

Extract of the Master thesis:

“Influences of international sporting events on the image of  
tourist destinations – the FIFA World Cup 2006™ in Germany  
and the city of Hanover”

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## 4 Survey

The survey provided a major part of this dissertation. Therefore it is necessary to have a closer look at the content and structure of the questionnaire (section 4.1) and the size and structure of the sample of participants which have been conducted (section 4.2) before the findings of the survey are discussed in section 4.3.

As mentioned earlier, the questionnaire was accessible online on the following webpage <http://www.boron-solutions.de> for 80 days from 11<sup>th</sup> of June until 29<sup>th</sup> of August. The following screenshots, taken when scrolling down the main page, show how this looked. Clicking on the corresponding icon on the main page, the questionnaire in the specific language would open in a separate window:<sup>1</sup>

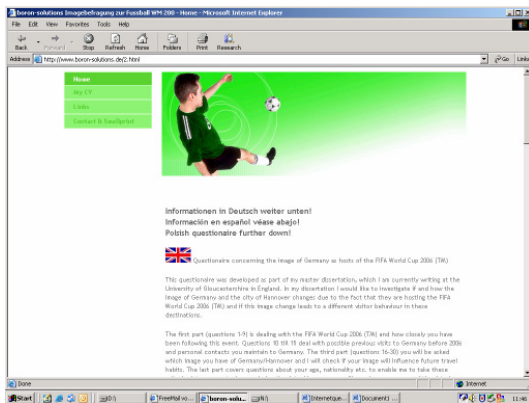


Figure 4.1: Screenshot - English information



Figure 4.2: Screenshot - German information

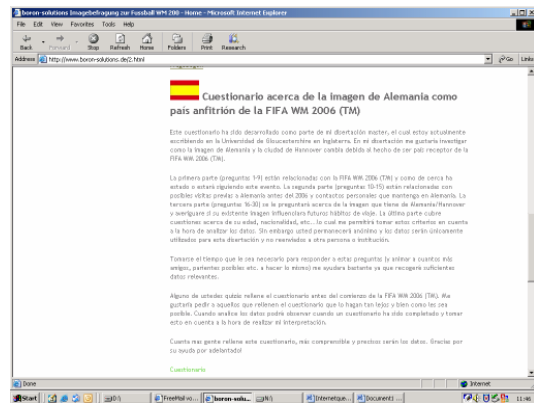


Figure 4.3: Screenshot - Spanish information

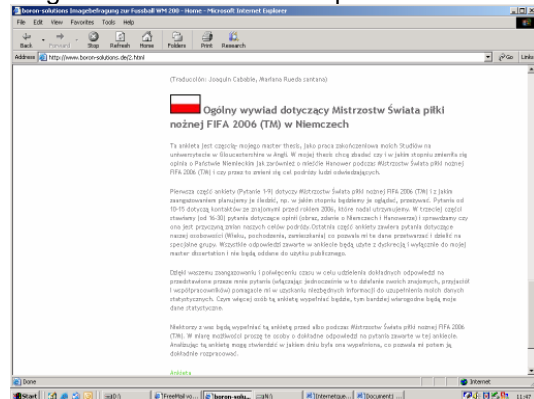


Figure 4.4: Screenshot - Polish information

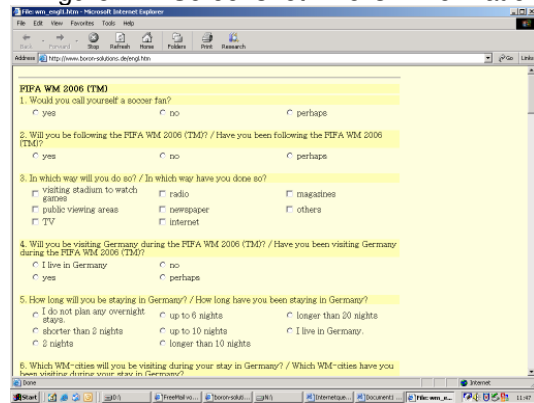


Figure 4.5: Screenshot - Questionnaire

When collecting the data it was particularly important to follow Holloway's (2004:72) principles of **ethics in research**:

- *The right to free and informed choice*, e.g. participants of the survey knew that its purpose was the generation of data for this thesis, so did those people in chat rooms giving their opinions on the topic;



- A link from the homepage of the author's former high school to the questionnaire.<sup>v</sup>
- Pointing out the webpage and survey when visiting relevant chat rooms and forums.<sup>vi</sup>

To control how participants got to know about the survey the last question was added to the survey, enquiring how the participant had heard about it. While the majority of people found out about the survey through friends (237 people), the others came from various backgrounds:

- 59 people through either the University of Gloucestershire or the International School of Management,
- 42 people through the webpage of the author's former high school,
- 19 people through posts placed in [www.facebook.com](http://www.facebook.com),
- 13 people came over the link from the FIFA World Cup 2006™ homepage of Hanover,
- 11 people through a post placed in the forum [www.rec.sport.soccer](http://www.rec.sport.soccer),
- 10 people through posts placed in various other chats and forums,
- 9 people through a post placed in the World Cup group on [www.openBC.com](http://www.openBC.com),
- 3 people via search engines,
- 6 people did not specify how they got to know about the survey.

