



The Research of Winter Olympics: Example of Erzurum

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Keywords

Olympics, Winter
Olympics,
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Abstract

The purpose of this research is to analyse the demographic structure of people, who live in the central districts in Erzurum, and their attitudes for Winter Olympics. Regarding the balance among the people, between 18-35 ages, who live in the districts of Palandöken, Aziziye and Yakutiye in Erzurum city, and interviewing with totally 400 people face to face this research was formed. A survey was used to collect data in this research. The researcher determined the survey by making use of literature and reviewing the opinion of expert. The questions of the survey was prepared through the criteria of jury while choosing Olympic cities. The questions of this survey have to have register of the candidateship, which will be presented to IOC, and the structure of within the questions form of IOC, and it has to response for some questions under specific titles. Literal descriptions may change among different types of documents and the level of detail may be more or less. These criteria are considered as; Vision, concept and heritage, Sport and facilities, Environment and meteorology, Accommodation, Transportation, Medical social services and doping control, Safety and security, Technology and energy, Legal issues, Customs, Visa operations, the support of Government and Public, Finance and marketing. Our expectations from the questions of the survey is to be met what the criteria want.

There are 16 multiple-choice questions in the first section of the relevant survey. Our second assessment consists of 31 questions. To determine the demographic characteristics of participants through the first 5 questions and their interests and participation level to sport through 6th, 7th, 8th and 9th questions and their approach for Olympics through the other questions. In the second scale of the survey, the first 15 questions were prepared to understand how Universiade Winter Games was perceived. The questions between 16 and 23 are to get information about the perception of EYOF that will be organized in 2017. The other questions from 24 to 31 were compiled from the questions of Olympic committee based mainly upon what kind of necessities the cities of Olympic candidateship should have. The data from these surveys is analysed by means of the software of SSPS 21.0 in computer environment. While the data was, being analysed both the analysis of Frequency and percentage and Chi-square test used to compare the socio-economic characteristics of the districts, where they live in, to their interest and the level of participation to the sport, were used.

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1. Introduction

Since the beginning of humanity, man has been in struggle with the nature. When he adapted the sedentary life, he maximized his struggle and so developed his life standard. By shifting to the modern life, he found more leisure time through help of the technology (Alaeddinoğlu, 2012: 5). The training phase was started not to lose his war-like characteristics. After the transition to social life, the mutual competitions emerged at first and international ones later. However, there was no ethic competition since the rules were orally determined in historical transitions. When the modern Olympics began, there could be seen the rules in games. When we have a look at the next phase, we can clearly see that the best ones among the athletes could take part in the competitions especially by the development of concept of country. Later, the sport was used as a tool to provide the communication between the countries. When no war took place among the countries, the sport was also used to fasten the peace and the relationship of friendship among the countries for years. Starting from this point, Olympic Games that is organized in every four years, was called as an exchange of cultures, traditions and customs to find out the best athletes without distancing them in terms of their religion, language and race. All the participant- countries have competed and represented their own country in Olympic Games that they have been training for four years to reach their desire. To be the champion, the biggest and the most successful one is a big passion. Nevertheless, the main purpose is to compete fairly (Deccio and Baloglu, 2002).

Winter Olympics is also a game Show made into a rule by moving from a struggle of men with the conditions of harsh winter. Winter games was first displayed with top level in those countries having harsh conditions of winter and all the other countries around the World later started to show their own abilities. The development in the technology increased the interest of other countries for Olympics (Songun, 2013). This interest was also seen in the process of candidateship for Olympics. International Olympic Committee later determined several choosier criteria of candidateship to Olympics. These criteria are equal to each country. The candidate city presents an offer containing a general information about its' region, land, size and population (especially at that case and the time when Olympics would be organized).

The administrative institutions of the city presents;

Attitudes of the country, region and official institutions of the city about the organization of Olympics in that city, Attitudes of public to organize the Olympics, Plebiscite to determine those groups who are or may be against the organization, (Olimpiyat Oyunlarına Aday Olma Kılavuzu, 1991).

Legal situation, structure and scheme of organization of the candidateship committee (Olympic Charter, 2010).

On the other hand, International Olympic Committee is in a certain expectation from the candidates to implement below criteria. The country that ensures these criteria completes the process of nomination candidacy and passes to the next phase to be accepted.

