



**UNIVERSITY OF PELOPONNESE
FACULTY OF HUMAN MOVEMENT AND QUALITY OF LIFE
DEPARTMENT OF SPORTS ORGANIZATION AND MANAGEMENT**

**LEGACIES FROM THE WINTER UNIVERSIADE 2017 IN
ALMATY, KAZAKHSTAN. A CASE STUDY OF MEGA-
SPORT AND CULTURAL EVENTS**

By Yelena Tyo

MASTER Dissertation submitted to the professorial body for the partial fulfilment of obligations for the awarding of a post-graduate title in the Post-Graduate Programme, "Olympic Education" of the University of the Peloponnese.

Sparta 2019

Approved by the Professor body:

1st Supervisor: Kristine Toohey Professor, GRIFFITH BUSINESS SCHOOL, AUSTRALIA

2nd Supervisor: Kostas Geogiadis Professor, UNIVERSITY OF PELOPONNESE, GREECE

3rd Supervisor: Ourania Vrontou Professor, UNIVERSITY OF PELOPONNESE, GREECE

*Copyright © Yelena Tyo,
2019 All rights reserved.*

The copying, storage and forwarding of the present work, either complete or in part, for commercial profit, is forbidden. The copying, storage and forwarding for non profit-making, educational or research purposes is allowed under the condition that the source of this information must be mentioned and the present stipulations be adhered to. Requests concerning the use of this work for profit-making purposes must be addressed to the author.

The views and conclusions expressed in the present work are those of the writer and should not be interpreted as representing the official views of the Department of Sports Organization and Management of the University of the Peloponnese.

Acknowledgments

The author would like to express sincere appreciation to Professor Kristine Toohey for her supervision and assistance in the preparation of this thesis. In addition, the author would like to thank Professor Ourania Vrontou and Professor Kostas Geogiadis for their assistance in reading and supervising this research. Also, the author would like to thank the entire team of the IOA, whose familiarity with the needs and the class of the subject was helpful during the stay and studies in Greece. The author would also like to thank all the stakeholders of the event, who kindly participated in the interviews and expressed a great interest and support in this research.

Abstract

Legacies from the 28th Winter Universiade in Almaty Kazakhstan.

A case study of Mega-sport and Cultural Events.

Yelena Tyo

Human Movement and Quality of Life Sciences, Department of Sports

Organization and Management University of Peloponnese

The study of mega-events and their legacies has gained popularity among researchers in recent years. As discussed later in this thesis, mega-events have four different types of impacts: social, economic, physical, and environmental. Some of the impacts, like physical, can have a long-term effect and thereby become a legacy of an event. The purpose of this study is to demonstrate the legacies of the 28th Winter Universiade and determine whether they are beneficial for the host city, region or country.

The qualitative research method was selected for this study, which has created some limitations. The interviews were conducted with the residents of the host city Almaty and interviews of foreign athletes were collected from secondary sources to generate the data for analysis. The work of Maguire and Delahunt (2017) on thematic analysis was used as the basis of the methodology in this study. The primary data collected from the interviews with the residents of the host city was translated from Russian into English.

The findings revealed that the overall residents' perception of hosting the 28th Winter Universiade was positive, argued by the benefits that the event has provided. Foreign athletes shared the same opinion with the residents about the event and the hosting of it.

Keywords: Mega-Event, Mega-Sporting Event, Winter Universiade, Sporting Legacy

CONTENTS

Chapter 1. Introduction	1
World Universiade Games	1
International University Sports Federation & Winter Universiades	1
Host City Almaty - City of Youth and Sport	2
Purpose of the Study	3
Chapter 2. Literature Review	4
Mega-Sports Events	4
Impacts of Mega-Sports Events	8
<i>Economic Impacts</i>	9
<i>Social Impacts</i>	10
Legacies of Mega-Sporting Events	12
<i>Relation to Kazakhstan</i>	18
Chapter 3. Methodology	20
Research Method	20
Collection of Data	22
Chapter 4. Results	24
Analysis	24
Athletes' Impressions	29
<i>Nation's Unity</i>	30
<i>City and Country's Image</i>	30
Changes because of the event	31
Chapter 5. Discussions, Findings and Conclusions	32
Interview Discussions	32
Summary of Findings	33
Limitations and Recommendations for Future Research	33
Bibliography	35

List of Figures & Tables

Figure 1. FISU Logo	2
Figure 2. Characteristics of an event (Getz, 1997)	5
Figure 3. Topology of Planned Events (Getz, 1997)	6
Figure 4. Categorization of Events (Bowdin et al., 2001)	7
Table 1. Definitions of Mega Events	8
Table 2. Types of Legacies (Chappelet and Junod, 2006) (Bob and Swart, 2010, p.80)	17
Table 3. Sport Objects of the 2017 Winter Universiade (Mamrayeva, 2018)	19
Table 4. Participants' Information Sample	30
Figure 5. Interview Results	32
Figure 6. Subgroup by Occupation	33
Figure 7. Subgroup by Age	33
Figure 8. Subgroup by Attendance	34

Chapter 1. Introduction

1.1 World Universiade Games

According to Maurice Roche (2000), the Olympic Games have gained a huge significance as a mega-international sporting event. As a result, more and more countries and/or cities are interested in hosting such events. In addition, with an increased interest and the number of participants in the bidding process, the financial support needed to host has grown.

Another mega sporting event is the World Universiade Games. The event is organized by the International University Sports Federation (FISU) and unites student-athletes from all over the world. As such, this event is recognized on a world-wide scale and is held every two years. There are three types of games governed by FISU: The Winter Universiade, Summer Universiade, and World University Games. Athletes have a right to participate in any sports discipline registered by the FISU at these games. Just like the Olympic Games, the Universiade Games holds opening and closing ceremonies to properly salute the event, its participants, the host city and nation, and the audience.

In addition to being a mega-sports event, Universiade is also a huge cultural event that gives a chance to promote the image of its host country. During the games, the host city has an opportunity to entertain the foreign public with cultural festivals, and demonstrate the significance of its mascot which usually has a historical story behind it, etc. Apart from the scale, the major difference between the two mega-sports events (Olympic Games and Universiade) is the age limitation of participating athletes in the Universiade Games as only athletes between the ages of 18 and 25 are allowed to take part. Another requirement for young adults to participate in these games is that they have to be a student.

1.2 International University Sports Federation & Winter Universiades

Officially, the FISU was founded in 1949, but its origins go back to 1923, when the first “World Student Games” were organized (FISU, n.d.). According to FISU (n.d.), the World University Sport Championship was organized mainly for students from Eastern and Western blocks. This event then served as an inspiration to “organize a universal event” for students from all parts of the world (FISU, n.d.). The first such event took place in 1959 in Turin, Italy and was named as “Universiade” (FISU, n.d.). The organisation’s logo is shown below.



○ Figure 1. FISU Logo

First World University Games, or simply Universiade, was a successful event, which then provided an attraction for many other organizations to join FISU. The huge interest from competitor countries to host mega-sports events is natural since such events, in theory, are supposed to provide some advancements and benefits to the city and/or to the country. For instance, the 1988 Olympic Games in Korea brought such benefits as cultural exchange, economic development, etc. (Horne, 2007). Since the first Universiade, this event has gained a huge awareness around the globe and thus, the demand for hosting Summer or Winter Universiade have increased drastically. According to FISU's official website, there were 1,407 participants during the first games, however, in 2001 already the number of participants had increased to 6,757.

Due to its growing popularity, many countries have started to bid for the right to become a host for such a mega-sport event. One of the cities to have succeeded in the bidding process is Almaty, Kazakhstan. The city was honored to host the 28th Winter Universiade in 2017 with “85 sport events, 56 participating nations, and 1,604 athletes” (FISU, n.d.). Fortunately for Kazakhstan, Almaty had already hosted the 7th Asian Winter Games, after which the city was left with sporting facilities that met all the international standards to that date. This means that the government would need to spend less on investments for new venues to prepare for the Winter Universiade.