This led to a rather young group of participants as, firstly, the internet was used which is more likely to be frequented by younger users, and secondly, the fact that 58% were told by friends of the author creating a snowball effect when telling their friends and family. The **age** of participants varies from the youngest being only 12 to the oldest being 81, with an average age of 26.5 years. Furthermore, the participants were asked about their **gender**, 56% of the participants were female and 44% male. Most of the participants lived in Germany (78%), 7% lived in England and the other participants were **residents** of one of the following countries:

- 24 USA
- 7 Netherlands

- 5 Australia
- 4 Switzerland
- 2 in each of the following countries: Brazil, France, Japan, and Russia
- 1 in each of the following countries: Austria, Canada, Finland, Italy, Malta, Poland, Romania, Scotland, Singapore, Slovenia, Spain, and Trinidad & Tobago<sup>vii</sup>

Related to this the participants came from a variety of **nationalities**:

- 330 Germans
- 12 English
- 10 American
- 7 Dutch
- 4 Swedish
- 4 Russian
- 3 French
- 3 Polish
- 2 of each the following nationalities: Austrian, Brazilian, Canadian, Chinese, Czech, Italian, Japanese, Norwegian, Scottish and Swiss
- 1 of each the following nationalities: Australian, Bulgarian, Filipino, Finish, Maltese, Northern Irish, Portuguese, Romanian, Singaporean, Slovenian, South African, Spanish, Sri Lankan, Trinidadian, and Zimbabwean<sup>viii</sup>

## 4.3 Findings

The analysis of the data was done with the program SPSS 14.0. The following five subsections describe what has been found out through the questions posed in the different parts of the questionnaire (as described in 4.1, p.26f.). References will be made to the frequency of answers, as well as combining specific questions e.g. using cross tabs to get a more detailed insight and to deepen the results especially in relation to the five research questions set out in the introduction of the dissertation.

### 4.3.1 Visits to Germany during the FIFA World Cup 2006™

Even though only about 55% of the participants in the survey called themselves soccer fans 90% said they had been following the World Cup. This shows the huge impact the games had on people

and that even a large part of those which do not think of themselves as soccer fans or those who believe they have a neutral attitude towards the sport had been following this international sporting event. Clearly it shows that such an event has the ability to reach many people. Another very interesting finding is that only 13% (=50 people) of the sample had the chance to watch a game live, which also corresponds to the very low figure of 0.64 tickets on average per participant. In return this raises the significance of television coverage of the games which enabled people to watch the games. Furthermore it explains the success of the public viewing areas (61% percent of the participants in the survey visited the public viewing areas<sup>ix</sup>) as they offered the possibility to watch the games for free together with thousands of other fans, which created an atmosphere more similar to a stadium visit than ever possible when watching the games in front of the own TV. While a large percentage of the sample lived in Germany and therefore was more likely to watch a game either in the stadium or in one of the public viewing areas, just under 20% of participants not living in Germany (20% of 91) were visiting Germany during the World Cup. Hamburg, Berlin, Dortmund and Cologne seemed to be the most popular cities with visitors during the World Cup.<sup>x</sup> Among the participants living abroad Berlin, Cologne and Munich have been the cities with the most mentions for visits. These findings has to be seen with caution though as just over two third of the participants living abroad have been answering this (only 68 datasets on that matter). For the tourism industry not only the number of visitors is interesting, but also the time and related to that the amount of money they spent in a city is relevant. 73% (=46 mentions) of the visiting participants said they did not stay overnight in Germany during the World Cup, 8% (=5 mentions) stayed 'less than 2 nights', 10% (=6 mentions) stayed 'up to 6 nights', 5% (3 mentions) stayed 'longer than 20 nights' and about 2% (=1 mention) stayed each '2 nights', 'up to 10 nights' and 'longer than 10 nights' in Germany. However, the data collected does not justify claiming that there is a preferred

length of stay neither overall the cities nor in a specific city.

#### **4.3.2 Previous visits and contacts to Germany**

65% of the participants from abroad stated they had visited Germany before, which is a positively high figure. Only 55% of the participants (excluding those living in Hanover) had been visiting the city before; considering this still incorporates people living in Germany, the figure seems not very high any more, which maybe indicates that Hanover is not such a popular and/or well known destination for younger people – the sample group of the survey. Nearly a third of those participants from abroad who had visited Germany before had also been visiting Hanover during their former trips. This raises the question if Hanover is perceived as more interesting by visitors from outside the country than from people within Germany. Unfortunately the sample size is not big enough to answer this adequately. 75% of participants from abroad who have been visiting Germany before also have contacts in Germany (e.g. family, friends etc.). This could mean two things: Firstly, people with contacts to Germany are more likely to visit the country, or secondly, people who have been visiting Germany before have now contacts to people living in the country. The survey was not created to answer this interesting question and therefore it remains unanswered. Asking for the nature of contacts participants have to Germany the options "friends" (33 mentions) and "family" (20 mentions) clearly outweighed business contacts. Keeping in mind the young age of most participants this result is not surprising.

