

THE PERCEIVED SOCIAL IMPACTS OF THE 2006 FOOTBALL WORLD CUP ON MUNICH RESIDENTS

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ABSTRACT

All major sporting events result in a variety of impacts upon the host community. To date, the majority of existing studies have focused upon the wider economic impacts, with few empirical studies of the social impacts upon local residents. This paper explores the perceived impacts of the 2006 Football World Cup upon residents of one of the host cities – Munich. Using a multi-stage sampling technique, 180 Munich residents were randomly selected. Of these, 132 agreed to participate in face-to-face interviews. Findings from the study suggested that the impacts were largely perceived as positive by residents, especially in terms of urban regeneration, increased sense of security, positive fan behaviour and the general atmosphere surrounding the event. Negative impacts, such as increased crime, prostitution, and displacement of local residents were perceived by fewer respondents. Further analysis demonstrates that such perceptions are not dependent upon socio-demographic factors such as age, gender or length of residence in the city.

KEY WORDS

Social impacts, host community, urban regeneration, crime, security, displacement.

INTRODUCTION

All sporting events have, to differing extents, impacts upon the community within which they

take place. To date, research regarding the impacts of sport events on host communities has focused predominantly upon measuring the economic rather than the social effects (Fredline and Faulkner, 2000; Barker *et al.*, 2002; Twynam and Johnston, 2004). Empirical research on the social impacts of sport events is limited (Fredline, 2005), yet an understanding of such impacts upon residents is important so that they can be managed effectively. First, this paper explores the impacts of one event – the 2006 FIFA World Cup - on residents of one host city - Munich - to determine how such impacts are perceived by local residents. Secondly, the paper explores the extent to which socio-demographic variables such as age, gender and length of residence in the city itself may affect such perceptions.

DEFINING SOCIAL IMPACTS

Consensus has yet to be reached in terms of defining social impacts. Olsen and Merwin (1977) identify them as “*changes in the structure and functioning of patterned social ordering that occur in conjunction with an environmental, technological or social innovation or alteration*”. Mathieson and Wall (1982) refer to social impacts as “*the changes of quality of life of residents of tourist destinations*”. While the former definition delivers both a description of social impacts and reasons for their occurrence in terms of environmental, technological and social influences, the latter indicates the relationship between social implications and tourism but fails to explain why social impacts take place and does not outline the changes of the residents’ quality of life in detail. This discrepancy is addressed partly by Hall (1992:67) who views social impacts as “*the manner in which tourism and travel effect changes in the collective and individual value systems, behaviour patterns, community structures, lifestyle and quality of life*”. Teo (1994), Sharpley (1999) and Brunt and Courtney (1999) argue that social impacts are to be understood as short term consequences that become apparent in the form of immediate and noticeable changes in the quality of life of the host communities and their adjustments to the tourist industry. In

comparison, cultural impacts, which include the demonstration effect, are of long-term nature, based on the changes of the host community's social relationships, norms and standards. This idea implies that the cultural outcomes may not be immediately visible and thus may be experienced by local residents at a later stage. Consequently, the focus of this paper lies on the social, rather than cultural impacts of the 2006 FIFA World Cup in Munich.

THE SOCIAL IMPACTS OF SPORT EVENTS

A limited number of studies have been undertaken into the impacts of events. Ritchie (1984), Hall (1992) and Getz (2005) have all identified social impacts that may arise as a consequence of an event (Table 1). A number of similarities can be noted. Hall (1992) and Getz (2005), for example, agree that substance abuse, an increase in crime and prostitution as well as bad behaviour, and the dislocation of locals and the loss of amenity, which Getz (2005) views as a result of noise and crowding, are social effects of events. In terms of positive impacts, the idea of events as an influencer on community pride and increased involvement of individuals in community activities is shared by both Hall (1992) and Ritchie (1984). In addition, Hall (1992) cites the improvement of regional identity that is seen as being closely related to urban renewal (Henry and Gratton, 2001).

Table 1 Social impacts of events – ABOUT HERE

In terms of the impacts of sport tourism events, rather than events in general, the key works are those of Higham (1999) and Fredline (2005) and their findings are summarised in Table 2.