1.3 Host City Almaty - City of Youth and Sport

Almaty, the previous capital of Kazakhstan, is the biggest city in the country. The origin of its name comes from the specific variety of apples that is typical to the city. “Alma” in Kazakh means apple, and “Ata” means grandfather. Thus, some people interpret Almaty as “rich in apples” and some as “father of apples”. According to FISU (n.d.), “Almaty hosts the highest number of

various sporting events and campaigns to promote a healthy lifestyle – over 250 events annually” in the nation. Apart from sports activities, Almaty also is the center for hosting cultural events.

1.4 Purpose of the Study

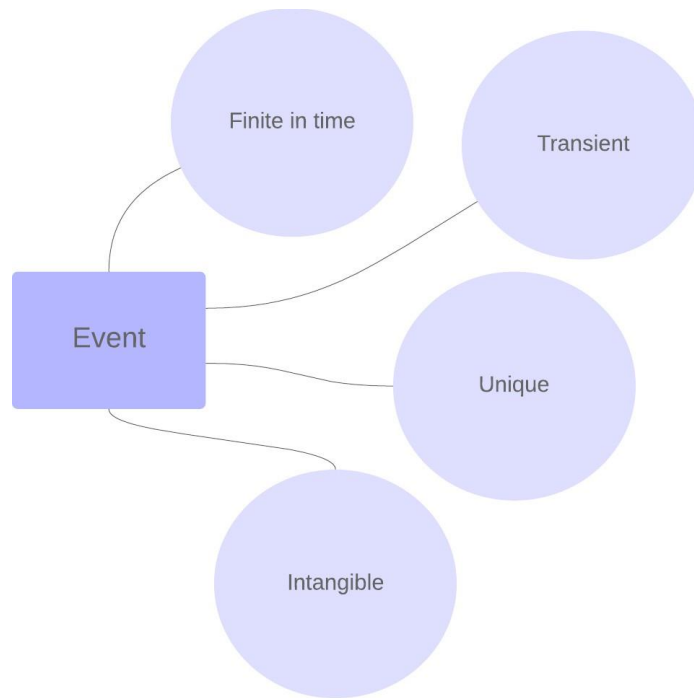
There are no doubts that events with such scale will have impacts on hosting countries. However, the issue with mega-sports events is whether the legacies that are left after the event will benefit the host and to what extent. It is important to note here that the definition of legacies of an event are derived from the impacts. Paul et al. (2016) determine impacts as something that is generated somewhat automatically because of an event and is temporarily in nature. On the other hand, legacy is an impact that is sustained or has a long-term effect (Taks et al., 2015).

Thus, the purpose of this study is to illustrate existing impacts and legacies of mega-sports events based on the example of 28th Winter Universiade, hosted in Almaty, Kazakhstan and to what extent are these impacts and legacies are beneficial to different types of stakeholders.

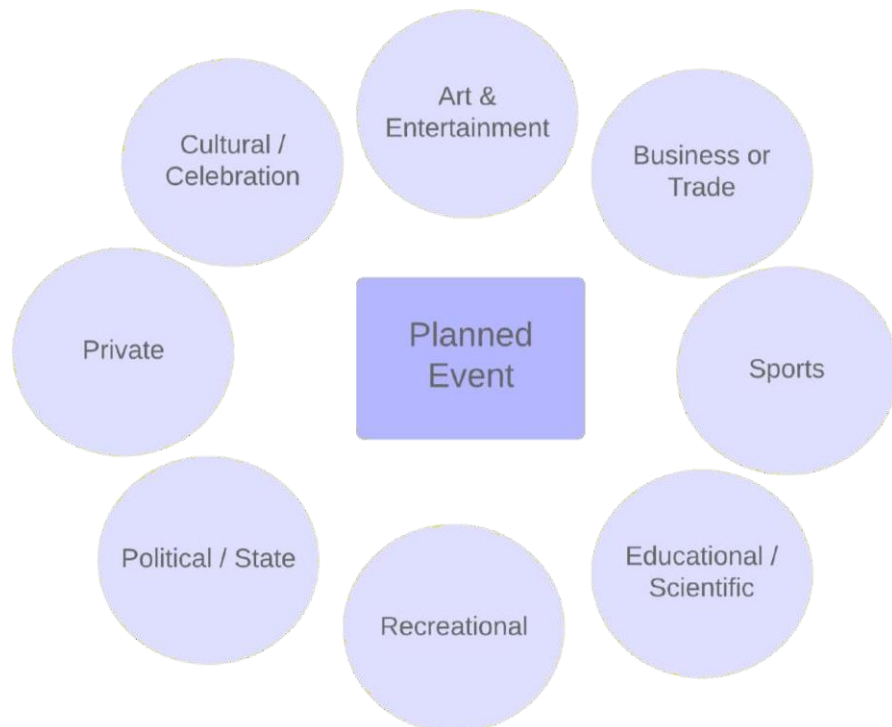
Chapter 2. Literature Review

2.1 Mega-Sports Events

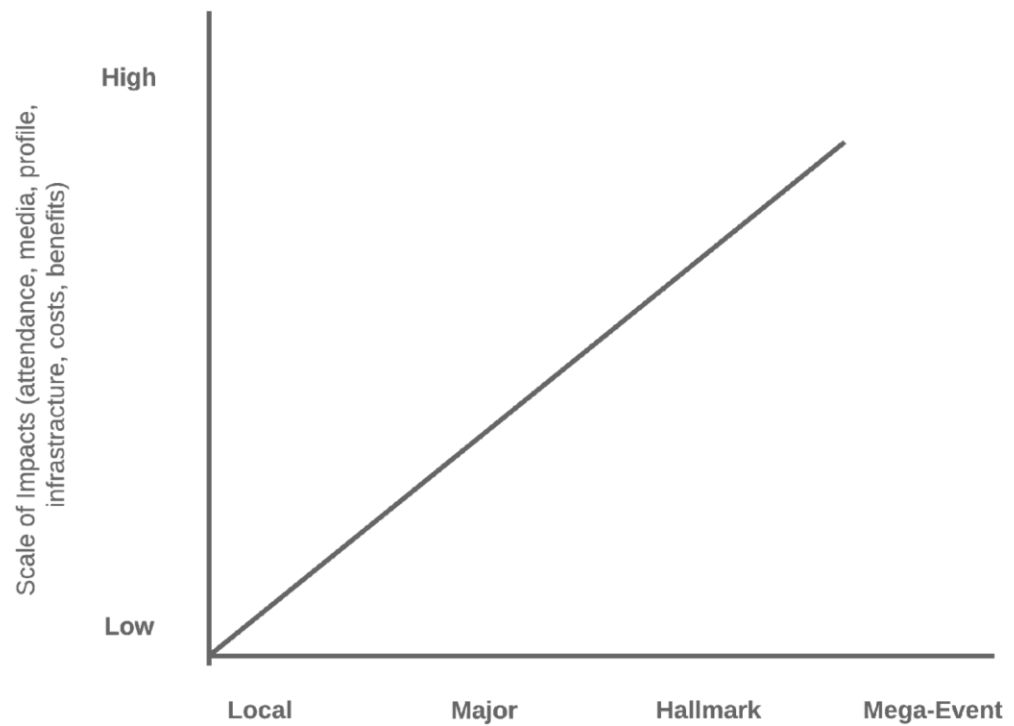
The definition of an “event” will help to bring more clarity to the context of this thesis. As Getz (1997) describes it, an event is an occurrence that can be planned or unplanned, and, just like its impacts, is temporary in nature. Getz also describes the characteristics of an event, which are illustrated in figure 2. As illustrated in figure 3, one of the types of the planned events is a sports event. Sports events are planned events that revolve around a sporting activity. Sport events have become increasingly important in an effort to achieve growth in the tourism industry. Getz (1997) states that sport events contribute significantly towards increasing tourist traffic and driving economic development in a region.



o Figure 2. Characteristics of an event (Getz, 1997)



o Figure 3. Topology of Planned Events (Getz, 1997)



○ Figure 4. Categorization of Events (Bowdin et al., 2001)

Aside from differentiating events by their types, there is also a scale to help to differentiate them. Simply put, we can categorize how small or big the events are based on a few factors. One of them, determined by Bowdin et al. (2001) and shown as Figure 4 is the scale of impact of the event. Impacts can be short-term or long-term (also called legacies) and vary in nature (i.e. can be tangible or intangible). There are many definitions of mega-event in the available literature as of today. A selection of them are illustrated in table 1.

o Table 1. Definitions of Mega Events

Author(s)	Definition
Martin Müller (2015, p.634)	“Mega-events are ambulatory occasions of a fixed duration that attract a large number of visitors, have a large mediated reach, come with large costs and have large impacts on the built environment and the population”
Harry H. Hiller (2000, pp.182-183)	“When a special event is a short-term, one-time, high profile event hosted by a city”
Maurice Roche (2000, p.1)	“Mega-events are large-scale cultural (including commercial and sporting) events which have a dramatic character, mass popular appeal and international significance”
John Horne (2007, pp.81-82)	“[Mega-events] Have significant consequences for the host city, region or nation... [and] attract considerable media coverage”

Based on the definitions provided in table 1, we can outline a few common characteristics.