#### **4.3.3 Image prior to the FIFA World Cup 2006™ and image changes**

Instead of undertaking a pre-study, as in the surveys on behalf of the German Tourism Board (section 6.2, p.50f.), the third section of the questionnaire in the survey for this thesis was created to assess which image people had of **Germany** and Hanover **prior to the World Cup**.<sup>xi</sup> This was done to be able to show possible influences on those images

due to the World Cup later on. The participants were asked if they thought Germany and Hanover were modern, lively, open, traditional, clean, concise, diverse, dynamic and friendly places. Answer options ranged from "I totally agree" (=1) to "I do not agree at all" (=5). Overall it can be said, that Germany got ranked quite well, which shows that it has a good image already as Figure 4.1 indicates.

The biggest variation between the way Germany and its people are perceived by the outside, and how they see their country and themselves can be seen for the characteristics 'traditional', 'clean', 'diversified' and 'dynamic'. On those issues where participants from abroad do agree less than those living in Germany (e.g. lively, open, diversified) one could think about emphasising these aspects in marketing to fully show the potential to visitors. Overall however, the external and internal images are very close to each other and one could assume therefore that they are very close to reality.

**61%** of the participants in the survey said their **image of Germany had changed** due to the FIFA World Cup 2006™. This shows clearly that such an international sporting event has an influence on the image people have of the host country. Furthermore the survey showed that the image change was **positive** for **64%** of the participants and only 2% claimed their image of Germany changed in a negative way while the rest did not experience an image change (35%).<sup>xii</sup> Table 4.2 summarises among which groups image changes have occurred. The influence of the sporting event seems to be highest among the foreign visitors: 72% of them say their image changed. It is imperative to keep in mind that this and the following figures only say that an image change has occurred but does not say whether it has been positive or negative. Of the people living in Germany 65% said that their image of Germany had changed. In this context it is interesting to see, that out of those 70 participants from abroad which did not have the chance to visit Germany only 40% said their image changed. Table 4.3 mirrors how the image of Germany

changed. It seems that those people who did not experience the event in the host country are less likely to have an image change. This can be explained by the fact that they neither experience any contact with the host nation nor get much information about the country either, as the news related to the World Cup were mainly dealing with the sport side of events. The finding that less people living in Germany had an image change than visitors from abroad might very well be explained with the fact that residents have had a clear and more realistic image of the country in the first place, as they experience it on a day to day basis. Table 4.3 shows clearly that negative image changes are possible, but that they are very minor compared with the positive image changes and the cases where the image did not change. For the groups of people who had been in Germany during the FIFA World Cup 2006™ the positive image change outweighed the negative image change. Keeping in mind that Germany's image prior to the FIFA World Cup 2006™ has already been very positive (see Table 4.1, p.32) the finding of the survey that such a high percentage of people had experienced a positive image change is a great result for Germany.

As reason for the image change 'personal experience' was named most frequently (209 mentions), followed by 'media' (178 mentions) and 'experiences of friends' (105 mentions).

The **image of Hanover prior to the World Cup** has also been quite positive, as Table 4.4 shows. Similar to the above case of Germany the ranking of the different groups is slightly different but again not hugely, with the Hanoverians giving (with the exception of the characteristic 'traditional') the highest ranks. If the Hanoverians see their city and its facilities and potentials realistically, there is potential e.g. positive aspect outsiders do not see yet, thus there is the possibility to improve others people's image. For five out of the nine characteristics participants from Germany award higher ranks than participants who live abroad and are therefore closer to the ranking of the Hanoverians. This could be as they may not know as much about the

city as the Hanoverians but more than people from abroad. Comparing the ranking of characteristics of Germany and Hanover, Germany has gotten slightly higher scores than Hanover. The reason for that remains unclear, as it was not part of the survey.

While table 4.4 illustrated Hanover's image previous to the World Cup, table 4.5 shows if the participants' image of Hanover changed due to the FIFA World Cup 2006™. Similar to Germany the **image change occurred also for Hanover, but to a much lower degree** for example the case that no image change occurred was higher in all groups. Furthermore quite high numbers of people were not sure if their image of Hanover changed due to the sporting event. The figures for the group of foreign people visiting Germany (=11 participants) and especially the ones for the group of foreign participants who visited Hanover (=2 participants) have to be viewed very critically as they cannot be representative due to the small number of people in those two groups.

