors and disseminates the actual results and the calculated rankings to internal and external users. News provided to the media through cables in live.
Can be proven in Graphic 2.

Publishing Activity
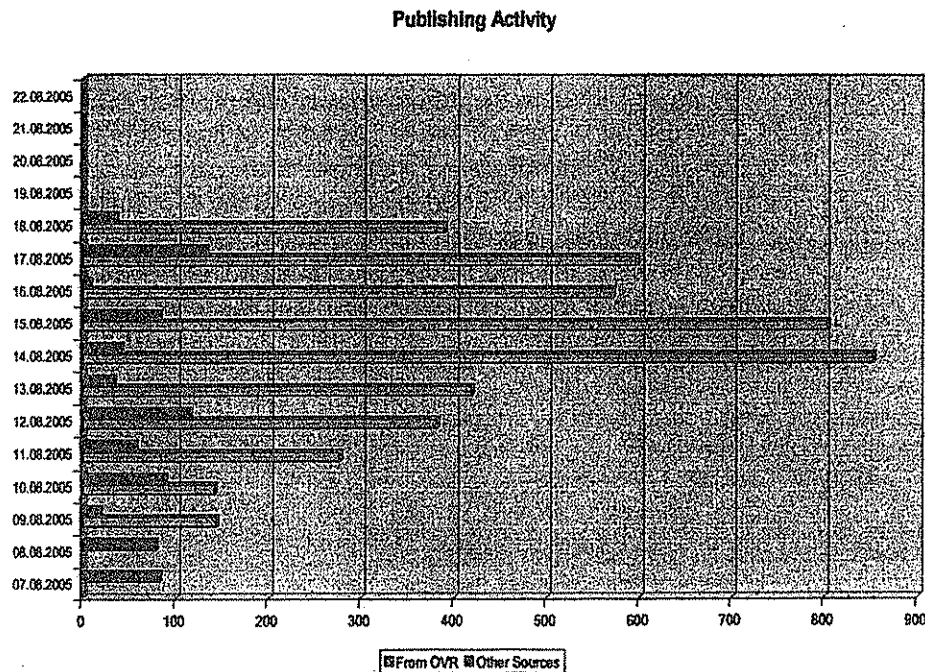
Graphic 2 . Venue opretions and provided news for publishing activities
It can be seen that more intencive news produced by the media between 14 and
15 of August 2006 by the other resorses.

Result systems
General solution related with the result systems was consisting of different ele-
ments. Carefully chosen best different solutions were adopted for each sporting
result application system. The result systems were consisting of three functions.
They were timing, planning and venue operation result system. Operation result
system had special experienced staff and obtained data base through cable to the
subjected receivers like, FISU administrators, members, national and interna-
tional media members, delegations and other commissions. The result system
reports sent to whom concerned prepared by the FISU regulation standard. The
result system reports had to be prepared by the FISU regulation standards and to
be sent to the receiver. Under the management of result system there was the
sporting result system consists of timing, grading and venue result systems.
They were also responsible for the deployment and operation of the live score-
boards inside the sport Venues. The games results were delivered to the FISU
administrators, national and international media members, delegations and other
commissions so they could   fallow the on going prosses of the games by the

internet or intranet. Different result systems were implemented and operated for each of the 14 sport competitions.

For the proper information service to the public, media, competetion committee, the Venue Result Application System provided planning, consultation and field services. All the complicated operational applications were planned in details, paid regard coordination to each other's. Paying regards to the coordination and entegration received best results and proven in the Olympic Games. Table could give an idea about the entegrations and result systems. Chalip(2004) points out that partner engagement in the event context is best facilitated by strategically programming opportunities for networking, for example, among hosts and visiting media, sponsors, business, and government stakeholders. Implicit is the notion that, rather than ad hoc approaches, networking and relationship development need to be reconsidered in a much more strategic sense. Olkonnen (2001) refers to the connections among actors facilitated through networking as "actor bonds", which may include economic, social, legal, technical, informational, and procedural features. Actor bonds influence not only how actors behave, but also how they establish their identities and perceive one another. Following his logic, each individual actor represents a conduit to additional networks, within which lie further conduits to still more contacts, and so on. This approach to relationship development is inherently complex,

The quality of organization caused the high performance of the athletes establishing new Universiade records. In addition to this Universiade Games increased its prestige among the world. By hosting the 23rd Universiade 2005 with such a successfull performance İzmir had its ability to organize a world class multy sporting event. Furthermore, city of İzmir's international prestige and uniqueness, the Games contributed to the quality of life and urban attractiveness for local residents. The dynamism created by the Summer Universiade has triggered the enthusiasm among the people of İzmir for further projects. By taking a decision the İzmir city Hall applied to be the first candidate for the World Exposition Fair 2015. İzmir' candidateship is already registered by the Turkish Government. World Exposition is considered one of the most significant fair in the world.