- Regulations of Entrance of the Customs,
- Climate and Environmental problems,
- Security,
- Health,
- Olympic town,
- Accommodation (out of Olympic town),
- Transportation,
- The schedule of Olympic games,
- Awarding process,
- Cultural Schedule and Youth Camp,
- Press,
- Telecommunication,
- Finance,
- Training and Sport,
- Legal Issues, (Olimpik Hareket, 1998)

2. Winter Games in Erzurum And in Turkey

Ski, in Turkish tradition, have rooted until 5000 BC, and we have found it in the basis of Chinese. It is known that Turks are called as wooden-legged, horse-legged and spotted-horse-legged. Carrying many skiing gears made in an atelier of carpenter in estuarine 1914, to Erzurum and Sivas, the modern ski began in these cities. The skiing activities that a group of teachers from Galatasaray high school organized on January 1st, 1933 is known as the first organisation of civil skiing. In 1939, the practice of association appeared under the name "Climbing and Winter Sports". Association was given the name "Association of Climbing and Riding", but the name was changed in consequence of participation to winter Olympics. The name of the first head of association is "Şükrü Koçak". After the establishment of Head Office of Physical Education, İlyas TINAL who was the teacher of physical education, became the next president. In 1940, Asım KURT was the head of the association. The name of the association was changed into The Association of Skiing by the next phase.

3. The Effects of Olympic Games on Organizer Countries

The effects of Olympic Games on organizer country can be collected under three main topics; political, economic and cultural. In terms of politic, it can be stated that the prestige's of the countries, the superiority in the number of athletes or the number of medals to the other countries turn into a competition of prestige among the countries. Nevertheless the spirit of Olympic-peace could not prevent the wars among the countries and World War I and II, the invasion of Afghanistan, the War of Bosnia-Herzegovina led to the death of millions of people around the World (Deccio and Seyhmus Baloglu (2002). After the end of Olympic Games V, which was

organized in Stockholm, Olympic Games VI was thought to be organized in Berlin. However, World War I causing the death of many people, burst out because of some simple reasons and the games was postponed since the war had lasted for four years. Baron Pierre de Coubertin moving to Geneva in Switzerland could not experience Tokyo Olympics after his death because of a heart attack on September 2nd, 1937. In addition, the World War II burst out in 1939 after Berlin Olympic Games in 1936. Tokyo Olympics, in 1940, and other Olympics that would have been organized in 1944, were cancelled because of the war hurting people through blood and gunpowder. Like Baron Coubertin, the World could not witness Tokyo Olympics (Andriotis and Vaughan, 2003). Palestine Liberation Organization took Israeli athletes hostage and killed in 1972 Munchen Olympics, thus the hand of terrorism touched upon Olympics [(Olympic Movement), Olimpik Hareket, 1988, p.88]. Because of the invasion of Afghanistan by Soviet soldiers, the countries of the west block, USA and 66 countries boycotted and did not take part in 1980 Moscow Olympic Games (Andriotis and Vaughan, 2003). Appealing to USA and CIO after assuring the participation to 1980 Olympics, Soviet Union made a number of request about their "security" and "the right and dignity" of the athletes in 1984 Los Angeles Olympic Games. Hereupon two member countries from Soviet Union refused to attend, 17 countries also refused because of security reasons and only Romania took part in Los Angeles Games (URL1).

When we analyse the contributions of Olympics to cultural culture, we cannot underestimate the effects of 2500 athletes and trainers from different countries. The press members from various countries also lay cultural dimension of Olympics bare.

Economic dimension, another and the most important one, is a key point of Olympics for the country that is the organizer of Olympics. When below items are examined the economic importance of Olympics glares.

- Financial situation of the city.
- Financial assurance of the government, regional administration, and other offices.
- Forecast about GMSG in the last decade for the future.
- The rate of inflation of the last decade and forecast for the future.
- The assurance for price-fixing before and during the games.
- The estimated-investment (\$ dollar-denominated)/ facilities / other formations that should be defrayed by public / private institutions for background.
- Budgeting of expenditures of the business that would be defrayed by public or private institutions.
- Source of income for Olympic Games.
- Conventional sources of income used for National and International sport organizations (such as; sponsorship, lottery and pressing souvenir Money).
- Problems of being excused for the tax and taxation (Olimpik Hareket, 1998).