Table 2: Social impacts of sport tourism – ABOUT HERE

Significantly, Higham (1999) does not offer any positive impacts of sport tourism. Instead, he conveys the impression of sport tourism impacts as being predominantly negative. In contrast, Fredline (2005) acknowledges that impacts may include those seen as generally positive for the host community. What is clear from existing work, however, is that all events seem to have the potential to have both positive and negative social impacts. What is required, however, is data to allow the impacts of different events to be clearly identified.

METHODOLOGY

Data collection method

Several approaches exist to the measurement of social impacts, including the Contingent Valuation (CV) Method or Social Impact Assessment (Fredline, 2005). The approach adopted within this study, however, is that of the measurement of host community perceptions, which is by far the most common approach to such research (Fredline, 2005). These perceptions were measured through face-to-face structured interviews with Munich residents. Such a method is appropriate in that it allows a large amount of data to be collected from a sizeable population whilst maintaining a high level of control over the research process. Furthermore, there is the possibility to generalize the findings to larger populations if respondents have been carefully sampled. In addition, while the inclusion of open-ended questions in respondent-completed questionnaires is cited as a drawback as respondents are required to write lengthy answers which may generate the risk of these questions being ignored, the interview technique allows the employment of this type of question.

The interview comprised four elements:

Part I: Questions to measure respondents' behaviour (four questions)

Part II: Questions that explored the perceived positive social impacts of the 2006 FIFA World Cup in Munich (eleven questions)

Part III: Questions that investigated the perceived negative social impacts of the 2006 FIFA World Cup in Munich (eleven questions)

Part IV: Questions to measure the respondents' socio-demographic characteristics (four questions)

The interview schedule was designed in English, and then translated into German. In order to maintain the validity of the interview, the questions were given to three German native speakers for translation. Their versions were then compared and the most adequate chosen. The interview schedule was then piloted by telephone with seven Munich residents, allowing the face validity of the questionnaire to be explored (Saunders *et al.*, 2003). A number of minor modifications were made as a result of the piloting.

Sampling

Given the geographically dispersed population, a multi-stage sampling approach was adopted. In view of the population of Munich (1.28 million), this approach is preferable to simple random sampling. The first sample frame consisted of the 25 suburbs of Munich, each of which was allocated a unique number. Through the use of a random number table, 14 suburbs were selected. The same approach was applied for the second phase where the postal code areas within these 14 suburbs were identified, from which 20 were randomly chosen in each suburb. Streets within the chosen post code areas were identified using the Munich address registry. From these lists, three street names were randomly drawn, from which three households per street were again randomly chosen. This process identified 180 potential

respondents.

Response rate

The primary research was carried out shortly after the final World Cup match was played in Munich on the 9th July 2006. Of the 180 respondents targeted, 130 interviews were completed, giving a response rate of seventy-two per cent. Of the twenty-eight per cent that were unsuccessful, refusal to take part accounted for thirteen per cent, whilst the remaining fifteen per cent were not at home or otherwise unavailable.

RESULTS

Demographic profiles

The profile of respondents can be seen in Table 3. The majority of the survey respondents were female. The age range of respondents was more varied, and fell primarily into the 20-49 age group. Despite the high concentration of 20 – 29 years olds, almost all age groups were represented - except for the 15-19 year olds that form under two per cent of the surveyed residents as schools were not closed for the summer holidays. Although a significant number of respondents with non-German origin were anticipated due to the multi-national and multi-cultural background of population of Munich (Statistical Office of the European Communities, 2005) only five per cent of the surveyed residents were from abroad. Length of residency of the survey respondents was also measured as it may be a possible influence on residents' impact perception (Lankford 1994; McCool and Martin 1994), and appeared to be relatively evenly distributed among respondents.

Table 3: Demographic profiles – ABOUT HERE

Impacts upon the sense of community

The strengthening of the sense of community and the improvement of the relationships between people of different ethnic origin was supported by eighty-eight per cent of respondents, with over half of respondents (fifty-five per cent) strongly agreeing with the statement that the collective celebration during the 2006 FIFA World Cup strengthened the sense of community and improved relationships between people of different ethnic origin. Only eight per cent of respondents disagreed with the statement. To determine whether the location at which respondents followed the World Cup matches most often may have influenced their perception, a correlation was undertaken in order to investigate a possible relationship, however this was not significant, suggesting that those who actually attended the public screenings (for example those held in the City Square) were neither more or less likely to perceive an increase in a sense of community than those who watched matches at home..