While these figures only reflected if an image change had been happened, Figure 4.6 shows how the image of different groups changed. If image change had happened it was largely positive only a few cases of negative changes could be measured. However, as the findings presented in table 4.5 already suggested the majority of people did not experience an image change due to the event. The image change for Hanover among people living in Germany was higher for those participants who had actually been spending time during the World Cup in Hanover, either as visitors or as residents, while those who live elsewhere in Germany and did not visit Hanover had only a very minor positive image change, most likely due to the fact, that their attention has been more focused on one of the other cities. The positive image change of the people living in Germany seems even slightly higher than that of those participants living outside Germany. The fact that the foreign visitors who did stay in Hanover during the World Cup did not experience a positive image change is most likely due to the small number of

people in that group (=2 participants) and not representative for the rest of the foreign visitors in Hanover. Similar to the reasons for the image change of Germany the reasons for the image change of Hanover are mainly due to 'personal experiences' made in the city (77 mentions), followed by 'others'<sup>xiii</sup> (64 mentions), 'media coverage' (42 mentions) and 'experiences of friends' (26 mentions) mentioned as reasons for the change.

#### 4.3.4 „A time to make friends“

As discussed above the participants mentioned that the personal experience made during the sporting event were the main factors which had influenced the image change. "A time to make friends" has been the official English claim used to promote the games in Germany, the German counterpart meant literally translated "The world visiting their friends"<sup>xiv</sup>. If this claim has been fulfilled that would mean, that the visitors must have had positive experiences (in Germany) which thus would have influenced the image change. So, was this claim fulfilled? Did guests feel welcome as if they were visiting friends? Did the German participants feel they had fulfilled this claim? Question 26 asked the participants if they thought Germany had reached its goal in welcoming the visitors in their country. Overall 84% of the participants agreed, only 1% disagreed and 15% were unsure if the claim had been fulfilled. The feedback is shown in Table 4.7.

Positive feedback came also through in the statements made by participants sharing their **most positive experiences**. Of the participants who visited Germany during the FIFA World Cup 2006™ 13% said they did not have a positive experience, while the other 87% had a great time according to their statements made in this semi-open question. Arranging those statements in groups, the following issues were named:<sup>xv</sup>

- 30x Celebrations and great atmosphere in general
- 26x Peaceful games, all fans celebrating together
- 26x Fan parties and public viewing

- 22x Meet people from different cultures and learn about them
- 16x Watch games live
- 15x Friendly hosts, welcoming their guests
- 15x Sportive successes of ones team
- 13x Positive German patriotism
- 12x feeling of togetherness

Following this questions, the participants were also asked about the **most negative aspect**, 69% of the participants claimed they did not have a negative experience. As 13% had claimed they did not have a positive experience; this leaves 18% of the participants who had positive experiences as well as negative ones. Looking at this it becomes obvious that the positive experiences have outweighed and outnumbered the negative experiences. During the analysis it was also obvious that less people specified their negative experiences in comparison to those people who specified their positive experiences. When grouping the answers, it became apparent, that the lack of sportive success of the participants' team was seen as quite negative; however, this issue does not reflect on the image of the hosts. The following issues could be grouped:<sup>xvi</sup>

- 23 lack of sportive success
- 15 hooligans, racism, violence
- 9 crowding, waiting time, pollution (litter, lack of toilets)
- 9 public transport, traffic congestion
- 10 FIFA regulations
- 6 drunkenness/alcohol consume
- 3 rudeness towards guests/spectators
- 2 German patriotism (e.g. flags)

#### 4.3.5 Future travel plans

For the tourism industry, especially the destination and local tourist facilities the question if people plan a visit after the World Cup is maybe even more interesting than if (positive) image change has occurred. The following section explores what the future travel plans of the participants in this survey are and if they are in some way related to the image change that occurred. 81% of the participants said they plan to visit

Germany or to travel within Germany, 10% do not plan any trips to Germany at the moment and about 9% are unsure if they will pick Germany as their travel destination. The result for the foreign visitors who have been in Germany are even better, 94% of them want to return for another visit to Germany, and an amazing 75% of the participants from abroad who have not been visiting during the World Cup consider a visit to Germany, too (see Table 4.8).

The figures for Hanover are lower, but one has to remember that Hanover is not the number one tourist destination in Germany. 40% of the participants in the survey plan a visit to Hanover and at least 34% are not sure yet if they should pay Hanover a visit or not. However, it has to be kept in mind that this also includes all those participants living in Hanover. Excluding Hanoverians 35% of the participants' resident in Germany plan a trip in Hanover, a further 35% are unsure yet if they will include Hanover in future travel plans. Table 4.9 summarises these findings and also shows the figures for participants from abroad. The collected data suggested that if a positive image change occurred the people are most likely to visit (again). Whereas the reverse assumption can not be confirmed, it seems that a more negative image does not necessarily mean that the people do not pick the country as a destination any more. But this is most likely due to the fact, that there are only 4 people in the sample that stated they did have a negative image change of Germany and thus this finding can not be considered as particularly representative. Table 4.10 summarises the findings.