4. Olympics and the Tourism of Sport

The countries where Olympics are organized in have a potential existence for both the tourism and the next tourism of entertainment. The theory of social change used by many researchers to describe the effects of tourism in public perception, contributes the next researchers dealing with the same issue. For the theory of social change, the state of flux is seen between the tourists and the host in terms of moral and material sources regarding the tourism (Guclu, 2001). The main elements of this change are economic, socio-cultural and environmental sources. As long as local people believes that the advantages will be more than the costs, it will be also support the social development of the public (John Ap, 1992). In the analysis made by Mr. Deccio and Mr. Baloğlu for 2002 Olympics, and regarding reactions of local people, who are not the host, about participation, the questions were directed to evaluate the publics' "support for the organization" in the first part of analysis, "economic, social and environmental effects of the tourism" in the second, "social sympathy for that region" with the New Ecologic Paradigm in the third and "economic addiction of public to the tourism" with demographic data in the last. The approach of the theory of social upheaval was also used in this analysis. According to that approach, this analysis is potent to provide a source for social consciousness and communication related to the tourism and activities, thus public and private institutions, and the opinion and necessities of the society may easily be satisfied.

On the other hand, in the analysis prepared by Zou and Ap before 2008 Beijing Olympics, the attitudes of public about the organization is evaluated in the first part, and the effects containing the factors of the organization, "effects of urban development", "socio-psychological effects", "economic effects", "effects of social life", in the second part of analysis. Researchers stated that local people had a positive perception in quite high rate, according to the findings of the analysis (Tanyeri, 2000).

5. Material and Method

5.1. Research Group

In this analysis, interviewing face-to-face 400 individuals, ranging in age from 18 to 45, who live in the central districts (Yakutiye-Palandöken and Aziziye) in Erzurum, were given a likert scale survey with 5 grades and asked them to answer it by paying attention to a careful reading.

5.2. Data Collecting Tool

Being advanced by International Olympic Committee, the questions were directed to the candidate cities by the researchers to determine the attitudes for Winter Olympics. Cronbach alpha coefficient was calculated to find the internal consistency out in this research. The coefficient of internal consistency was found as 0,933. Data was analysed by means of 5 different statistical analyses made by SSPS 21.0 on computer. Analyses are below:

- Frequency
- Percentage

- Arithmetic average
- Standard deviation
- Chi-square test

Likert scale with five grades was used in the analysis and the calculation of range limits is given below.

The calculation of range limits of the survey:

The number of choice=5

The number of range=5-1=4

The coefficient of range=4:5=0, 80

The limits and the meanings of the range are given in Table 1 by being basis to average compare.

Table 1: The Ranges and the Meanings of Arithmetic Average

The Range Limit	The Meaning
1.00 - 1.80	Strongly Agree
1.81 - 2.60	Agree
2.61 - 3.40	Neutral
3.41 - 4.20	Disagree
4.21 - 5.00	Strongly Disagree

6. Findings and Conclusion

The age of the participations are given in table 2.

Table 2: The Variance of the Birth Date and the Gender the Research Group

		N	%
The Year of Birth	1998 - 1993	53	13,3
	1994 - 1989	100	25,0
	1998 - 1983	113	28,2
	1982 - 1977	77	19,3
	1977 - Over	57	14,2
Gender	Woman	295	73,8
	Man	105	26,3

It can be seen that the year of the birth of 13.3 % of the participant is between 1998 – 1993, 25.0 % 1994 – 1989, 28.2 % 1988 – 1983, 19.3 % 1982 – 1977 and 14.2 % 1977 and over. 73.8 % of the participants are female and 26.3 % male.

6.1. Findings about the General Variance of the Responses of the Participants

Findings about the general variance of the responses of the participants are given in Table 3.

Table 3: Findings for general variance of the responses of the participants.