One of them is that mega-events are large in scale, and the scale in this context represents the size of an event and its duration. Factors such as number of participant countries and/or athletes, level of organization, etc. determine the size of the event. The other characteristic is that mega-events have significant impacts on the host city and/or country. For instance, few of the many possible legacies of hosting mega-sports events may include:

- Accelerated regional development
- Promoting a positive image of Almaty and sustaining the city’s ‘competitive edge’

- Fixing London’s transport infrastructure problems (a preoccupation of the media and apriority for many Londoners and commuters)
- Addressing employment and social problems in deprived communities
- Boosting participation in sport and enhancing sports infrastructure

The necessity to name huge sporting events such as the Olympic Games, World University Games, UEFA Champions League, and many others resulted in the generation of the term ‘mega-sports event’. Martin Müller (2015) claims that the term mega-event was first used during the 37th Congress of the *Association Internationale d’Experts Scientifique du Tourisme* in 1987. It was used with the theme “The Role and Impact of Mega-Events and Attractions on Regional and National Tourism Development” in Calgary (Müller, 2015). Mega-sports events are huge in scale just like other mega-events. However, due to the sports-active nature of mega-sports events, they somewhat have an advantage over some other types of mega-events (e.g. art or entertainment). This advantage is in promoting a healthy lifestyle to the rest of the world. Because of the magnitude of mega-sports events, every nation around the globe has a chance to demonstrate the sports abilities of its culture. On the other hand, because mega-sports events have such a big magnitude, they require a lot of investment, construction works, and organization from different levels of authority.

2.2 Impacts of Mega-Sports Events

Before participating in a bidding process for the right to host a mega-event, especially of the sports type, it is important for countries to understand all the potential benefits and costs of doing so. As mentioned before, impacts can be short-term and long-term, and hence they play an important role in the strategic planning process. One of the obvious short-term advantages of hosting a mega-event is tourism. The pride of every nation will make the audience to support their respective country during the sports competition, especially on a mega-sports event level. This is a clear example of a social impact of a sports event. There are four different types of impacts identified by Paul et al. (2016):

- Economic impact (e.g. job opportunities, tourism, investments);
- Social impact (e.g. higher sports involvement, shared values);
- Physical impact (e.g. new facilities, infrastructure, public transport);
- Environmental impact (e.g. carbon emissions, pollution).

It is important to note that impacts can be positive and negative.

2.2.1 *Economic Impacts*

One of the main reasons for participating in the bidding process for the right to host mega-sporting event is an opportunity for a host city to boost its local economy, which can then transform into a long-term benefit for the city, region or country. Crompton (1995) describes an economic impact as the “net economic change in the host community that results from spending attributed to the event”. Economic development does not include direct income (e.g. ticket sales, broadcasting rights, sponsorships, etc.), as this income is usually used to cover the costs of organizing the mega-sporting event (Malfas et al., 2004). Since the revenue generated from the event is not considered an economic impact, some of the intangible potential benefits take place.

One of such benefits is increasing the awareness of the city, region or country as a whole to the rest of the world. In turn, this creates an opportunity to attract foreign investors, demonstrate new destination for tourism, enhance the commercial potential in the regions. For example, as a result of Centennial Olympic Games in Atlanta in 1996 around 3.5 billion people saw the city via broadcasting channels around the globe, which in turn increased the tourism industry in the respective region (Stevens and Bevan, 1999).

The organization of mega-sporting events usually requires the building of new sports venues and residential facilities to support the stay of athletes and foreign audience. This results in creation of job opportunities for local residents. However, in the context of the 28th Winter Universiade it is important to note that the work generated from construction needs for the event might not actually contribute to the economic impact of an event. For example, it is a common practice in Kazakhstan to hire cheaper groups of construction workers that in most cases are residents of other countries.

Given that the construction of new facilities is a temporary work, the opportunity for an economic impact from this source is rather minor.

Although construction jobs as an economic benefit may be a debatable subject, there is no argument for the benefit from tourism. To support this, Ritchie (1984) has perceived mega-events as a tool to enhance tourism in the host city and the region of it. As Mamrayeva (2018, p.36) describes, “Tourism has become one of the most important factors of the economy”. The 1996 Football European Championships is a clear example of how a country or a region might benefit economically from mega-events. According to Malfas et al. (2004, pp. 212-213), the huge wave of tourists in the country during the championship “helped push Britain’s trade balance into its first surplus since the beginning of 1995”. It was reported that approximately 120 million pounds was spent by visiting spectators during the event (Dobson et al., 1997).

Note that the money spent by tourists on food, hotels, travel is not part of a direct income that would go to cover the costs of organizing the event. Most of this form of revenue is generated by private companies, which will then transform into a boost for regional or country-wise economy boost. On the other hand, excess tourism is not always beneficial for the host city. According to Mills and Rosentraub (2013), if a host city or a region already possesses some extent of popularity as a tourist destination, then there could be no net change in tourism or even a decrease. In addition, the overcrowding creates problems with local transportation, but this concerns physical impacts of an event. Additionally, some business tourism may decline around the time of the event.

Another factor that influences the economic impact of the event is media. Media is a universal factor that concerns both economic and social impacts. In terms of economic impact, media contributes to enhancing tourism for the host city or region. Going back to the example of 1996 Olympic Games in Atlanta, an audience in 214 countries and territories witnessed this mega-sporting event, which then resulted in increased tourism (Stevens and Bevan, 1999). However, the studies have also shown that the benefits from the media have a short-term duration. In other words, the beneficial impact that the media brings to the host event may be perceived as a long-term effect, when in reality it lasts for the duration of an event and loses its effect after a short period of time.

2.2.2 Social Impacts

While economic impacts can be in either tangible or intangible form, social impacts are more intangible. One of the many definitions of social impacts states that they are outcomes that affect people's lives, jobs, social interactions, etc. (Maas and Liket, 2011). Other practitioners/researchers identify social impacts as "the changes in social and cultural conditions, which can be positive or negative, which directly or indirectly result from an activity, project, or program" (Dinaburgskaya and Ekner, 2010, p.10). In general, the commonality between many definitions is that social impacts are intangible effects on people. These impacts are an important drive force that shapes many communities. As mentioned before, impacts can be short-term and long-term. Short-term impacts occur during the event and disappear shortly after the end of the event. Whereas long-term impacts might occur during the event and last even after the event has ended. Just like any other impacts, social impacts can be negative and positive in nature. Residents of the host city or the region might be anxious about the noises during the construction works. This is an example of a negative social impact. Moreover, construction works and a wave of tourists will cause high traffic load on city's roads before and during the event, which can also irritate locals.

As the name of the term suggests, negative social impacts will affect residents' perception about hosting mega-events in the future. However, despite congestion on the roads and other nuisances (e.g. noises, dust from constructions, etc.) residents have an opportunity to be a part of something on a world-wide scale. This potentially gives them feelings of pride and joy. In addition, mega-events are usually recognized worldwide and thereby people usually associate prestige with such events. As a result, the residents will potentially share and enjoy this feeling of prestige that their city or region gains during the event. These are examples of how social impacts of mega-events can positively influence people of the host city.