Asking what kind of visit a trip to Germany might most likely be visits to friends, family and relatives were mentioned most (189 mentions), followed by 'holidaying' (112 mentions).<sup>xvii</sup> This finding is interesting as it shows that quite a considerable amount of future visitors might even be staying in free private accommodation rather than using hotels. Of course they are still using leisure and tourist facilities, but this would mean that those visitors bring less money into the country as they do not need to pay

for accommodation. Further more it makes it harder to distinguish them from locals or day trippers within Germany who use those facilities and it would mean that those tourists do not appear in the official German overnight statistics. For those who plan to visit Germany the length of stay varies from a short weekend to stays longer than 10 days as Table 4.11 shows; there does not seem to be a preferred length of stay:

Part six of the questionnaire consisted of questions establishing personal information like age, gender, nationality, residency to understand better who the participants of the survey were. The analysis of these questions has already been presented in section 4.2 to put the answers of the participants in relation to the sample.

## 8 Conclusion

This chapter takes the results of the online survey conducted for this thesis, the findings of the AIESEC survey and the survey of the German Tourism Board into account to answer the five research questions set out in chapter one. Differences and similarities between the surveys and their results will also be discussed, where relevant.

**Does image change happen due to international (sporting) events?** The survey undertaken for this thesis shows clearly, that image change for the host country as well as the host city happen due to international sporting events like the FIFA World Cup 2006™. However the image changes for Germany are greater than for the city of Hanover. The findings furthermore suggest that the image change is highest for those people who do not live in the host country but had the chance to visit it during the event (see Table 4.2, p.33). Interestingly the group with the highest image change for the city of Hanover were the Hanoverians themselves. The AIESEC study does not give any answers to this research question as the aim of the study was to capture the image people had and the experiences they made during the FIFA World Cup 2006™. The findings of the DZT follow-up

study clearly state that there has been a positive image change due to the FIFA World Cup 2006™ (DZT, 2006C:3). However, it is important to keep in mind that the participants of the DZT follow-up study consisted only of visitors of the World Cup; therefore it is impossible to make any statements on possible image changes of people who did not have the chance to visit Germany during the World Cup. The combination of all the findings clearly suggest that image change happens due to international (sporting) events and the answer to the first research question is undoubtedly 'yes - image change happens. The second research question is closely related to this and asks:

**If image change happens, is it positive or negative?** The image change for Germany due to the FIFA World Cup 2006™ has been largely positive, ranging from 40% of the foreign participants who could not visit Germany during the World Cup to 77% of foreign participants who have been in the host country for the event. Hardly any negative image changes were measured for the host country (see Table 4.3, p.33). The same is true for the image change which had occurred for Hanover, hardly any negative image changes could be measured (see Table 4.6, p.35). However, one has to stress that the percentage of participants whose image of Hanover did not change was larger than the respective percentage of participants for the host country. Eventhough the AIESEC survey did not measure image change it clearly points out that visitors of the FIFA World Cup 2006™ had a positive image of the country and the host cities they were visiting. Thus the survey does not give any insight if the image the visitors had was already very positive or if it had become positive as a result of their visit. The result however is the same, visitors have a positive image of Germany and the host cities which they take home where they will inevitably share their positive holiday experiences with friends and family. While nearly every second participant in the DZT pre-study stated that he or she thought Germans are friendly towards tourist and open minded (IHK, 2006: online), a positive image change could be observed due to positive experiences made in

Germany during the FIFA World Cup 2006. In the follow-up study 91% of the participants claimed they felt welcome in Germany (DZT, 2006C:1). Looking at this result it is important to keep in mind that the participants of the second DZT study were all visitors and maybe had become a more favourable image due to their visit, but that this does not say that all people (including those who did not have the chance to visit and collect first hand experiences) had such a positive image change. As the findings associated to the fourth research questions reveal (mainly relying on the survey undertaken for this thesis) there is a difference between those people who visited Germany during the World Cup and those who did not.

Christian Wulff, one of the leading politicians from Lower Saxony stated that the "image of Germany in the world and the mood in the country had improved" as a result of the sporting event and the events related to it. Many other political figures in Germany backed up his opinion voicing that Germans finally seem to be proud of themselves and their country, hoping that this joy and this experienced ease would survive every day life (Urschel, 2006B:3). Visitors from all over the world clearly enjoyed their stay and collected very positive experiences - often even more positive than anticipated - as the following comments show (HAZ WM Journal, 2006A:14):

- "really great organisation"
- "extraordinary welcoming towards visitors"
- "very anxious to deliver good security and a varied program"
- "did not believe Germans to be capable of so much cheerfulness"
- "very thorough and organised"
- "amazing atmosphere created by the Germans"

The Germans did not only surprise their visitors, but themselves as well. The WM-Journal asked Hanoverians what had changed for them due to the World Cup 2006; the following are just an excerpt of the answers (HAZ WM-Journal, 2006B:12):

- "The Germans can suddenly be more open towards foreign visitors."

- "The mood is more positive."
- "We showed that we can be great hosts."
- "I am happier due to the good atmosphere in the city and that will continue."

In Hanover visitors and inhabitants obviously experienced the World Cup as the most colourful event since the World Expo in 2000, some even go as far as to claim the joy and the big party the people had in Hanover during the Expo in 2000 finally reached the whole country (Wiedersheim, 2006:12). All these comments, findings and thoughts show clearly that an international event like the FIFA World Cup 2006™ can influence the image of a place positively.

