

# ID 1690 | EXAMINING THE POTENTIAL IMPACTS OF 2017 EUROPEAN YOUTH OLYMPIC WINTER FESTIVAL (EYOWF) IN ERZURUM, TURKEY

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**ABSTRACT:** This paper examines the perception of international visitors and athletes of 2017 European Youth Olympic Winter Festival (EYOWF), which will be held in Erzurum-Turkey. EYOF is one of the top multisport events for young European athletes where they have their first Olympic experience. As a relatively new concept, the EYOFs are organized in two-year cycles as summer and winter editions. Even though EYOF bears in general ambience of Olympic, it is far smaller in size than Olympic Games from many perspectives and its effects are more limited for the host city. However, for the host cities, EYOF can still serve as a serious organizational experience and as a reference point for hosting similar events. EYOWF is a new concept for Olympic tradition and this paper discusses the potential impacts of EYOWF 2017 in Erzurum, Turkey case. Turkey is awarded both the winter and summer EYOFs. First, Trabzon hosted the 2011 Summer EYOF and then with the positive legacy of the 2011 Winter Universiade, Erzurum is selected as the host city for the 2017 EYOWF. The 13th edition of Winter EYOF will be held in Erzurum from 11 February to 18 February 2017. Approximately 1,500 young athletes from 45 European countries will compete in different sporting events. EYOWF 2017 will also attract thousands of spectators, journalists, and volunteers along with the athletes, coaches and staff members. EYOWF is not just a sporting event, but also an important event with a potential to leave significant legacies to the host city. EYOWF is a unique opportunity for Erzurum to increase the recognition of the city as a winter sport center and to leave significant legacies to the city. A successful staging of EYOWF will serve as a catalyst to activate the potential of Erzurum, especially reinforcing city image, promoting and branding Erzurum as a winter sport destination, attracting more tourists and encouraging them to stay for a longer time, and increasing local economic activities. EYOWF will also bring out the winter potential of the city with a positive impact on other alternative types of tourism, and will open other doors for Erzurum. In this sense, this paper seeks to discover; the perceptions of international visitors and athletes towards EYOWF 2017 Organization and towards the city of Erzurum; to discuss the impacts of EYOWF on Erzurum; to examine the success of EYOWF planning process; and to identify potential issue areas from the visitors' and athletes' point of view. In this paper, the data will be gathered from personal observations, primary and secondary resources, and surveys, which will be conducted on EYOWF sites in order to identify the perceptions of international visitors and athletes as well as to examine the tangible and intangible benefits of EYOWF for Erzurum. The survey form includes several items including the questions dealing with EYOWF planning, transport to the EYOWF site, accommodations, security, variety of activities, Erzurum city image and infrastructure. Although EYOWF is a new concept for Olympic tradition, it is still one of the sporting events with a potential to impact the host city in several aspects in both short and long term. The impacts of EYOWF on host cities have largely remained understudied. This study represents an initial attempt to explore the potential benefits and possible impacts of relatively less studied EYOWF on Erzurum city case and this study hopefully will lead to new studies and projects in this area.

**KEYWORDS:** European Youth Olympic Winter Festival, Erzurum, sporting event organization, event planning, winter sports, event legacy

## 1 INTRODUCTION

This paper examines the potential impacts of EYOWF -which is one of the prestigious sporting events-for Erzurum, Turkey. EYOWF is a far smaller event in size than other international sporting events such as Winter Olympic Games from many perspectives and the potential impacts of EYOWF are relatively more limited for the host city. However, EYOWF still can serve as a serious organizational experience for the host city and as a reference point for hosting similar events in the future. Within this respect, in this study: first, a brief history of both winter and summer editions of EYOF is provided; second, Erzurum's experience on organizing sporting events is examined; and finally, the potential impacts of EYOWF 2017 for Erzurum is discussed along with suggestions to increase the positive effects of the event for the city.

## 2 EYOF AT A GLANCE

EYOF is one of the top multisport events for young European athletes between the ages of 14 and 18 across Europe and more than 3,000 participants take part in the summer edition and more than 1,000 participants take part in the winter edition of the festival (EOC website). EYOF is an important stage where young European athletes have their first Olympic experience. EYOF is relatively a new concept for Olympic tradition. The EYOFs are organized in two-year cycles as summer and winter editions on behalf of the European Olympic Committees (EOC) under the patronage of the IOC (EOC website). The idea of organizing EYOF was first proposed by Jacques Rogge, the President of the European Olympic Committees (EOC) at that time and the first edition of EYOF was held in Brussels, Belgium in Summer 1991 (Lucidarme ve Maes, 2009). The first winter edition of EYOF was held in Aosta, Italy in 1993 and it has been growing since then. Several European cities hosted EYOF and Table 1 shows the list of the host cities of both summer and winter EYOFs up to this point.