CONCLUSION
It is essential to obtain the support of the Government both in finance and in morale, with this support the marketing and sponsorship efforts will be completed successfully.The success of the information technology depending not only on their experience but also on the coordination of all the components and their knowledge caused the other commissions sending papers accurately and puncually which is highly important. Information Technology Commission

helped to share those in time for the others with intranet or so on. Therefore, information obtained from the commission could not change so frequently. In the mean time, one of the most important responsibilities of the Information Technology Management is to provide the coordination of information among the other commisison, the open communication and coordination is vital element for such a kind of Organization. For better comminication, the location of the offices is also important. Main and subfunctional commission offices would be closer to eachother and if possible could be divided by paravans rather than walls. Project management needs a serious working discipline, and with this regard the poffessional norm staff should be employed in the planning stage and should be never changed. Depending on volunteers could be a risk for the success of the organization. Agreement with outsoursing firm would be signed at the very begginning for a better coordination and entegration.

A well-known economical magazine had a questionare to anlyse the best prestigious firm in Turkey in 2004. As a result of the questionare Meteksan was found the third prestigious Information Technology firm after IBM and Microsoft. The reasons for being the best prestigious firms were satisfaction of the customer services, the product quality and more over their managerial quality. Meteksan became coproducer of the world archery championship and the Information Technology consultant of the world championship of archery in China in October, 2006. While Metaksan was a national firm before Universiade, it became an international firm after Universiade. It proved that Universiade provided a good marketing opportunity to the local firm even with in a short term. It is a good way, taking the advantage of the previous organisation experiences by visiting or observing their plans and practicing them would prevent failures.

ADKNOWLEDGEMENT

REFERENCES

Bramwel   B.(2000).   "Strategic   Planning   Before   and   After   Mega   Event":TourismManagemen, 18,3 (1997), 167-76. L Van den Berg. E.Braun and A.H.J.Otguar,   "Sport   and   Citiy   Marketing   in   European   Cities"   (Ratterdam:euricur,2000)

Chalip, L., and A.Leyns, (2002). " Local Business Leveraging of Sport Event: Managing an Event for Economic Benefit. " Journal of Sport Management 16:132-158.

Deery,M., Jago,L. (2005). The Management of Sport Tourism. *Sport in Society*.Vol.8, No.2, pp. 378–389

Final Report (2006), Meteksan, Universiade 2005, İzmir's Awarded InformationTechnology Firm, (Inglish).

Getz (1997), D. Getz, Event management and event tourism, CognizantCommunication,New York (1997).

Gibson,H.J. (1998) The Wild World of Sport Tourism; *Parks & Recreation*. 33,9, Academic Research Library,pp.108-114

Hall (1989), C.M. Hall, Hallmark tourist events analysis, definition, methodology and review. In: G.J. Syme, B.J. Shaw, D.M. Fenton and W.S. Mueller, Editors, The planning and evaluation of hallmark events, Avebury, Sydney, Australia (1989), pp. 3–40.

Hall (1992) C.M. Hall, Hallmark Tourist Events İmpact, Management, And Planning, Belhaven Press, London (1992).

Hinch,T.D.,Higham,J.E.S. (2001) *"Sport Tourism:a Framework for Research"*. International Journal of Tourism Research. 3,1.pp.45-58

History of FISU' (2005). Universiade ofisinden hediye temin edilen İngilizce anlatımlı FISU tarihçesi CD'sinden Türkçeye çevrilmiştir,İzmir-Turkiye.

İnsan Kaynakları (2005). , *"İş ve Yönetim"*, Hürriyet, Pazar, 17 Temmuz 2005.

İzmir (2005), Koray Eti(2006) Meteksan Sistem, Major Events, sistem müdürü ile haziran ayında yapılan yüz-yüze görüşme notları. Şair Eşref Bulvarı, Yorsan Plaza, No:26-6 35230,

Jeong G, and Faulkner, (2002). *"Local Business Leveraging of Sport Event:Managing an Event for Economic Benefit"*. Journal of Sport Management 16:132.158.

Master Plan of Universiade (2004). Universiade Master Plane (v1.0 Şubat 2004). (Referans no: UG05BGEN/MPP002-1.0 APR (Eng).

Master Plan of Universiade Izmir (2004). Reference number:GO5BGEN MPP002.10 APR

Olkonnen R (2001). *"Case Study.Network Approach to International Sport Sponsorship Arrangement"*. Journal of Business and Industrias Marketing 16:309-329.

Ritchie (2005) B.Sport Tourism. In M.Novelli (ed) Niche Tourism; Contemporary Issues, trends and cases, Elsevier Butterworth-Heinemann Pub.Oxford, pp.157-170

Universiade Resmi Raporu (2006), Universiade Resmi Raporu (2006), 23,Universiade 2005, İzmir Yaz Oyunları, I.Cilt Yönetim, First Edition January, Number printed:1350, Neşa Ofset Printing and Packaging Inc. 70 Sok. 8A Çamdibi 35090, İzmir, p.56-90-119-434.

www.expo.2015

www.izmir.gov.tr (2006), İzmir and Expo 2015.

www.universiadeizmir.org.tr (2006), History of FISU,2006.

www.world-tourism.org 2006. Welcome to UNWTO's roster of institutional firms

Yenipınar, U., Balta, S. & Karagöz,D., (2006) *"The Impact Of The 23. Universiade 2005 Izmir On The Social Life And Tourism"* 6. International Conference on Sports, Economic, Managament and Marketing Aspects 29-30 June,2006 Athens, Greece.