**Does the image change seem to be the same for Germany and the city of Hanover or are there (significant) differences?** As already pointed out when answering the first two research questions, as well as in section 4.3.3 (p.35f.), the image changes for Germany and Hanover do not seem to be of the same extent. It seems that Germany has profited to a larger extend than Hanover from the event as the percentage of people whose image of Germany has been influenced is higher than the respective percentage for Hanover. It would be interesting to know if this is only the case for Hanover or if this is the case for all the host cities. It would also be interesting to know why this is the case? Is it due to the fact that the events in the host cities were fairly similar (e.g. all had public viewing areas) and thus could not be distinguished very well from each other? Maybe, where it was not possible to distinguish positive experiences the positive image was ascribed to Germany rather than to an individual city? However, this a question for further exploration in an individual piece of research. Again, as the AIESEC study did not have the same aim as the survey conducted for this thesis, there are no clues in its findings to answer this research question. Nonetheless the study shows that there are small differences in how the twelve host cities are perceived. As the cities are different in themselves it only seems natural that the images people have of them are different as well. Moreover if different cities have

different images it seems logical that Germany and the city of Hanover neither have the same image nor can they have the same image change. None of the DZT studies approaches this research question. However the DZT pre-study points out that the knowledge of the host cities varies (IHK, 2006: online), hence one could presume the image of those host cities might benefit differently. The findings show that there are significant differences in the image change for Germany and for Hanover. Why this is the case would need further exploration which exceeds the frame of this thesis.

**Are image changes related to the level of involvement and type of experience people have? For example does visiting the country hosting the event (which permits direct contact to the culture and people there) lead to greater or different image change than just following the media coverage or being resident of the host country?** The survey undertaken for this dissertation strongly suggests that the more an individual is involved in the event and the intenser the experience made during the event is the likelier is an image change. For this reason the image change of visitors to Germany has been greater than the image change of participants living abroad who did not have the chance to visit Germany during the event. This is also confirmed through the finding that personal experience was the most mentioned reason for image change, regardless of whether they are residents of Germany or another country. As the AIESEC study does not touch the topic of image change, obviously, it can not be used to answer the question if different levels of involvement e.g. visiting the games in contrast to not visiting has any influence on the image change. Additionally, this is due to the fact that the sample only consists of visitors to the World Cup and as a result does not allow comparison to non-visitors. Even though the DZT studies touch the subject of image change indirectly (as it is possible to compare the findings on that issue in the pre- and follow-up study) the image change is not pinned down to anything like the level of involvement. This is also the case as –like in the AIESEC study - the second sample only consisted

of visitors of the FIFA World Cup 2006™. It is remarked though that the positive image change measured is due to the positive experiences made in Germany (DZT, 2006C:1). The overall findings thus support Smith's (2001:134) opinion that "place images are formed from a variety of sources, most notably direct experience of the destination" as was mentioned in the theoretical part of this thesis (p.9).

**Do image changes due to international sporting events have an influence on the people's travel plans? And should such sporting events therefore be of importance in destination management?** The survey suggests that participants with a positive image change are more likely to visit the host country than those with a negative image change. Many participants of the survey pointed out, that they either plan to or may be visiting Germany; this finding goes along with the high amount of participants who have a positive image of the country. One would have to further monitor and measure people's travel behaviour and motivations in the coming months and year(s) to see if the event really has a long term effect and if people put their plans into action and really (re)visit the country. It was hoped that the DZT post-study would further shed light on this particular question, unfortunately results were not published in time to be included in this master thesis. One of the findings of the AIESEC survey is that 85% of the participants plan a return visit due to the positive image they have (gained) of Germany and the host cities. Whether those participants would have planned to visit Germany if they had not been visiting during the World Cup remains open. However the fact that 85% want to return is good news for the travel industry as these potential visitors are already interested in visiting the country and do not need as much persuasion through marketing any more. Hence one could say that this event has influenced the travel plans of those people who have been visiting Germany for the World Cup. To encourage those potential visitors even further the Hanover marketing association (HMG) for example plans - according to Hans Nolte their managing director - to further promote Hanover in those

countries who have been visiting during the World Cup using World Cup images and sending out the message "It is worth coming back!" (Balkhoff, no date: 4). The DZT is also promoting Germany as a travel destination using the positive image the world has gained throughout the World Cup, they have launched a poster campaign with the German national goal keeper and keeper of Arsenal London Jens Lehmann promoting his home country (DZT,2006E and 2006F). Tourism Marketing Niedersachsen (TMN) argues similarly and says that the World Cup has been a real boost for Lower Saxony's image as a tourist destination and that those who visited the state during the World Cup will spread the word and thus investments made for the World Cup will pay off (TMN, 2006:1f.) The DZT pre-study showed that an international sporting event does have effects on travel plans: Every second Swede was considering Germany for their 2006 travel plans; in the Netherlands about 42% did so, in France and Italy about 25% and still 11% in Brazil. The figure for Brazil is interesting, especially considering that participants of that country had the lowest share of people travelling abroad once in the last three years (only 6%) compared to 86% of the Dutch, 83% of the Swedes and still 30% of the Polish and 22% of the Japanese (DZT pre-study). These travel plans however were due to the sporting event itself rather than image change related to such an event. Furthermore, according to the DZT follow-up study 90% would recommend Germany as a travel destination. This clearly indicates a positive long term effect (RDA, 2006: online). Visitors who have had positive experiences during their stay in Germany will work as 'ambassadors' for the country on their return home, as they will share their experiences with friends and family and thereby will act as marketers.<sup>xviii</sup> This 'word of mouth propaganda' is important for the travel industry and can, one should think, also influence travel plans. Therefore hosting such an international sporting event, where visitors can collect favourable images can influence future travel behaviour – the future travel plans of the visitors who might plan a return visit and the future travel plans of those who