Enhancement of local quality of life through urban regeneration

In terms of perceptions of quality of life, opinions of respondents differed. For example, seventy per cent of the surveyed residents disagreed with the statement that the co-hosting of the 2006 FIFA World Cup in Munich led to an increase in shopping facilities. Instead, they referred to the relaxing of regulations of the shop opening times by the Bavarian government which allowed an extension of the opening hours of existing shops in the city centre and the operating of shops on Sundays for the duration of the World Cup. This was seen as a positive impact by two-thirds of the respondents as this allowed locals to do their purchases during the week after work and on a Sunday rather than on Saturdays, which two respondents referred to as “*a nightmare*” due to congested shops. While only thirty-five per cent of respondents

believed that leisure facilities had increased of as a result of the World Cup, fifty five per cent of respondents agreed that the 2006 FIFA World Cup resulted in an increased number of related events. Some people referred to the entertainment programme in the Olympia Park, for example, which was the location of the daily World Cup fan parties offering concerts and various show-programs for children and adults alike (Landeshauptstad München, 2006).

With reference to the renewal of urban areas and its benefit to the social well-being of local residents, a large number of survey respondents (fifty-eight per cent) shared the viewpoint that the co-hosting of the World Cup in Munich resulted in an improvement of the local infrastructure (Table 4). Several positive comments were made regarding the extensions of the subway-network which allowed fans to travel to the football stadium by underground train. Furthermore, the connection of the peripheral area of Munich where the Allianz Arena was located with the nearby motorway and the increase of lanes from six to eight from was mentioned by respondents rating this development as positive:

“Thanks to the good planning by the local council there was no chaos on the road as I am commuting between Munich to Nuremberg every day”

“even though we had to put up with traffic congestions on the highway due to construction work prior to the World Cup, the widening of the highway was a great idea as many fans traveled to the stadium by car”.

“it is good to see that the World Cup has brought some benefits for the simple people like us too”

Other respondents mentioned the temporary adjustment of the operating time and number of

public transport which they saw as positive measure as it helped to avoid the anticipated congestion of the subways, buses and local trains.

Table 4: Respondents' opinion about the enhancement of quality of life through urban regeneration – ABOUT HERE

Similarly, the construction of the Allianz Arena and its use for future sporting events was viewed by almost three quarters of respondents (seventy-four per cent) as a positive outcome. This positive response rate mirrors the result of the local referendum in 2001 in which seventy per cent of the population of Munich were in favour of the building of the stadium (Steinzeug, 2006). Different viewpoints accompanied the answers of the respondents. Several of them commented that noisy and drunk football supporters would not necessarily come into the city centre anymore which used to be the case when matches took place in the Olympic Stadium. Others welcomed the idea that more tickets will be sold in future as the Allianz Arena has more seats than the Olympia Stadium.

Crime

A substantial majority of residents (eighty-eight per cent) rejected the statement that the co-hosting of the World Cup resulted in an increase in crime. This finding corresponds to the report of the local police that noted the absence of major crimes due to the extensive security measures before and during the event (Beckstein, 2006). Of the twelve per cent of respondents who believed that the event did generate an increase in crime, the majority perceived theft as the most common criminal act committed which, however, does not correspond with police records. As Beckstein (2006: 2) notes

“Throughout the course of the World Cup, there were only 313 offences involving bodily injury, 46 criminal acts in connection with tickets, 243 cases of pick pocketing

and 61 offences in connection with counterfeit money”.

Perception of organized crime followed a similar pattern, with only five per cent of respondents perceiving an increase. Nevertheless, a report by the Munich police did confirm the arrest of 19 pickpockets who were part of one of the five international gangs who operated in all twelve host cities during the World Cup (Polizei Bayern, 2006). A possible explanation for the discrepancy between the respondents’ perception and police report could be lack of media coverage on these arrests.

Prostitution

While twenty-one per cent of respondents agreed that there had been an increase in prostitution, fifty-six per cent disagreed with the suggestion. This tendency may be due to reports by newspapers and local authorities that described a sharp raise in the number of legal prostitutes at the beginning of the tournament which however then quickly decreased (Associated Press, 2006), thus affecting residents’ perceptions.