Although, the general satisfaction of residents is important, there are other positive impacts that hosting mega-sporting events bring. One of the most important social impacts provided by mega-sporting events is attracting more and more people to participate in sports activities. Sporting events like the Olympics are more likely to increase the interest of residents of the host city or country to do so (Ritchie, 1984). It is obvious that sports participation has great health benefits that improve the people's quality of life. For example, it was reported that the number of residents of Barcelona involved in sporting activities increased after hosting the Olympic Games (Malfas et al., 2004).

Another study showed that social impacts can enhance not only the involvement of the population in sports, but also improve the value of communities and relationships between them and people in general (Ohmann et al., 2006). To make such conclusions, Ohmann, Jones and Wilkes studied the example of the 2006 Football World Cup, where they interviewed 132 residents of Munich. According to them, overall the residents' attitude about the idea of hosting an event was positive (Ohmann et al., 2006). However, before making any conclusion, it is important to consider few factors that affect the impact impressions of varied groups of residents. This was demonstrated in the study of Kim and Petrick (2005) based on the example of FIFA World Cup in Korea in 2002. One of the interesting findings is that the younger generation has perceived the hosting of such mega-sporting event more negatively rather than the older age group (Kim and Petrick, 2005). In addition, the way residents experienced and perceive different types of social impacts differed by gender and occupation. As such, according to Kim and Petrick (2005), housewives in Korea had more positive experience from social impacts of hosting the 2002 FIFA World Cup compared to other occupation types.

Moreover, not only factors such as gender, occupation, age can influence the perception of social impacts. The current economy state, environment, and culture of the host place are also the factors that have an effect on the way residents perceive social impacts (Fredline, 2005). For example, in some countries people are more friendly and hospitable due to their

culture and/or economy state, whereas other nations can be less hospitable. In the context of this study, Kazakhstan is considered a very hospitable country and its residents are usually more than happy to greet foreigners in their homes. It is partially because of the history which made the culture of Kazakh people so welcoming.

2.3 Legacies of Mega-Sporting Events

As discussed earlier in this thesis, impacts that are long-term are defined as legacies. Hence, legacies are one of the arguments for cities and countries to bid for the right to host mega-sporting events like the Olympic Games. Few researchers claim that “there is no clear definition of the term legacy despite the focus of several studies on the legacy impacts of mega sport events” (Chappelet and Junod, 2006; Preuss, 2007). According to Preuss (2007), such ambiguity in defining legacy as a term makes it more difficult in evaluation of legacies of mega-sporting events. This author questions why countries continue to seek the hosting of mega-sporting events without competent knowledge on the matter of how complicated legacies are and that they can be negative (Preuss, 2007).

Although, Preuss claims that there is no single clear definition, he provides a definition of a term legacy on his own that many other scholars have adopted: “irrespective of time of production and space, legacy is all planned and unplanned, positive and negative, tangible and intangible structures created for and by a sport event that remain longer than the event itself” (Preuss, 2007, p.211).

Given that legacies can be tangible and intangible, another issue arises. Tangible legacies are easier to evaluate or monitor, while intangible such as feel of prestige, community cohesion are much harder to assess (Bob and Swart, 2010). The common characteristics that can be drawn from the definitions of many researchers is that legacies have a long-term life expectancy or duration and should exist after the event has ended for a prolonged time. It is important to note that legacies can also occur before hosting the event, e.g. infrastructure projects aimed to prepare the city for the event. However, to date there are no specification for this “duration interval” that everyone prescribes to the term legacy (Bob and Swart, 2010). According to Bob and Swart (2010), the sustainability of legacies should last for a considerable time after the event, which they define as “at least 20 years”. The table below provides the types of legacies defined by Chappelet and Junod in their study in 2006.

- o Table 2. Types of Legacies (Chappelet and Junod, 2006)(Bob and Swart, 2010, p.80)

Type of legacy	Description
Sporting legacy	Refers to sporting facilities newly built or renovated for an event and which will serve some purpose after the event has concluded. These sporting infrastructures often become emblematic symbols for the host city and depict its link with sports. Furthermore, they may also play a role in changing local sporting culture by either increasing people’s participation in sport, introducing new and different types of sport to the area or by the organization of more mega sport events on a regular basis.
Urban legacy	Refers to buildings which were built for the mega-event but which serve no sporting functions. Included here are changes made to the urban structure of the host city as well as the development of new urban districts and specialized areas.
Infrastructural legacy	Refers to the different types of networks, ranging from transport to telecommunications, which are renovated or developed for a mega-event and maintained after the event is complete. New access routes by air, water, road or rail are also part of the infrastructural legacy. Additionally, an event can provide the trigger for promoting modernization of basic services, such as water, electricity, waste treatment, etc.

Economic legacy	Mega-events are often associated with increases in the number of tourists to a host city. Although it is difficult to determine the impact of tourism in the long-term, the tourist legacy needs to be evaluated by measuring the number of tourists over a long-term scale. In addition, the economic legacy also includes the setting up of non-tourism orientated companies that were attracted to the host region by its dynamism, that is, leveraging investment opportunities. Other good indicators of the economic legacy of mega-events are changes in the number of permanent jobs created and changes in the unemployment rate of the host region or city.
Social legacy	Mega-events are symbolic in nature and thus often lead to the creation of many stories and myths. These stories and myths form part of what Chappelet and Junod (2006) term, the ‘collective memory’ of an event. This term refers to local residents’ memories and experiences of the mega-event and can also include the actual skills and experiences which people gain through their direct or indirect involvement in the mega-event. An essential part of the social legacy of mega-events is the change in perceptions of local residents of the host city or region.

In addition to five types of legacies identified in the table 2, Bob and Swart (2010, pp.81-82) have identified two more types of legacies:

- **Environmental** - “legacies [that] relate to achieving sustainability objectives which include minimizing negative impacts of the natural resource base, reducing and managing waste, and decreasing pollution”.

- **Political** – “legacies [that] relate to encouraging participation, good governance and democratic principles”.

Based on the definitions of different types of legacies, one can conclude that social legacies are harder to evaluate, calculate, and/or understand than other legacies. As a result, social impacts and/or legacies are usually ignored by organizers when seeking support from the locals in the idea to host an event (Deccio and Baloglu, 2002; Kim and Petrick 2005). The following Table 3 presents the sporting legacies from the 28th Winter Universiade in Kazakhstan in 2017.

○ Table 3. Sport Facilities of the 2017 Winter Universiade (Mamrayeva, 2018)

Object Name	Capacity (seats)	Brief Description
Halyk Arena	3000	The facility consists of a multipurpose, universal ice arena for 3,000 spectators and a small arena with stands for 300 seats. The facility is designed with the possibility of transforming ice coverings into volleyball, basketball, mini-football, etc.
Almaty Arena	12000	The facility is designed with the possibility of transforming ice coverings into volleyball, basketball, mini-football, etc. The facility is perfectly designed for conferences, forums, tourist exhibitions of various levels with equipped halls, meeting rooms, etc.

Medeu (high-mountain skating rink)	8300	«Medeu» is the world's largest high-mountain complex for winter sports. The surface of the artificial ice field is 10,5 thousand square meters, which allows to hold competitions in speed skating, hockey and figure skating. After the modernization to the VII Asian Games the skating rink was improved. Now «Medeu» is a popular place for skating for both Almaty residents and city visitors.
Palace of Sport and Culture named after Baluan Sholak	5000	The palace consists of the Main Arena and the Minor Arena. In 2010, the Sports Palace was reconstructed in accordance with international standards for the VII Winter Asian Games. Currently, the Sports Palace hosts sports competitions of continental and world level in the Olympic sports. In November 2015, the Pacific-Asian championships for curling were held here, which were the qualifiers for the 2016 World Cup and test for the 2017 Winter Universiade.
Shymbulak (ski resort)	-	The resort of Shymbulak was significantly renovated. The total length of trails from 6 km is doubled on average. The tracks are certified by the International Ski Federation (FIS). To conduct the Asian Games in 2011, a

		state-of the-art cable car was built, where 114 comfortable cabins function, the capacity of the road is 2500- 3000 people per hour. This ropeway is the third in the world in length (4,5 km).
Sunkar (international complex of ski jumps)	5200 seats	It consists of two zones: the international complex of ski jumps «Sunkar» and the Ski stadium.
Alatau (ski-biathlon complex)	3600; 2600 standing places	It includes the main stadium buildings, several parking areas, a helipad, a shooting range and start finish zones. The layout of the stadiums is made according to the international standards of sports organizations FIS, IBU. The tribune of each stadium is designed for a capacity of more than 3,000 spectators (1,300 standing places and 1,800 seats). The maximum length of the ski runs is 10 km, consisting of two independent circles of 5 km red + 5 km blue. The maximum length of biathlon tracks is 4 km. The total length of the trails is 14 km.
Tabagan (sport and entertainment complex)	800	The ski resort «Tabagan» is located on the territory of Talgar district of Almaty region, near the national nature reserve. In the summertime «Tabagan» provides all conditions for the development of mountain tourism, quad biking and

		mountain biking, family recreation resort type, cultural and outdoor events.
--	--	--

These are the examples of sporting legacies left not only after the 28th Winter Universiade, but also by other sporting events like the 7th Winter Asian Games in 2011.