The Articles of The Survey		f	%	\bar{x}	Meaning
1. 2011 World Universiade Winter Games provided more business opportunities in our city.	Strongly Agree	89	22,3	2,57	Agree
	Agree	145	36,3		
	Neutral	55	13,8		
	Disagree	70	17,5		
	Strongly Disagree	41	10,3		
2. 2011 World Universiade Winter Games provided more opportunities in investment in our city.	Strongly Agree	109	27,3	2,27	Agree
	Agree	172	43,0		
	Neutral	45	11,3		
	Disagree	51	12,8		
	Strongly Disagree	23	5,8		
3. 2011 World Universiade Winter Games contributed to the progress of economic activity in our city.	Strongly Agree	78	19,5	2,54	Agree
	Agree	154	38,5		
	Neutral	73	18,3		
	Disagree	62	15,5		
	Strongly Disagree	33	8,3		
4. 2011 World Universiade Winter Games developed our life standards.	Strongly Agree	46	11,5	2,99	Neutral
	Agree	102	25,5		
	Neutral	106	26,5		
	Disagree	103	25,8		
	Strongly Disagree	43	10,8		
5. 2011 World Universiade Winter Games decreased the price of goods and services.	Strongly Agree	25	6,3	3,49	Disagree
	Agree	39	9,8		
	Neutral	119	29,8		
	Disagree	150	37,516,8		
	Strongly Disagree	67			
6. 2011 World Universiade Winter Games provided economic benefit for public people and small-scale enterprise.	Strongly Agree	52	13,0	2,95	Neutral
	Agree	126	31,5		
	Neutral	74	18,5		
	Disagree	85	21,3		
	Strongly Disagree	63	15,8		
7. The revenue from 2011 World Universiade Winter Games is more significant than the other industrial one for local government.	Strongly Agree	42	10,5	2,97	Neutral
	Agree	105	26,3		
	Neutral	119	29,8		
	Disagree	93	23,3		
	Strongly Disagree	41	10,3		
8. The construction and recovery of public touristic facilities could be solved through low cost.	Strongly Agree	24	6,0	3,46	Disagree
	Agree	56	14,0		
	Neutral	117	29,3		
	Disagree	117	29,3		
	Strongly Disagree	86	21,5		
9. The tourists coming for Winter Games affected our life in a positive way.	Strongly Agree	33	8,3	2,94	Neutral
	Agree	120	30,0		
	Neutral	119	29,8		
	Disagree	93	23,3		
	Strongly Disagree	35	8,8		
10. Winter games affected our traditional culture in a positive way.	Strongly Agree	34	8,5	2,96	Neutral
	Agree	118	29,5		
	Neutral	118	29,5		
	Disagree	88	22,0		
	Strongly Disagree	42	10,5		
11. The construction and recovery of public touristic facilities did not cause a waste of tax.	Strongly Agree	26	6,5	3,21	Neutral
	Agree	97	24,3		
	Neutral	106	26,5		
	Disagree	108	27,0		
	Strongly Disagree	63	15,8		

For the article “1. 2011 World Universiade Winter Games provided more business opportunities in our city.”, 22.3 % of the participants responded “Strongly agree”, 36.3 % “Agree”, 13.8 % “Neutral”, 17.5 % “Disagree” and 10.3 % “Strongly Disagree”. The arithmetic average of the responses for the article “1. 2011 World Universiade Winter Games provided more business opportunities in our city.” is on the side of “Agree”.

For the article “2. 2011 World Universiade Winter Games provided more opportunities in investment in our city. ”, 27.3 % of the participants responded “Strongly agree”, 43.0 % “Agree”, 11.3 % “Neutral”, 12.8 % “Disagree” and 5.8 % “Strongly Disagree”. The arithmetic average of the responses for the article “2. 2011 World Universiade Winter Games provided more opportunities in investment in our city. ” Is on the side of “Agree”.

For the article “3. 2011 World Universiade Winter Games contributed to the progress of economic activity in our city. ”, 19.5 % of the participants responded “Strongly agree”, 38.5 % “Agree”, 18.3 % “Neutral”, 15.5 % “Disagree” and 8.3 % “Strongly Disagree”. The arithmetic average of the responses for the article “3. 2011 World Universiade Winter Games contributed to the progress of economic activity in our city.” is on the side of “Agree”.

For the article “4. 2011 World Universiade Winter Games developed our life standards.”, 11.5 % of the participants responded “Strongly agree”, 25.5 % “Agree”, 26.5 % “Neutral”, 25.8 % “Disagree” and 10.8 % “Strongly Disagree”. The arithmetic average of the responses for the article “4. 2011 World Universiade Winter Games developed our life standards.” is on the side of “Neutral”.

For the article “5. 2011 World Universiade Winter Games decreased the price of goods and services. ”, 6.3 % of the participants responded “Strongly agree”, 9.8 % “Agree”, 29.8 % “Neutral”, 37.5 % “Disagree” and 16.8 % “Strongly Disagree”. The arithmetic average of the responses for the article “5. 2011 World Universiade Winter Games decreased the price of goods and services.” is on the side of “Disagree”.