Fan behaviour

Over eighty per cent of the local residents surveyed in this study disagreed with the statement that bad behaviour of football fans during the World Cup in Munich was a negative impact of the event, compared to eleven per cent who agreed. *“On the contrary”* was the common sentiment of respondents. Forty eight per cent of respondents noted the friendly way and peaceful way in which the World Cup was celebrated by fans through the event, for example:

“I was so sure that hooligans would become an issue during the World Cup but it was just a great, friendly party”;

“all in all it was a friendly crowd... I enjoyed going to the public viewing”;

“The football fans have behaved very well ...never mind the few drunken fans, that is normal”.

For respondents who believed that bad fan behaviour was an issue, drunkenness was the most commonly cited form of bad fan behaviour (sixty per cent of incidents) rather than vandalism (twenty seven per cent), and physical abuse (thirteen per cent). Noticeably, respondents did not perceive racism as an impact of the World Cup which may be due to the fact there were no performances by neo-Nazi right-wing groups during the event. Similarly, besides a few minor arguments between football fans, riots were reportedly not an issue according to the Munich Police (München Polizei, 2006).

Inter-group tensions

The absence of acts of racism and negative expressions of national sentiments may also explain the small percentage of respondents who shared the viewpoint that national tensions between ethnic groups in Munich had increased due to the World Cup. Instead over ninety per cent agreed that this was not the case, compared to seven per cent who disagreed. Some referred to the semi-final match between Germany and Italy in which the host country was beaten:

“Despite the fact the German team lost the chance to become world champions being beating by Italy, supporters of both the German and Italian teams still celebrated together ... it was great to see!”

Others stressed that rather than increasing tensions between national groups the World Cup has helped to bring nations together:

“People have celebrated the World Cup as we were all one big family... “

“... of course there were tears and disappointment, but the party went on!”

Displacement of local residents

The vast majority of respondents felt that neither rents nor house prices had been affected before or during the event Munich. No respondents felt that rents were affected in any way, and only two per cent felt that house prices had been affected. However, they commented on the increase of hotel prices, an issue which was the subject of a study by the local newspaper and received broad media coverage. The absence of newspaper reports on this topic area suggests that an increase in rents and house prices has not been an issue in Munich.

With regards to the matter of dislocation of local residents in form of avoiding certain areas frequented by football fans, the majority of respondents believed that this was not the case. Nevertheless, thirty-nine per cent of the respondents felt that there was a tendency to stay away from local facilities and amenities during the event. This divergence in attitudes is reflected in the result of the control question that asked the respondents if they themselves had avoided any public places and facilities such as shops and underground trains on days when World Cup matches took place in Munich. Forty-one per cent of residents had actually avoided public places when matches were being played. Interestingly, the fear of terrorist attacks was cited as the main reason for this avoidance, ahead of crowding issues.

Other perceived positive and negative impacts

Out of the 130 respondents, only 62 added to the positive and negative impacts described above. Despite comments (n=20) on the increase of noise level through the event in form of singing, cheering and shouting fans and the beeping the car horns, the perception of the other social impacts was primarily positive. The majority of respondents (n=51) perceived the increased sense of security due to the measures taken before and during the event as a positive effect of the event, which they felt was very well organised:

“Much less happened in Munich during the four weeks of celebrating the FIFA World Cup than during the two weeks Oktoberfest “

“Security was very strong in Munich but it was also very subtle”,

“I wish Munich would always be this safe”.

A large number of respondents (n=49) also referred to the great party atmosphere and the enthusiasm of the fans. Others (n=10) cited the overall friendliness among people:

“The hosting of the World Cup has stirred something in the people... I felt people were much friendlier and more open than usually”

“Normally people avoid talking or looking at each other when riding on the subway but with all the fans coming in, people were much inclined to chat to each other”.

Influencing factors upon social impact perceptions

The application of the Pearson's correlation coefficient in order to identify a possible relationship between the perceived impacts and possible influencing factors of length of residency, age, nationality and profession of the respondents failed to establish any significant dependency between the variables. Consequently, respondents' perceptions of the positive and negative social impacts appear to have not been influenced by the respondents attributes.