2.3.1 Relation to Kazakhstan

Throughout history, Kazakhstan has branded its image through different forms, one of which has been sports. Many of the nation's professional athletes are well-recognized around the world and contribute to promoting the brand image of their country. The most favorable sports discipline that the country is known for is boxing. In addition, Kazakhstan promotes active tourism in the country and enables youth to participate in sporting activities by refurbishing sports facilities, hosting sporting and mega-sporting events, by building new facilities, and creating social programs that allow youth to have an ease of access to such facilities (transportation, low cost or no costs, etc.).

Because of its rich history in sports involvement, Kazakhstan had a high chance to win the bid to host the 2026 Winter Olympics (the biggest sporting event yet) that was decided in June, 2019 at the IOC headquarters in Lausanne, Switzerland. The hosting of the 2011 Winter Asian Games and the 2017 Winter Universiade was part of a strategy towards the right to host the Winter Olympic Games, however the event was won by the Italian city of Milan. Nevertheless, the legacies left as a result of hosting sporting and mega-sporting events still have a potential to benefit in promoting the country's image as an argument for hosting the next mega-sporting event. For example, according to the Minister of Culture and Sports of Kazakhstan, from 2013 to 2016 the number of residents involved in sporting activities increased by 2.3% (a total of 27.4% of the entire population of Kazakhstan) (Mukhamediuly, 2017).

While it is still arguable whether hosting mega-events is beneficial for its host city, region or country, there is no doubt that such events affect many aspects of people's lives. Improvements in infrastructure, enhancement of nation's unity, enormous facilities built or improved for the event, etc. are all the examples of impacts from hosting mega-events. In addition, taking the example of Kazakhstan, hosting several sporting and mega-sporting events has created somewhat of a snowball effect in the developments of the country. In other words, the scale of sporting events hosted in the

country has been increasing over time, which in turn has led to bigger improvements of the cities, which increases the chances of hosting even bigger events. For instance, infrastructure developments and development of new facilities prepared for hosting the 2011 Winter Asian Games has contributed to winning the bid for hosting the 2017 Winter Universiade. In turn, more developments made during the preparation for the Universiade will serve as a beneficial factor when bidding for the right to host the Winter Olympic Games. With such a rich history in sports involvement, more and more residents will tend to be somehow involved in sports.

Chapter 3. Methodology

3.1 Research Method

As mentioned earlier, the residents' view on hosting mega (sporting) events differs by gender, occupation, age, social status, etc. (Kim and Petrick, 2005). Other factors influence the perception towards hosting such events too. Factors like the location of affected residents can differ for a few reasons. First, people that reside in the host city or a region are directly affected by the changes or impacts caused by organizing the event (e.g. heavy traffic load, construction pollution, overcrowding, etc.). Second, residents of more rural areas of the host country might have different opinions and beliefs compared to residents of urban areas.

The choice of research method for this study was between quantitative and qualitative methods. Each method has its own advantages and disadvantages. After careful consideration of the pros and cons of both methods, the qualitative research method was selected. Another factor that influenced the selection of interviews or qualitative analysis is that in the context of Kazakhstan there is little or no credible information available on other impacts or legacies of mega-events, such as environmental or economic. Physical impacts are demonstrated in the form of sporting legacies that are discussed earlier in this paper in section 2.3 – Legacies of Mega-Sporting Events. The work of Maguire and Delahunt (2017) on thematic analysis served as a reference to help analyze the data. In their paper, the authors refer to the framework with six identified steps for doing an analysis.

These are (Maguire and Delahunt, 2017):

- 1) Familiarizing with the data
- 2) Generating initial codes
- 3) Looking for themes
- 4) Reviewing themes
- 5) Defining themes
- 6) Writing-up.

Following the step 1 from the framework, the data collected from the interviews was read through to become familiar with the responses. After getting a general idea of responses collected, notes were made, as suggested by Maguire and Delahunt (2017). Next step is generating initial codes. The primary research, conducted with the help of residents of Almaty, had specific questions, which in some way included predetermined codes. However, the secondary research from the interviews of foreign athletes needed some coding based on the research questions or themes relevant to this work. Step 3 was to identify themes. According to

Maguire and Delahunt (2017, p. 3356), “a theme is a pattern that captures something significant or interesting about the data and/or research question”. After identifying themes, the review of them took place to ensure that the identified themes in step 3 are competent enough for this paper. The next step was to define themes to determine the precise meaning of identified themes and to determine whether they were subthemes inherent to identified themes. The last step was the writing-up. As Maguire and Delahunt(2017, p. 33512) explain, the end of the research is usually in a form of “a journal article or dissertation”. In this case it is the latter.

3.2 Collection of Data

Thirty participants were selected for an online interview. All of them were residents of Almaty at the time of the summer of 2018 when the interviews were conducted. Factors mentioned earlier in this paper that have an influence on how residents perceive the hosting of mega-events were considered during the selection process of participants in this study. These include: age, occupation, and marital status. The communication with the interviewees was established through an email. Before the actual questions were sent out, each participant had to provide consent through an email to be able to receive the questions. It is important to note that there were no obligations and expectations of participants to answer every question (as some may have perceived them to be inaccurate, disrespectful, or uncomfortable to answer). For this reason, an option to answer “I don’t know” was added.

The following are the questions emailed to the participants:

- a. Do you consider the event as something positive for the host city and/or country?
- b. Can one perceive the “legacies” of the Winter Universiade as a positive impact?
- c. Do you think that hosting the event was worth the investments made by the government?
- d. Do the infrastructure impacts of the event contribute to the overall development of the host city?
- e. Does the infrastructure, new and refurbished sporting facilities harmonize with the city’s existing architecture?
- f. Can one consider the event as a boost for the development of tourism in the country?
- g. In your opinion, did the event bring valuable knowledge and experience for those who took part in the organization of the event?
- h. Do you think that hosting the Winter Universiade attracted more residents of the host city to participate in sporting activities?
- i. Can one assume that volunteering may become a part of the nation’s culture because of the event?
- j. Do you believe that the event helped to increase interest in and development of new sports professional specializations such as event/sports managers, project managers, volunteer managers etc.?
- k. Do you think that the event revealed the need to improve the city’s infrastructure to support people with disabilities?

- l. Do you believe that event improved the city's image to demonstrate its abilities in organizing and hosting such mega-sporting and cultural events in the future?
- m. Do you support the idea of hosting the 2022 Winter Olympic Games in Almaty?
- n. Do you think that the success of Kazakhstan's athletes at the event had a positive impact on social cohesion, nation's pride, and self-respect?
- o. Do you believe the 28th Winter Universiade contributed to the development of a new green oriented economy and environmental awareness in Almaty?
- p. Will the event contribute towards the development of Physical Education program in the universities in Kazakhstan?

In addition to the raw data collected from interviewing the residents, interviews were collected from secondary sources from athletes that participated in the 28th Winter Universiade. These were analyzed to improve the overall understanding of the topic.

The responses from the interviewees helped to form a general idea of how residents of the host city perceive the hosting of mega-events in the most populated city of the country. Their responses can be used for social impacts and/or legacies studies or may be used for other research.

It is important to note that the interviews were conducted in Russian and then the results were translated into English, which may have caused some minor misinterpretations when translating the questions. In addition, the participants were residents of the host city. In other words, residents of the host region and of other cities and regions were not included in this research.