For the article “6. 2011 World Universiade Winter Games provided economic benefit for public people and small scale enterprise.”, 13.0 % of the participants responded “Strongly agree”, 31.5 % “Agree”, 18.5 % “Neutral”, 21.3 % “Disagree” and 15.8 % “Strongly Disagree”. The arithmetic average of the responses for the article “6. 2011 World Universiade Winter Games provided economic benefit for public people and small scale enterprise.” is on the side of “Neutral”.

For the article “7. The revenue from 2011 World Universiade Winter Games is more significant than the other industrial on for local government.”, 10.5 % of the participants responded “Strongly agree”, 26.3 % “Agree”, 29.8 % “Neutral”, 23.3 % “Disagree” and 10.3 % “Strongly Disagree”. The arithmetic average of the responses for the article “7. The revenue from 2011 World Universiade Winter Games is more significant than the other industrial on for local government. Is on the side of “Neutral”.

For the article “8. The construction and recovery of public touristic facilities could be solved through low cost.”, 6.0 % of the participants responded “Strongly agree”,

14.0 % “Agree”, 29.3 % “Neutral”, 29.3 % “Disagree” and 21.5 % “Strongly Disagree”. The arithmetic average of the responses for the “8. The construction and recovery of public touristic facilities could be solved through low cost.” is on the side of “Disagree”.

For the article “9. The tourists coming for Winter Games affected our life in a positive way.”, 8.3 % of the participants responded “Strongly agree”, 30.0 % “Agree”, 29.8 % “Neutral”, 23.3 % “Disagree” and 8.8 % “Strongly Disagree”. The arithmetic average of the responses for the “9. The tourists coming for Winter Games affected our life in a positive way.” is on the side of “Neutral”.

For the article “10. Winter games affected our traditional culture in a positive way.”, 8.5 % of the participants responded “Strongly agree”, 29.5 % “Agree”, 29.5 % “Neutral”, 22.0 % “Disagree” and 10.5 % “Strongly Disagree”. The arithmetic average of the responses for the “10. Winter games affected our traditional culture in a positive way.” is on the side of “Neutral”.

Table 4: Findings for general variance of the responses of the participants.

The Articles of The Survey		f	%	\bar{x}	Meaning
12. Winter Games did not cause a social deterioration in our city.	Strongly Agree	76	19,0	2,49	Agree
	Agree	159	39,8		
	Neutral	84	21,0		
	Disagree	55	13,8		
	Strongly Disagree	26	6,5		
13. Winter games decreased the rate of the crime in our city.	Strongly Agree	32	8,0	3,15	Neutral
	Agree	94	23,5		
	Neutral	116	29,0		
	Disagree	100	25,0		
	Strongly Disagree	58	14,5		
14. Public people have had benefit from the the facilities constructed for winter games.	Strongly Agree	64	16,0	2,59	Agree
	Agree	170	42,5		
	Neutral	67	16,8		
	Disagree	63	15,8		
	Strongly Disagree	36	9,0		
15. Winter games encouraged public people to participate in cultural and social activities.	Strongly Agree	82	20,5	2,37	Agree
	Agree	170	42,5		
	Neutral	83	20,8		
	Disagree	47	11,8		
	Strongly Disagree	18	4,5		
16. Winter games provided an interaction between the tourists and public people.	Strongly Agree	50	12,5	2,73	Neutral
	Agree	155	38,8		
	Neutral	83	20,8		
	Disagree	76	19,0		
	Strongly Disagree	36	9,0		
17. Winter games provided us a better understanding for the culture and life style of the tourists coming from different regions and countries.	Strongly Agree	48	12,0	2,72	Neutral
	Agree	150	37,5		
	Neutral	101	25,3		
	Disagree	69	17,3		
	Strongly Disagree	32	8,0		
18. Winter games left a positive impression on our cultural identity.	Strongly Agree	51	12,8	2,67	Neutral
	Agree	153	38,3		
	Neutral	103	25,8		
	Disagree	64	16,0		
	Strongly Disagree	29	7,2		

For the article “11. The construction and recovery of public touristic facilities did not cause a waste of tax.”, 6.5 % of the participants responded “Strongly agree”,

24.3 % “Agree”, 26.5 % “Neutral”, 27.0 % “Disagree” and 15.8 % “Strongly Disagree”. The arithmetic average of the responses for the “11. The construction and recovery of public touristic facilities did not cause a waste of tax.” is on the side of “Neutral”.