are associated with them or who hear about the host countries image in the media. Answering research question five, one has to say that there is certainly the possibility, that an international sporting event like the FIFA World Cup 2006™ could have an influence on future travel plans and therefore it seems to be justified to use such events as a marketing tool in destination management. It is important though not to expect miracles of such an event, as it has been pointed out earlier the image change for Hanover was much lower than the one for Germany.

Hopefully the facts and figures mentioned in this dissertation could convince the reader that international sporting events like the FIFA World Cup 2006™ in Germany have positive influences on the image of the host country and certainly did have that effect in the case of the FIFA World Cup 2006™. Millions of people in Germany as well as in the countries of the competing teams followed the sporting event and celebrated their teams success and when visiting Germany the peaceful mingling and cultural diversity as well. What will remain is the memory of the enthusiasm with which the people had been celebrating in the stadiums and the fan miles and which filled the official World Cup slogan with life (DW, 2006:online). Fans all over the world are now looking forward to the next World Cup hosted 2010 in South Africa. Thabo Mbeki from South Africa (cited in: Drechsler, 2006:3) said that the World Cup 2006 has certainly been the best one so far, but that South Africa promises even to exceed this experience. Drechsler (2006:3) also said that the continent of Africa, which has been written of by so many, can certainly do with an improvement of its image. And, who knows, according to England's Sports Minister Richard Caborn there is a very good chance that England will bid for the 2018 World Cup (Davies, 20006:48) and host this exciting international sporting event re-using some of the facilities of the 2012 Olympics due to take place in London.

## Tables

Average of characteristics	all participants	participants living abroad	participants living in Germany	difference
Modern	1.96	1.94	1.96	0.02
Lively	2.30	2.34	2.29	0.05
Open	2.55	2.63	2.54	0.09
Traditional	2.61	2.46	2.64	0.18
Clean	2.13	1.92	2.18	0.26
Concise	2.21	2.22	2.21	0.01
Diversified	2.37	2.51	2.32	0.19
Dynamic	2.56	2.48	2.59	0.11
Friendly	2.32	2.36	2.37	0.01

Table 4.1: Image of Germany prior to the FIFA World Cup 2006™

	Image change occurred:		
	Yes	No	Don't know
All participants	61%	30%	9%
Participants living in GER	65%	26%	9%
Foreign participants who visited GER during the World Cup	72%	22%	11%
Foreign participants who did not visit GER	40%	49%	9%

Table 4.2: Image change for Germany due to the FIFA World Cup 2006™

	Image ...		
	...became more positive	...became more negative	...remained the same
All participants	64%	1%	35%
Participants living in GER	68%	1%	31%
Foreign participants who visited GER during the World Cup	77%	0%	23%
Foreign participants who did not visit GER	40%	3%	57%

Table 4.3: Type of image change for Germany

Average of characteristics	all participants	participants living abroad	participants living in Germany	people living in Hanover
Modern	2.41	2.30	2.42	2.12
Lively	2.57	2.61	2.49	2.13
Open	2.89	2.65	2.57	2.37
Traditional	2.59	2.48	2.98	3.02
Clean	2.47	2.30	2.63	2.48
Concise	2.69	2.47	2.48	2.20
Diversified	2.71	2.73	2.68	2.28
Dynamic	2.41	2.63	2.73	2.55
Friendly	2.65	2.45	2.42	2.22

Table 4.4: Image of Hanover prior to the FIFA World Cup 2006™

	Image change occurred:		
	Yes	No	Don't know
All participants	19%	50%	31%
Participants living in GER	19%	51%	30%
<i>Participants living in Hanover</i>	34%	55%	11%
<i>Participants living in GER visiting H.</i>	41%	44%	15%
Foreign participants	17%	48%	35%
<i>Foreign participants who visited GER during the World Cup)</i>	10%	45%	45%
<i>Foreign participants who visited H during the World Cup</i>	0%	50%	50%
<i>Foreign participants who did not visit GER</i>	20%	47%	33%

Table 4.5: Image change for Hanover due to the FIFA World Cup 2006™

	Image ...		
	...became more positive	...became more negative	...remained the same
All participants	20%	1%	79%
Participants living in GER	21%	1%	78%
<i>Participants living in H</i>	37%	1%	62%
<i>Participants living in GER visiting H.</i>	42%	1%	57%
<i>Participants living in GER not visiting H</i>	4%	0%	96%
Foreign participants	18%	2%	80%
<i>Foreign participants who visited GER during the World Cup)</i>	18%	0%	82%
<i>Foreign participants who did not visit GER</i>	19%	0%	81%