Turkey is also awarded both the winter and summer EYOFs. First, Trabzon -a city on the Black Sea coast of northeastern Turkey- hosted the 2011 Summer EYOF and then Erzurum - a winter city in eastern Turkey- is awarded to host the 2017 Winter EYOF. 2017 Winter EYOF had initially been planned for Sarajevo and East Sarajevo, Bosnia and Herzegovina and EYOWF 2019 was awarded to Erzurum at the 43rd General Assembly of the European Olympic Committees (EOC) on the 21st of November 2014 in Baku. However, Sarajevo had some difficulties to get ready in time for the EYOWF 2017, while Erzurum already had the facilities in place after hosting the 2011 Winter Universiade and was ready to host the events two years earlier than originally planned (Mackay, 2015). Erzurum agreed to swap with Sarajevo to host the EYOWF 2017 and the agreement between the two city officials was officially signed at the at the 2015 General Assembly in Prague (Mackay, 2015).

YEAR	Summer EYOF	Winter EYOF
1991	Brussels (Belgium)	-
1993	Valkenswaard (Netherlands)	Aosta (Italy)
1995	Bath (Great Britain)	Andorra la Vella (Andorra)
1997	Lisbon (Portugal)	Sundsvall (Sweden)
1999	Esbjerg (Denmark)	Poprad (Slovakia)
2001	Murcia (Spain)	Vuokatti (Finland)
2003	Paris (France)	Bled (Slovenia)
2005	Lignano Sabbiadoro (Italy)	Monthey (Switzerland)
2007	Belgrade (Serbia)	Jaca (Spain)
2009	Tampere (Finland)	Szczyrk (Poland)
2011	Trabzon (Turkey)	Liberec (Czech Republic)
2013	Utrecht (Netherlands)	Brasov (Romania)
2015	Tbilisi (Georgia)	Vorarlberg/Liechtenstein (Austria/Liechtenstein)
2017	Győr (Hungary)	Erzurum (Turkey)
2019	Minsk, Belarus	Sarajevo & East Sarajevo, Bosnia and Herzegovina

Table 1 - Host Cities of Summer and Winter EYOFs  
Source: eurolympic.org

## 3 ERZURUM AND SPORTING EVENTS

Erzurum is located in the eastern part of Turkey with a population of 367,250 in the 2010 census. The city is situated 1757 meters above sea level with the Palandoken Mountain in its background. Erzurum has huge potential for tourism development with its climate, cultural and historical amenities. However, Erzurum is not able to attract significant amount of local and foreign tourists mainly because the city is not well known as a winter sports center. Erzurum has substantial experience on organizing sporting events. For those events hosted in the past, the central government played an active role and heavily involved with

the event planning process along with the support from different local governments, business sector, and the public. The investments on winter sports facilities have increased along with the interest on winter sports. International Palandoken Cup as the first international winter sports organization has been organized since then. Additionally, Alpine Skiing Turkey Championship was organized in Erzurum four times. Finally, Erzurum organized the biggest sporting event in its history: 2011 Winter Universiade. For such a huge organization, when considered the size of the city, public investment reached maximum in the history of the city in order to complete proposed facilities to be used during the Games. As the result of such a big organization, the city was provided chances to renovate city stadium and other sportive facilities, own modern winter sports venues from ski jumping towers to biathlon fields.

At present, Erzurum has the highest preparedness level for large extended or international organizations due to completed infrastructure among other Turkish cities. With the positive legacy of the 2011 Winter Universiade, Erzurum selected as the host city for the 2017 EYOWF. The EYOWF requires serious planning and organization skills and the event has potential impacts and provides several opportunities for the host cities, even though the event is far smaller than the Winter Olympic Games in terms of their size and scope. In this respect, the potential benefits and opportunities provided by the EYOWF along with suggestions to increase the positive effects of the event for Erzurum will be discussed in the next section.