For the article “12. Winter Games did not cause a social deterioration in our city.”, 19.0 % of the participants responded “Strongly agree”, 39.8 % “Agree”, 21.0 % “Neutral”, 13.8 % “Disagree” and 6.5 % “Strongly Disagree”. The arithmetic average of the responses for the article “12. Winter Games did not cause a social deterioration in our city.” is on the side of “Agree”.

For the article “13. Winter games decreased the rate of the crime in our city.”, 8.0 % of the participants responded “Strongly agree”, 23.5 % “Agree”, 29.0 % “Neutral”, 25.0 % “Disagree” and 14.5 % “Strongly Disagree”. The arithmetic average of the responses for the article “13. Winter games decreased the rate of the crime in our city.” is on the side of “Neutral”.

For the article “14. Public people have had benefit from the the facilities constructed for winter games.”, 16.0 % of the participants responded “Strongly agree”, 42.5 % “Agree”, 16.8 % “Neutral”, 15.8 % “Disagree” and 9.0 % “Strongly Disagree”. The arithmetic average of the responses for the article “14. Public people have had benefit from the the facilities constructed for winter games.” is on the side of “Agree”.

For the article “15. Winter games encouraged public people to participate in cultural and social activities.”, 20.5 % of the participants responded “Strongly agree”, 42.5 % “Agree”, 20.8 % “Neutral”, 11.8 % “Disagree” and 4.5 % “Strongly Disagree”. The arithmetic average of the responses for the article “15. Winter games encouraged public people to participate in cultural and social activities.” is on the side of “Agree”.

For the article “16. Winter games provided an interaction between the tourists and public people.”, 12.5 % of the participants responded “Strongly agree”, 38.8 % “Agree”, 20.8 % “Neutral”, 19.0 % “Disagree” and 9.0 % “Strongly Disagree”. The arithmetic average of the responses for the article “16. Winter games provided an interaction between the tourists and public people.” is on the side of “Neutral”.

For the article “17. Winter games provided us a better understanding for the culture and life style of the tourists coming from different regions and countries.”, 12.0 % of the participants responded “Strongly agree”, 37.5 % “Agree”, 25.3 % “Neutral”, 17.3 % “Disagree” and 8.0 % “Strongly Disagree”. The arithmetic average of the responses for the article “17. Winter games provided us a better understanding for the culture and life style of the tourists coming from different regions and countries.” is on the side of “Neutral”.

For the article “18. Winter games left a positive impression on our cultural identity.”, 12.8 % of the participants responded “Strongly agree”, 38.3 % “Agree”, 25.8 % “Neutral”, 16.0 % “Disagree” and 7.2 % “Strongly Disagree”. The arithmetic average of the responses for the article “18. Winter games left a positive impression on our cultural identity.” is on the side of “Neutral”.

For the article “19. Winter Games contributed to the variety of our cultural activities (javelin, folk dance etc.).”, 12.3 % of the participants responded “Strongly agree”, 34.0 % “Agree”, 24.0 % “Neutral”, 20.8 % “Disagree” and 9.0 % “Strongly Disagree”. The arithmetic average of the responses for the article “19. Winter Games contributed to the variety of our cultural activities (javelin, folk dance etc.)” is on the side of “Neutral”.

For the article “20. I support the constitution of the centre of attraction for the tourists of winter games (ski, camp, garden etc.).”, 37.0 % of the participants responded “Strongly agree”, 43.0 % “Agree”, 10.3 % “Neutral”, 5.3 % “Disagree” and 4.5 % “Strongly Disagree”. The arithmetic average of the responses for the article “20. I support the constitution of the centre of attraction for the tourists of winter games (ski, camp, garden etc.)” is on the side of “Agree”.

For the article “21. I support the centre of attraction based upon culture and history. (Museum, Country House, Historical Street ...)”, 38.8 % of the participants responded “Strongly agree”, 41.0 % “Agree”, 11.8 % “Neutral”, 4.5 % “Disagree” and 4.0 % “Strongly Disagree”. The arithmetic average of the responses for the article “21. I support the centre of attraction based upon culture and history. (Museum, Country House, Historical Street ...)” is on the side of “Neutral”.