The analysis followed the framework described earlier in section 3.1 of this paper. The data collected from the interviews was a starting point in the analysis. Following the first step to familiarize with the data, the transcripts were carefully read through. As mentioned in the Maguire and Delahunt's (2017) work, open-coding is when the codes are not pre-set, but instead are developed and/or modified throughout the coding process. As a result, when looking for themes, questions from the survey contributed a lot towards identifying the themes. For example, questions like "Do you believe that the event improved city's image...?" helped identify the theme of city's image. The codes set during the coding process of the data collected from the primary research helped to analyze data from the secondary research (i.e. interviews from foreign athletes). 'Nation's pride' is another example of an identified theme that was determined during the coding process of the data from primary research. After the themes were identified, they were reviewed for adequacy and accuracy to ensure their

relevance to the topic. It is suggested that questions like “Do the themes make sense” or “Does the data support the themes” are aimed to help review the identified themes (Maguire and Delahunt, 2017). These questions guided the selection of the final themes. These are presented in the next chapter.

Chapter 4. Results

4.1 Analysis

This chapter illustrates the results from the analysis of the collected data from the interviews. The purpose of the survey was to determine the overall perception of the host residents on the idea of hosting mega-sporting and mega-cultural events.

The general vector for the questions was aimed at the determination of residents’ perception on the positivity of impacts of the event. As mentioned earlier, the selected participants were the residents of the host city Almaty at the time of survey (note: some of them might have since changed their place of residence, but such information is unavailable). Moreover, based on the studies discussed earlier in the paper, variables such as age, occupation, and marital status were considered when selecting participants for the interview. The following table presents the sample of 10 participants to illustrate the variation in age, specialization, and marital status.

o Table 4. Participants’ Information Sample

	Name	Age	Marital Status	Occupation
1	Zhanibek	22	Single	Student
2	Arai	20	Married	Student
3	Altynai	40	Married	Entrepreneur
4	Atabek	55	Married	Travel Agent
5	Diaz	25	Single	Entrepreneur
6	Kairat	37	Divorced	Sales Manager
7	Erzhan	49	Married	Jury
8	Madina	32	Single	Receptionist
9	Saltanat	26	Married	Housewife

10	Askar	34	Divorced	Managing Director
----	-------	----	----------	----------------------

The figure below represents the overall responses from the participants. The answers are assigned different colours, where

- Blue = “No”
- Orange = “Don’t Know”
- Grey = “Yes”

In addition, each question is labelled (e.g. a, b, c) with letters corresponding to the chapter 3, subsection 3.2 (Collection of Data) to ease the reference of each question. Further figures illustrate the number of interview participants by categories (e.g. gender, occupation, age) that may perceive the idea of hosting of the event in different ways.

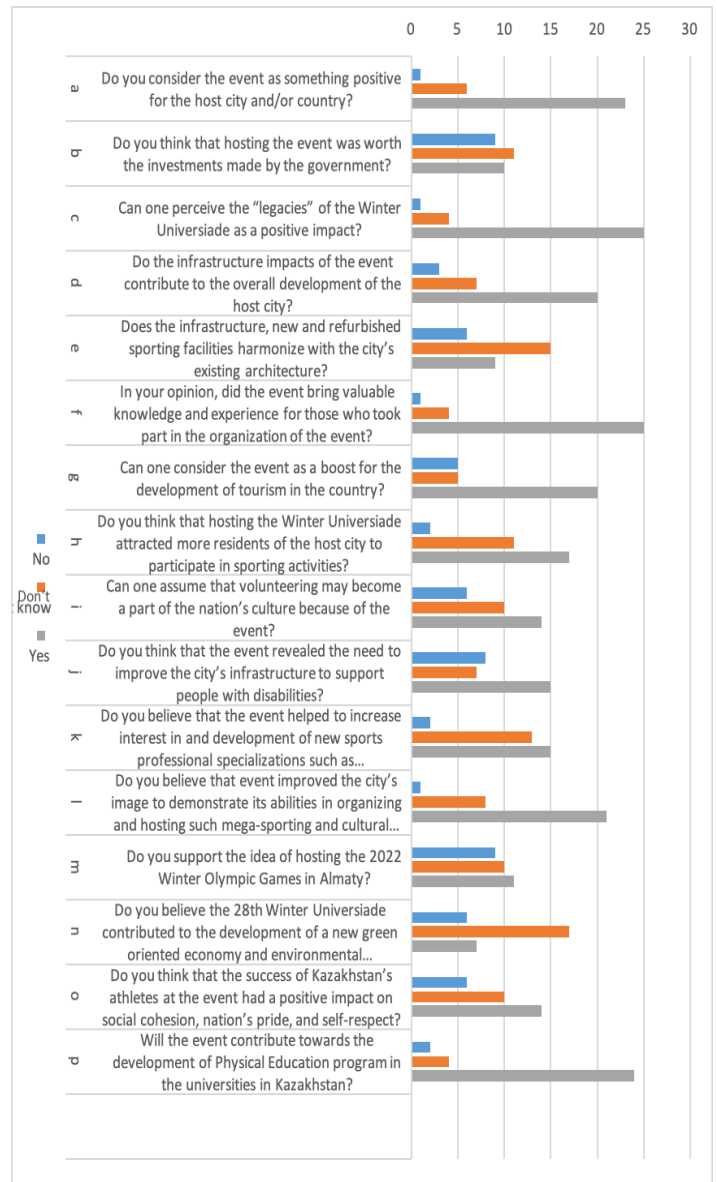
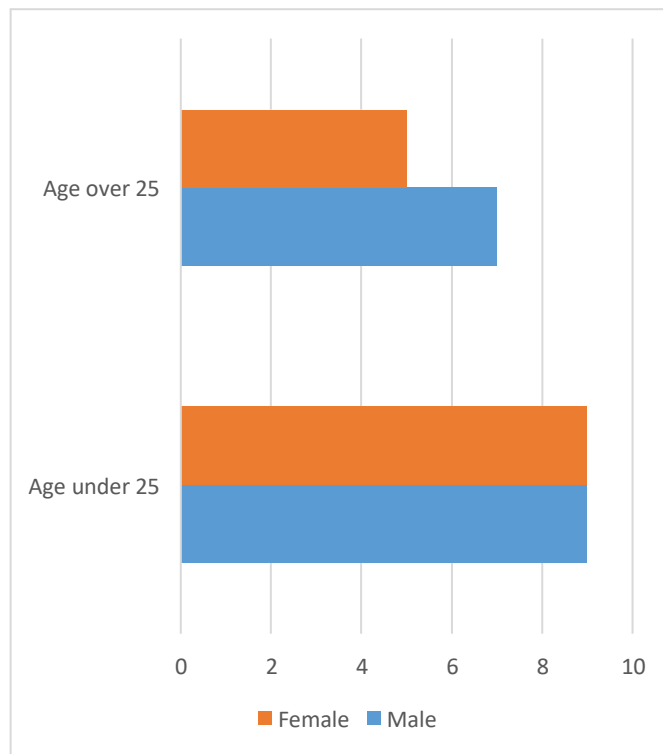