Table 4.6: Type of image change for Hanover

	Claim fulfilled		
	yes	no	unsure
All participants	84%	1%	15%
Participants living in GER	88%	1%	11%
Foreign participants	71%	0%	29%
<i>Foreign participants who visited GER during the World Cup)</i>	89%	0%	11%
<i>Foreign participants who did not visit GER</i>	62%	1%	37%

Table 4.7: Germany fulfilled the official FIFA World Cup 2006™ claim

	...plan to visit Germany after the World Cup:		
	Yes	No	Unsure
All participants	81%	10%	9%
All participants from abroad	79%	6%	15%
<i>Participants from abroad who visited GER during the World Cup...</i>	94%	0%	6%
<i>Participants from abroad who did not visit GER...</i>	75%	4%	21%

Table 4.8: Considering Germany as travel destination

	...plan to visit Hanover after the World Cup:		
	Yes	No	Unsure
All participants	40%	26%	34%
Participants resident in GER (excluding H)	35%	30%	35%
All participants from abroad	16%	33%	51%
<i>Participants from abroad who visited GER during the World Cup...</i>	12%	41%	47%
<i>Participants from abroad who did not visit GER...</i>	14%	29%	57%

Table 4.9: Considering Hanover as travel destination

		Visit planned:		
		Yes	No	perhaps
Image became more positive	GER	88%	8%	4%
	H	77%	9%	14%
Image became more negative	GER (=4)	75%	0%	25%
	H (=1)	0%	0%	100%
Image did not change	GER	86%	15%	17%
	H	36%	28%	36%

Table 4.10: Relation between type of image change and travel plans

Length of stay	
Less than 2 nights	27%
2 nights	14%
Up to 6 nights	20%
Up to 10 nights	9%
Longer than 10 nights	30%

Table 4.11: Length of stay for planned visits to Germany

**Note: If parts of the thesis are cited and/or quoted, they need to be properly referenced. Full copyright lies with the author of the thesis.**

<sup>i</sup> A digital version of the website is saved on the CD-Rom coming together with the thesis, especially since the website has been update and does not show the same information any more.

<sup>ii</sup> The questionnaires in all four languages can also be found on the accompanying CD-Rom.

<sup>iii</sup> The „Bundeszentrale für politische Bildung“ (bpb) is a government organisation for educational purposes. Students and people engaged in education can download the free version of this statistic program to design questionnaires, put them online and use the program for basic analysis of the conducted data.

<sup>iv</sup> [http://www.hannoverwm2006.de/deutsch/fifa\\_wm2006/wm\\_stadt/wm\\_umfrageb.htm](http://www.hannoverwm2006.de/deutsch/fifa_wm2006/wm_stadt/wm_umfrageb.htm)

<sup>v</sup> Please refer to the following chapter (Figure 5.5 and figure 5.6, p.45)

<sup>vi</sup> Please refer to the following chapter for further details.

<sup>vii</sup> 5 cases were missing for this question.

<sup>viii</sup> 5 cases were missing for his question.

<sup>ix</sup> This figure was generated through question 3. Question 9 'Have you been visiting any supporting programme to the FIFA World Cup 2006™?' was posed with the public viewing areas in mind, as the author of the thesis saw them as an additional program to the World Cup. However this question must have been unclear to the participants of the survey only 32% ticked yes here, which obviously does not correspond to the 61% from question 3.

<sup>x</sup> The following numbers of participants visited those cities: Hamburg 34 visitors, Berlin 42 visitors, Dortmund 42 visitors, Cologne 40 visitors. Hannover received 128 mentions, but this is most likely related to the fact that 101 participants of the survey said they live in Hanover as well.

<sup>xi</sup> However, as some people have filled out the questionnaire during and after the World Cup it might be possible that they have been influenced by the experiences they had during that period.

<sup>xii</sup> It has to be pointed out that there is a infrequency between question 17 and 18, as 248 participants said their image changed (question 17) and than in question 18 more participants (261) claim their image of Germany has changed (positive: 256 participants, negative: 5 participants).

<sup>xiii</sup> What ‚others‘ might have been is not qualified in the answers of the survey.

<sup>xiv</sup> „Die Welt zu Gast bei Freunden“ is the official German claim/slogan.

<sup>xv</sup> All answers to this particular question can be found in a separate document on the CD accompanying the thesis.

<sup>xvi</sup> All answers to this particular question can be found in the document mentioned in footnote 28.

<sup>xvii</sup> It should be mentioned that there was a particular high number of missing datasets for this question (133 missing datasets counted by the system).

<sup>xviii</sup> As already mentioned on p.56 a broad variety of people (from politicians over to residents of Hanover, to visiting soccer squads) collected positive experiences in Germany during the FIFA World Cup 2006™.