#### **4 POTENTIAL IMPACTS OF EYOWF FOR ERZURUM**

The 13th edition of Winter EYOF will be held in Erzurum from 11 February to 18 February 2017. Approximately 1,500 young athletes from 45 European countries will compete in nine different sporting events. The programme of the EYOWF 2017 consists of nine sports including Alpine skiing, biathlon, cross-country skiing, curling, figure skating, ice hockey, short-track, ski jumping, and snowboarding (EOC Website). EYOWF 2017 will also attract thousands of spectators, journalists, and volunteers along with the athletes, coaches and staff members. EYOWF is not just a sporting event, but also an important event with the potential to leave significant legacies to the host city and the success of the event will be an important reference point for the host city to be able to plan and organize similar sporting-events that are likely to be staged in the future.

Major sporting events have both tangible and intangible legacies on host cities. Tangible legacies are the improvements on infrastructure, new sporting venues and other investments, while intangible legacies include the changes on organizational and administrative skills, community spirit, socio-cultural impacts, increased recognition, promotion of the host city, and sports participation. EYOWF is one of major prestigious sporting-events with a potential to benefit the host city in both short-and long-terms. For Erzurum, EYOWF is an important prestige element and also an important international practice for the city to test its sporting-event organizational skills. Staging the event without any major problems is crucial for Erzurum to increase the positive impacts of the event for the city. Through the potential of EYOWF, recognition of Erzurum will dramatically increase, and with the EYOWF experience Erzurum is likely to come into prominence and become an important winter sport center. EYOWF is also expected to bring some benefits to Erzurum, especially reinforcing city image, promoting and branding Erzurum as a winter sport destination, attracting more tourists and encouraging them to stay for a longer time, and increasing local economic activities. However, the host cities should start promoting the event and the city years before the event with a carefully and thoroughly planned vision in order to increase the impact of these intangible legacies.

Long-term tangible benefits of EYOWF will be limited since Erzurum is not investing on infrastructural improvements for EYOWF. Erzurum already has the facilities in place to successfully host EYOWF in 2017 and the city is not likely to make more investments to increase tangible legacies of the events. Sporting benefits of EYOWF to Erzurum will be very limited as well, since winter sports culture is weak in the city and it does not reach to locals for some reason. As a result of this fact, EYOWF will not result in increased participation to winter sport organizations or strengthened winter sport organizations in Erzurum. In this respect, it is more critical for Erzurum to invest on intangible legacies of EYOWF for the city. Erzurum has the dream of hosting the Winter Olympics some day in the future and EYOWF 2017 is a great opportunity for Erzurum to show the world that the city has the capacity and skills to host those types of major sporting events. EYOWF is also a good chance for Erzurum to increase the recognition and reputation of the city as a winter sport center.

EYOWF is not a big organization to leave dramatic tangible or intangible legacies on host city, but it can still serve as a reference point for potential future organizations. A successful staging of EYOWF will bring out the winter potential of Erzurum and this will have positive impact on other alternative types of tourism such as ecotourism, cultural tourism, health/medical tourism etc. Spreading the touristic activities year-round will increase the economic and social-cultural activities, thus EYOWF will serve as a catalyst to activate the potential of Erzurum. EYOWF will add value to the city's identity and brand building. However, lack of information and advertisement concerning the EYOWF 2017 and Erzurum itself on Internet and on other sources makes it even harder to approach the targeted tourists. As of now, no website is dedicated to the EYOWF 2017 to provide information about the event itself and details about Erzurum. Someone interested in coming to Erzurum for EYOWF will not be able access any information regarding the details of EYOWF 2017 program (competition sports and how to access to each competition) or information about Erzurum as a touristic destination (transportation, accommodation, activities to do etc.). For the summer edition of EYOF 2017, Győr (Hungary) created a website with detailed information about the event and the city both in English and Hungarian (EYOF 2017, Győr Website) and Erzurum needs to create a similar website for EYOWF 2017 as soon as possible.

EYOWF might also lead to a change on planning perspectives in terms of the projects proposed and built, which has the potential to change the perception for the future of the city. Future policies might prioritize improving the infrastructural capacity in order to promote tourism and finally create a strong economic base for Erzurum. With the catalyst impact of EYOWF, Erzurum might promote the local winter sports industry and achieve the goal of establishing an international winter sports center. Accordingly, the increased tourism potential will affect the way of thinking about the importance of tourism and will shape the future of Erzurum city as an attractive international touristic destination.