Figure 5. Interview Results



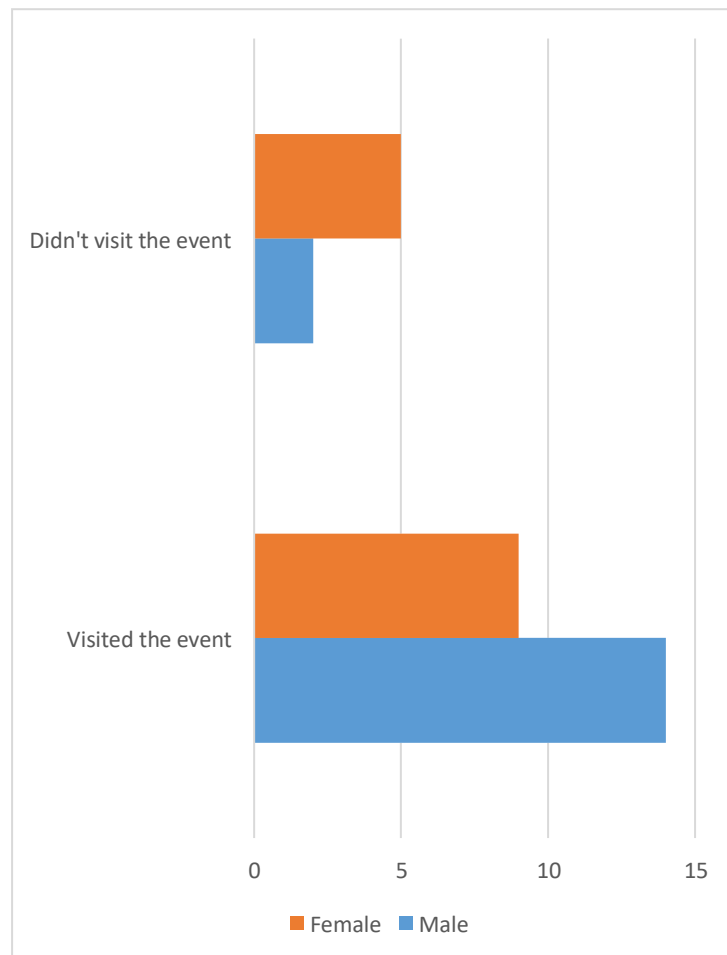
○ Figure 6. Subgroup by Occupation

Figure 6 illustrates the number of male and female interviewees in two different occupation groups. Sport related occupations include such professions as: sports instructor, physicians, event planner, etc. Other occupations include students, housewives and other professions that are not related to sports. One of the reasons that this group was identified is that the occupation may affect the way one perceives the idea of hosting any sporting events based on their involvement with sports. As such, it is possible that people whose occupation is sports related are less biased toward hosting the sporting events.



○ Figure 7. Subgroup by Age

Figure 7 illustrates the number of male and female interviewees grouped into two age ranges. Age difference can play a significant role when identifying how people perceive the hosting of mega-events in their resident city. For example, older generation might believe that mega-events are overwhelming considering the number of tourists and athletes coming in to the host city for the duration of the event.



○ Figure 8. Subgroup by Attendance

Figure 8 illustrates the number of female and male interviewees grouped by attendance. As shown in figure 8, there were more interview participants that had visited the event (16 more individuals than those who had not visited the event). The attendance is also one of the possible significant factors that might affect the individuals' perception of the hosting of sporting or mega-events.

4.2 Athletes' Impressions

In addition to positive reviews from the residents of the host city Almaty, a few foreign athletes have expressed their opinions about the host country, city, and the 28th Winter Universiadeas well. From the interviews, the following themes can be noted: 1) Nation's Unity; 2) City and Country's Image; 3) Changes because of the event. Sample quotes from the interviewees are included.

4.2.1 Nation's Unity

As discussed earlier, the feel of social cohesion or the nation's pride is one of the positive social impacts of mega-sporting events. It is important to consider these impacts such as "core values of residents, community groups, and neighborhood association" to create a positive experience for the residents (Misener and Mason, 2006).

"Thanks to the fans for coming to the games. It's gorgeous that they support us so much. For the sake of the fans we will play even better. We have only one goal - to bring the country the gold medal of the Universiade." – Alikhan Asetov, Kazakhstan national hockey team player.

Some of the athletes were impressed by the support from the fans to their athletes. This is a clear example of the enhanced feel of nation's pride and unity.

"The fans in the Sports Palace were just amazing. I've never seen fans who support their athletes so much. And also the volunteers did a great job. They are kind and helpful. In fact, all residents of Kazakhstan are like that." – Andy Vigants, skater from Latvia.

4.2.2 City and Country's Image

According to Richards and Wilson (2004), hosting a mega-event can create a positive image and thus make it a more popular tourist destination. The city's image in this context refers to the awareness and the overall opinion of international athletes and volunteers that have experienced everything in real life. In other words, foreign audience cannot fully experience the culture, economy, residents' attitude, etc. just through television or other types of media.

"I have incredible impressions of your country. I practically did not hear anything about Kazakhstan, I only knew that it was in another part of the world. Today we have had an official training, and I'm delighted with your sports facility. This is one of the best biathlon stadiums that I've seen in my life. It's great." – said Jeremy Flanagan, Australian biathlete.

For some athletes, the culture of Kazakhstan was something new, but what is more important is that it was a positive experience of new things.

"Here for me, almost everything is absolutely new, this is something that I have never seen. I've never heard such music, and the artistic style is completely new to me. This is some kind of adventure! I did not have time to study in advance what was waiting for me, but I was determined that I would like everything, and it happened." – Virginia Orange, skier from New

Zealand.

"Usually games are held in smaller cities, but Almaty is a big city. We did not know that Almaty is so modern and it definitely exceeded our expectations. We really liked the national dishes, fruits are very delicious, dairy products and prices are not high, which we noted right away. And on the Green market, sellers constantly beckoned to us; it's very interesting. Of course, your mountains are incomparable and magnificent." – said Siera Jack, a member of the US cross-country skiing team.

As one can tell, the overall experiences and perceptions about the host city were positive.

4.2.3 Changes because of the event

In addition, some of the athletes were able to note the changes to the host city (some of them are the impacts from hosting mega-sporting events).

"I like how the Athletic village is made. Kazakhstan, in general, is a beautiful country. Now Almaty has grown very much, many beautiful "skyscrapers" appeared in the city, in the evening everything in the lights - the spirit captures." – Alexandra Kachurkina, the winner of speed skating race for 1500 meters from Russia.

As mentioned before in chapter 2, the experience of holding sporting and mega-sporting events allows its host country to improve more and prepare better for further similar events. It was noticed by foreign athletes that Kazakhstan has improved compared to earlier hosting of sporting events.

"I was at the previous Universiade in Granada, and I can say that these two events differ from each other like heaven and earth. You [as a nation or country] are awesome! You are just learning to hold international events of this magnitude with such progress already." – Kirill Merenkov, silver medallist on the ski cross from Russia.

These results will be discussed in the following chapter.

Chapter 5. Discussions, Findings and Conclusions

5.1 Interview Discussions

There is no doubt that mega-events involve huge investments. However, hosting mega- sporting events is a big part of a soft power political strategy. The impacts and legacies that the mega-event provide are well utilized to enhance the government's image. Hosting mega-events can increase the awareness of the host city, region, or country to the rest of the world, which in turn creates an opportunity to showcase the investment opportunities to foreign investors.

As demonstrated from the interviews of foreign athletes, hosting the 28th Winter Universiade in Almaty has broadened their knowledge about Kazakhstan, its nation and culture, economy, and tourist destinations. The study focused on the legacies or impacts left from the 28th Winter Universiade to the host city or region and how it can benefit. For example, UK hockey team player Stuart Mogg said "Sports facilities have surpassed my expectations, they are some of the best I have ever been in... I think that not one Universiade can compete with the Universiade-2017 in Almaty". His perception contributes towards the raising chances for Kazakhstan to win in the bidding process for the 2026 Winter Olympic Games. Positive impressions of athletes that have participated in the 2017 Winter Universiade contribute toward promoting a positive image of Kazakhstan as one of the best hosting countries for mega-sporting events. In addition, as mentioned earlier in this paper, the number of residents in Kazakhstan involved in sporting activities has increased between 2013 and 2016 by 2.3%. One of the factors that has influenced such an increase is definitely the hosting of the 2011 Asian Games. It is important to note that the Asian Games are not recognized as a mega- sporting event, but it was the biggest sporting event held in Kazakhstan before the 28th Winter Universiade. Another beneficial legacy detected from the interviews was discussed by Chalip (2006), where in his study he claimed that sports events contribute towards making new social relations and enhancing the existing ones. This can be supported by one of the comments about the 28th Winter Universiade from Burat Akar (representative of the short track from Turkey) where he said: "...I made a lot of new friends. I think this is one of the tasks of the sport - to promote peace and friendship". For example, one of the values promoted by the Olympic movement is world peace and friendship through sports. However, in the context of this study, friendship can be determined as a positive social impact or a legacy of the mega-sporting event. In addition, based on the interview responses from the residents, more people think that the event has improved the social cohesion, nation's feeling of pride and self-respect. This can be interpreted as a positive social legacy, if the feelings sustain after hosting the event. However,

even if the feelings fade shortly after the event has ended, then the responses can be interpreted as having some positive social impacts, which still contributes towards justifying benefits of hosting mega-sporting events.