For the article “22. I support the activities and outdoors. (Gallery, Sport Organization, Congress)”, 39.3 % of the participants responded “Strongly agree”, 43.5 % “Agree”, 6.5 % “Neutral”, 5.0 % “Disagree” and 5.0 % “Strongly Disagree”. The arithmetic average of the responses for the article “22. I support the activities and outdoors. (Gallery, Sport Organization, Congress)” is on the side of “Agree”.

For the article “23. I support the development in Accommodation Services and other services. (Hotel, Travel Agency, Souvenir Shop)”, 41.5 % of the participants responded “Strongly agree”, 39.8 % “Agree”, 9.5 % “Neutral”, 5.3 % “Disagree” and 4.0 % “Strongly Disagree”. The arithmetic average of the responses for the article “23. I support the development in Accommodation Services and other services. (Hotel, Travel Agency, Souvenir Shop)” is on the side of “Agree”.

For the article “24. All the facilities for Winter Olympics are available in our city.”, 14.8 % of the participants responded “Strongly agree”, 31.3 % “Agree”, 24.3 % “Neutral”, 21.8 % “Disagree” and 8.0 % “Strongly Disagree”. The arithmetic average of the responses for the article “24. All the facilities for Winter Olympics are available in our city.” is on the side of “Neutral”.

For the article, “25. Our city is an enough safe one for Winter Olympics.”, 32.3 % of the participants responded “Strongly agree”, 38.0 % “Agree”, 15.5 % “Neutral”, 9.0 % “Disagree” and 5.3 % “Strongly Disagree”. The arithmetic average of the responses for the article “25. Our city is an enough safe one for Winter Olympics.” is on the side of “Agree”.

For the article “26. The athletes and the trainers are ready for Winter Olympics.”, 11.5 % of the participants responded “Strongly agree”, 23.3 % “Agree”, 32.5 % “Neutral”, 23.3 % “Disagree” and 9.5 % “Strongly Disagree”. The arithmetic average of the responses for the article “. The athletes and the trainers are ready for Winter Olympics.” is on the side of “Neutral”.

For the article “27. The Unions are ready for Winter Olympics. (Ski, Sled, Ice Hockey, Ice Skate, Curling) ”, 12.3 % of the participants responded “Strongly agree”, 27.0 % “Agree”, 29.0 % “Neutral”, 22.8 % “Disagree” and 9.0 % “Strongly Disagree”. The arithmetic average of the responses for the article “27. The Unions are ready for Winter Olympics. (Ski, Sled, Ice Hockey, Ice Skate, Curling).” Is on the side of “Neutral”.

For the article “28. The administrators of the province have had enough experiences by previous organizations. ”, 16.0 % of the participants responded “Strongly agree”, 41.8 % “Agree”, 21.8 % “Neutral”, 10.3 % “Disagree” and 10.3 % “Strongly Disagree”. The arithmetic average of the responses for the article “28. The administrators of the province have had enough experiences by previous organizations. ” Is on the side of “Agree”.

For the article “29. If the candidanship comes true, the preparation of Olympics will be completed as quickly as possible. ”, 15.8 % of the participants responded “Strongly agree”, 40.3 % “Agree”, 27.0 % “Neutral”, 12.3 % “Disagree” and 4.8 % “Strongly Disagree”. The arithmetic average of the responses for the article “29. If the candidanship comes true, the preparation of Olympics will be completed as quickly as possible. ” Is on the side of “Agree”.

For the article “30. The government provides enough support for Winter Olympics. ”, 29.8 % of the participants responded “Strongly agree”, 41.3 % “Agree”, 19.0 % “Neutral”, 5.0 % “Disagree” and 5.0 % “Strongly Disagree”. The arithmetic average of the responses for the article “30. The government provides enough support for Winter Olympics. ” Is on the side of “Agree”.

For the article “31. Local governments are ready for the candidanship of Winter Olympics. ”, 15.8 % of the participants responded “Strongly agree”, 30.0 % “Agree”, 28.5 % “Neutral”, 15.0 % “Disagree” and 10.8 % “Strongly Disagree”. The arithmetic average of the responses for the article “31. Local governments are ready for the candidanship of Winter Olympics. ” Is on the side of “Neutral”.

6.2. Findings about the Comparisons of the Participants According to their Qualities

Chi-square analysis was applied to find out whether there is a difference among the responses given by the participants for the range of their ages or not, and findings are in Table 5.