EYOWF will have more intangible legacies than tangible legacies on Erzurum and the strategies should focus on increasing the intangible legacies such as organizational and administrative skills, socio-cultural impacts, increased recognition, and promotion of Erzurum. A successful staging of EYOWF in Erzurum will open other doors for the city and the dream of hosting other important sporting events like Winter Olympics will come true in the near future. The future of the city and the dream of hosting other sporting events should be melted in the same pot with a holistic planning strategy. EYOWF is also another important turning point for Erzurum to integrate and spread other touristic activities year-round in the same holistic planning approach. Staging the EYOWF 2017 successfully will also increase the recognition of Erzurum and help promoting the city as an alternative, attractive winter sport center.

Erzurum has considerable winter-sport-event organizational experience and hosting EYOWF 2017 in Erzurum provides substantial hopes and opportunities for the city. EYOWF 2017 organizing committee should think seriously, carefully and holistically in order to get the most out of the event. The committee's way of analyzing the EYOWF preparation and planning processes should be a comprehensive approach, which entails a goal-oriented view and long-term vision of using the resources to show how a successful event can be blended with the long-term needs of Erzurum. In addition to the organizing committee's effort, other stakeholders' involvement and participation in the planning and organizing phases of EYOFW will increase the success level of the event. Additionally, transfer of knowledge is also a critical mechanism to benefit from earlier host cities' experiences to increase the success of staging the EYOWF.

## 5 CONCLUSION

EYOF is one of the top multisport events for young European athletes where they have their first Olympic experience. As a relatively a new concept, the EYOFs are organized in two-year cycles as summer and winter editions. Even though EYOWF bears in general ambience of Olympic, it is far smaller in size than Winter Olympic Games from many perspectives and its effects are more limited for the host city. However, for the host cities, EYOWF can serve as a serious organizational experience and as a reference point for hosting similar events in the future. Turkey is also awarded both the winter and summer EYOFs. First, Trabzon hosted the 2011 Summer EYOF and then with the positive legacy of the 2011 Winter Universiade, Erzurum is selected as the host city for the 2017 EYOWF. For Erzurum, EYOWF is an important prestige element and also an important international practice for the city to test its sporting-event organizational skills. The success of the event will be an important reference point for Erzurum to be able to plan and organize similar sporting-events that are likely to be staged in the future.

EYOWF is not just a sporting event, but also a good opportunity for Erzurum to increase the recognition of the city as a winter sport center as well as to leave significant legacies to the city. EYOWF is also expected to bring some benefits to Erzurum, especially reinforcing city image, promoting and branding Erzurum as a winter sport destination, attracting more tourists and encouraging them to stay for a longer time, and increasing local economic activities. Erzurum already has the facilities in place to successfully host EYOWF in 2017 and the city is not likely to make more investments to increase tangible legacies of the events. Sporting benefits of EYOWF to Erzurum will be very limited as well, since winter sports culture is weak in the city and it does not reach to locals for some reason. In this respect, it is more critical for Erzurum to invest on intangible legacies of EYOWF for the city and the strategies should focus on increasing the intangible legacies. A successful staging of EYOWF will serve as a catalyst to activate the potential of Erzurum, will bring out the winter potential of the city with a positive impact on other alternative types of tourism, and hopefully will open other doors for Erzurum.

EYOWF is a new concept for Olympic tradition and the impact of EYOWF on host cities has largely remained understudied. This study represents an initial attempt to explore the potential benefits and possible impacts of relatively less studied EYOWF on Erzurum case. Further studies in this subject area should focus on comparative cases to see the positive and negative legacies of EYOWFs on different host cities for short-and long-terms.

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## ID 1708 | THE AIRIFICATION OF CITIES. MAKING SENSE OF THE IMPACT OF PEER TO PEER SHORT TERM LETTING ON URBAN FUNCTIONS AND ECONOMY

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### 1 INTRODUCTION

The emerging sharing economy is an extremely interesting phenomenon in the context of major cities, impacting them on several dimensions, ranging from social to economic, from cultural to environmental. “The sharing economy is an emerging economic-technological phenomenon that is fueled by developments in information and communications technology (ICT), growing consumer awareness, proliferation of collaborative web communities as well as social commerce/sharing” (Botsman & Rogers, 2010), (Kaplan & Haenlein, 2010), (Wang & Zhang, 2012), (Hamari et al., 2015). The concept of sharing economy is very simple: it allows to rent out anything that is under-utilized or not used at all. The contact between supplier and customer is established through an online platform. Sharing economy platforms, in the last few years, have become very popular and changed our consumption patterns (Quattrone et al., 2016). On the one side, suppliers can short-term rent their goods (or services); on the other side, consumers can rent goods or services at a lower cost than a traditional provider (Zervas and Proserpio,