5.2 Summary of Findings

Many themes presented and researched in this study are still new to Kazakhstan. The 28th Winter Universiade was the first mega-sporting event organized in the country since it gained its independence from the USSR. However, with every big sporting event hosted in Kazakhstan the residents can experience improvements in organization (i.e. lower costs, more positive impacts and/or legacies, etc.).

Based on the responses from the residents of the host city Almaty and from the foreign athletes, one can note the country's preparation for the bidding for the 2026 Winter Olympic Games. Overall the experience of foreigners about the country, level of organization and the event itself were positive. 30 participants have been asked by the following categories: gender, age, relation to the sports, and participation in the sports event. Overall, one of the interesting findings is that about 77 percent of all the participants visited the 2017 Winter Universiade at least once. Moreover, young people (aged under 25 years old) have a better attitude towards the sports compared to the older people. Around 20 percent of interviewed people did not attend the event, these were mostly older people who have no relationship with the sports conducted.

There are more studies on social impacts of mega-events are yet to be done and hopefully this research can further assist in determining the subject. However, it is important to note the limitations of this study to adequately assess the relevance of this paper on social impacts and/or legacies class.

5.3 Limitations and Recommendations for Future Research

The main objective of this thesis is to demonstrate the potential legacies and impacts of hosting mega-sporting events on the host city, country and nation. One of the biggest limitations for the context of this thesis is the location settings. This study was limited to the residents of the host city Almaty. A future research on a similar matter would be highly recommended involving more diverse location background.

Another limitation is the sample size of residents and foreigners being considered for this thesis. Primary data collected from interviews of residents of Almaty included only 30 participants. It is recommended to use a bigger sample size for more adequate results, especially when studying impacts of mega-events on different nations.

In addition, the research is justified with the qualitative method only, which may affect the adequacy of the conclusion about the potential benefits of legacies of mega-events. As such, it is highly recommended to include quantitative methods in further research on possible legacies and impacts of hosting mega and/or sporting events.

Some of the interviews were conducted in Russian and were translated into English, which also may affect the adequacy of results. Finally, due to the limits of English language skills of the author, some of the ideas were hard to clarify. Considering the limitations, this thesis may help with further research on the same topic within different location and/or culture. In addition, some of the key findings such as identified impacts and/or legacies of hosting mega-sporting events can assist with further research on impacts of mega-events and legacies from hosting mega-sporting events.

6 Bibliography

- Bob, U., & Swart, K. (2010). Sport Events and Social Legacies. Retrieved from [http://alternation.ukzn.ac.za/Files/docs/17.2/03 Bob FIN.pdf](http://alternation.ukzn.ac.za/Files/docs/17.2/03%20Bob%20FIN.pdf)
- Bowdin, G., McDonnell, I., Johnny Allen, R. H., & O'Toole, W. (2001). *Events Management*. Oxford: Butterworth-Heinemann.
- Chalip, L. (2006). Towards Social Leverage of Sport Events. *Journal of Sport and Tourism*, 109-127.
- Chappelet, J & T Junod 2006. A Tale of 3 Olympic Cities: What can Turin Learn from the Olympic Legacy of other Alpine Cities? In Torres, D (ed): *Major Sport Events as Opportunity for Development*. Valencia: Valencia Summit proceedings.
- Crompton, J. L. (1995). Economic Impact Analysis of Sports Facilities and Events: Eleven Sources of Misapplication. *Journal of Sport Management*, 9(1), 14-35.
doi:10.1123/jsm.9.1.14
- Deccio, C & S Baloglu 2002. Non-host Community Resident Reactions to the 2002 Winter Olympics: The Spillover Impacts. *Journal of Travel Research* 41,1:46-56.
- Dobson N., Holliday S. and Gratton C. (1997). *Football Came Home: The Economic Impact of Euro '96*. Sheffield: Leisure Industries Research Centre.
- Dinaburgskaya, K., & Ekner, P. (2010, June 16). *Social Impacts of the Way Out West Festival on the Residents of the City of Göteborg*. Retrieved from Gothenburg University: https://gupea.ub.gu.se/bitstream/2077/22602/3/gupea_2077_22602_3.pdf
- FISU, (n.d.). Winter Universiade. Retrieved from International University Sports Federation: <https://www.fisu.net/sport-events/winter-universiades-events/28th-winter-universiade>
- Fredline, E. (2005). Host and guest relations and sport tourism. *Sport, Culture and Society*, 8(2), 263-279
- Getz, D 1997. *Event Management and Event Tourism*. New York: Cognisant Communication Corporation.
- Hiller, H. (2000). Toward an urban sociology of mega-events. In R. Hutchison, *Constructions of Urban Space* (p. 205). Bingley: Emerald Group Publishing Limited

- Horne, J. (2007). The Four 'Knowns' of Sports Mega-Events. *Leisure Studies*, 81-96 Kim, SS & JF Petrick 2005. Residents' Perceptions on Impacts of the FIFA 2002 World Cup: The Case of Seoul as a Host City. *Tourism Management* 26:25-38.
- Maas, K., & Liket, K. (2011). Social Impact Measurement: Classification of Methods. In R. L. Burritt, S. Schaltegger, M. Bennett, & M. Csutora, *Environmental Management Accounting and Supply Chain Management* (pp. 171-202). n.d.: Springer.
- Malfas, M., Houlihan, B., & Theodoraki, E. (2004). Impacts of the Olympic Games as Mega-Events. *Municipal Engineer* 157, 3, 209-220.
- Mamrayeva, D.G., (2018). *The development of active types of tourism in Kazakhstan: theoretical aspect and practical guidelines*. Retrieved from: http://rep.ksu.kz/bitstream/handle/data/3846/Mamrayeva_The%20development_2018-90-2.pdf?sequence=1&isAllowed=y
- Maguire, M., & Delahunt, B. (2017) Doing a thematic analysis: A practical, step-by-step guide for learning and teaching scholars. *AISHE-J: The All Ireland Journal of Teaching and Learning in Higher Education* 9, 3 (2017), pp.3351-33514.
- Mills, B., & Rosentraub, M. (2013). Hosting mega-events: A guide to the evaluation of development effects in integrated metropolitan regions. *Tourism Management*, 238-246
- Mukhamediyuly, A., (2017). *Number of citizens engaged in physical culture is increasing in Kazakhstan*. Retrieved from the official website of the Prime Minister of Kazakhstan: <https://primeminister.kz/en/news/all/15270>
- Müller, M. (2015). What makes an event a mega-event? Definitions and sizes. *Leisure studies*.
- Ohmann, S., Jones, I., & Wilkes, K. (2006). The Perceived Social Impacts of the 2006 Football World Cup on Munich Residents. *Sport and Tourism*, 129-152.
- Paul, H., Bake, D., Koen, B., Frank, E., & Hans, S. (2016). Creating social impact with sport events. *European Association for the Sociology of Sport EASS* (p. 52). Utrecht: Mulier Institute & Utrecht University.
- Preuss, H. (2007). The Conceptualisation and Measurements of Mega Sport Event Legacies. *Journal of Sport and Tourism* 12,3-4:207-27.
- Richards, G., & Wilson, J. (2004). The impact of cultural events on city image: Rotterdam cultural capital of Europe 2001. *Urban Studies*, 1931-1951.

- Ritchie, J. B. (1984). Assessing the Impact of Hallmark Events: Conceptual and Research Issues. *Journal of Travel Research*, 23(1), 2-11.
doi:10.1177/004728758402300101
- Roche, M. (2000) *Mega-Events and Modernity: Olympics and expos in the growth of global culture*.
Routledge, London. Chp. .1, p.1-30.
- Stevens, T., & Bevan, T., (1999) Olympic legacy. *Sport Management*, No. 9 (19), 16-19.
- Taks, M., Chalip, L. & Green, B.C. (2015). Impacts and strategic outcomes from non-mega sportevents for local communities, *European Sport Management Quarterly*, 15:1, 1-6, DOI: 10.1080/16184742.2014.995116.