Table 5: Findings about the Comparisons of the Participants According to their Qualities

Winter games mostly increased our life standards.	45,138	,000
Winter games decreased the price of goods and services in our city.	32,266	,009
Winter Games provided an economic benefit for public people and small-scale enterprise.	33,902	,006
The revenue from Winter Games is more significant than the other industrial one for local government.	34,065	,005
Winter games affected our traditional culture in a positive way.	53,889	,000
The recovery of public touristic facilities did not cause a waste of tax.	27,731	,034
Winter games decreased the rate of the crime in our city.	30,037	,018
Winter games provided us a better understanding for the culture and life style of the tourists coming from different regions and countries.	29,675	,020
I support the constitution of the centre of attraction for the tourists. (Ski, campsite, garden, climbing etc.)	35,806	,003
I support the centre of attraction based upon culture and history. (Museum, palace, country house, historical street etc.)	63,155	,000
I support the activities and outdoors. (Social rest establishment, gallery, sport activity, business/general activity etc.)	38,902	,001
I support the development in services. (Hotel, travel agency, restaurant, entertainment centre, souvenir shop etc.)	38,535	,001
All the facilities for Winter Olympics are available in our city.	59,793	,000
The athletes and the trainers are ready for Winter Olympics.	40,798	,001
The Unions are ready for Winter Olympics. (Ski, Sled, Ice Hockey, Ice Skate, Curling etc.)	39,879	,001
Local governments are ready for the candidateship of Winter Olympics.	26,628	,046

With regard to the groups of age the participants, there can be seen a difference among the responses that they provided for the article "4. Winter games mostly increased our life standards." ($x^2=45,138$ $p=, 000$).

With regard to the groups of age the participants, there can be seen a difference among the responses that they provided for the article "5. Winter games decreased the price of goods and services in our city." ($x^2=32,226$ $p=, 009$).

With regard to the groups of age the participants, there can be seen a difference among the responses that they provided for the article "6. Winter Games provided an economic benefit for public people and small scale enterprise." ($x^2=33,902$ $p=, 006$).

With regard to the groups of age the participants, there can be seen a difference among the responses that they provided for the article "7. The revenue from Winter Games is more significant than the other industrial one for local government." ($x^2=34,065$ $p=, 005$).

With regard to the groups of age the participants, there can be seen a difference among the responses that they provided for the article "10. Winter games affected our traditional culture in a positive way." ($x^2=53,889$ $p=, 000$).

With regard to the groups of age the participants, there can be seen a difference among the responses that they provided for the article "11. The recovery of public touristic facilities did not cause a waste of tax." ($\chi^2=27,731$ $p=, 034$).

With regard to the groups of age the participants, there can be seen a difference among the responses that they provided for the article "13. Winter games decreased the rate of the crime in our city." ($\chi^2=30,037$ $p=, 018$).

With regard to the groups of age the participants, there can be seen a difference among the responses that they provided for the article "20. Support the constitution of the centre of attraction for the tourists. (Ski, campsite, garden, climbing etc.)" ($\chi^2=35,806$ $p=, 003$).

With regard to the groups of age the participants, there can be seen a difference among the responses that they provided for the article "21. I support the centre of attraction based upon culture and history. (Museum, palace, country house, historical street etc.)" ($\chi^2=63,155$ $p=, 000$).

With regard to the groups of age the participants, there can be seen a difference among the responses that they provided for the article "27. The Unions are ready for Winter Olympics. (Ski, Sled, Ice Hockey, Ice Skate, Curling etc.)" ($\chi^2=39,879$ $p=, 001$).

With regard to the groups of age the participants, there can be seen a difference among the responses that they provided for the article "31. Local governments are ready for the candidateship of Winter Olympics." ($\chi^2=26,628$ $p=, 046$).

7. Conclusion

When the result of the analysis is evaluated, we can state that public people living in the given-districts have acted quite positive attitudes about the benefits 2011 World Universiade Winter Games provided for where they live in. As for they are looking like hopeless for EYOF that will be organized in 2017, it can be seen that they are hopeful for the process of the candidateship of Winter Games. Also it can be seen that younger generation have acted positive attitudes in the light of responses. However, older generation have a negative idea about the candidateship of Olympics. Most of the participants agree that the city and the local governments are ready for that process in terms of dynamics and facilities of the city. As a result, Erzurum has a potential to be turned into a centre of winter sports through sufficient investment and the support of public people.

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