DISCUSSION

It is clear that residents' perceptions of the World Cup were largely positive. The event strengthened residents' sense of community and improved the relationships between people of different ethnic groups, supporting Hall (1992) who suggests that the collective sharing of the event experience is a positive social impact. Resident's positive perceptions of urban regeneration also support the value of events in this respect (Kelly, 1989; Hall, 2004). For example, similar to the expansion of Athens's metro-system in preparation for the 2004 Olympic Games, 100 million Euros were invested and extensive changes made to the Munich's subway and road system to ensure a smooth and unaffected traffic and people movement during the event (Landeshauptstadt München). Furthermore, the collected data support the social angle of urban regeneration taken by Pugh and Wood (2003) in terms of the generating of cultural values and enhancing the social-cultural well-being of the host community through increased staging of cultural events and entertainment. This aspect is further confirmed by the figures provided by the Munich council which indicate an overall spending of 2.4 million Euros on entertainment for the duration of the World Cup (Landeshauptstadt München). The concept of increased entertainment as a result of new sporting facilities as emphasized by Silk and Amis (2006) is confirmed by the predominantly positive perception of the construction of the Allianz Arena whose building costs amounted

285 million Euros and which is to be used for football tournaments only (Steinzeug, 2006). In comparison, the number of leisure and shopping facilities appears to have failed to increase during the FIFA World Cup. Instead, based on comments of respondents, the quality of life of the locals appears to have been temporarily improved by the introduction of longer opening-hours in the evening and the opening of shops throughout the weekend for the duration of the World Cup in Munich which by law are open on Saturdays only (Beckstein, 2006), suggesting that it is not only new facilities that are important, but also changes to existing facilities.

The findings on crime were of interest. Unlike previous studies by Hall and Selwood (1989), and Barker *et al.* (2002), the study delivers two different aspects on crime. The large majority of respondents refuted the statement that the co-hosting of the World Cup resulted in a general increase in crime. Consequently, the increase in crime as a negative social impact of events was not confirmed from the viewpoint of the local residents. Criminal acts did occur, however, but occurrences were perhaps disproportionately low in view of the large audiences attracted to the Allianz Arena (351,824) and to the fan-parties (860,000) (Landeshauptstadt München, 2006). In terms of organized crime, there was some divergence in findings with the view that the World Cup in Munich resulted in an increase in organized crime in the city (Barker, 2004). While over 80% of the survey respondents disagreed with this statement, the police department of Munich noted five international gangs operating as pick-pockets in the host cities, with 19 of their members having been arrested in Munich (Polizei Bayern, 2006). This also occurred during the 1998 FIFA World Cup in France (Journes, 1999). Organized crime is, therefore, perhaps a greater issue of global events as suggested by Barker's event crime typology (Barker, 2004) than residents perceive.

Prostitution was also less of an issue for residents than may have been anticipated. Despite the

anticipated influx of over 40000 prostitutes into German host cities for the FIFA World Cup (Ulrich and Ludwig, 2005), the survey and police records suggested that there was no noticeable increase in prostitution in Munich according to residents. This indicates a discrepancy with the reported rise in the number of prostitutes during the Olympic Games in Sydney and Athens (Gehrman, 2004). According to a German policeman, one reason for the paucity of this phenomenon could have the group atmosphere of the event which didn't match the typically clandestine nature of the sex trade (Associated Press, 2006). Consequently, a relationship between prostitution and events as suggested by past studies on the America's Cup in 1986 (Hall and Selwood, 1989) and 2000 (Barker *et al.*, 2002) could not be established.

Similarly, bad fan behaviour in form of hooliganism, vandalism, drunkenness, verbal and physical harassment as well as inter-group tensions appears to not have been an issue during the World Cup. Although relations between English and German fans during and after the match in Stuttgart were temporarily very hostile and required the intervention by police, major incidents with football supporters and hooligans from England and Poland who had received negative publicity beforehand (Südwestdeutscher Rundfunk, 2006) did not occur. In contrast to the riots and civil disturbances by fans during the FIFA World Cup in France in 1998, the 2006 FIFA World Cup was officially concluded as a peaceful event (Beckstein, 2006) which is reflected in the positive perceptions of the respondents of this survey. Instead, a parallel may be drawn with the 2001 FIFA World Cup in South Korea where football supporters displayed a fanatic but peaceful behaviour (Soon-Hee, 2004; Choi, 2004).

Although the study delivers much agreement in perceptions among Munich residents on the overall absence of bad fan behaviour during the 2006 FIFA World Cup in Munich, it also highlights the difference in people's perceptions. For example, the drunkenness of fans was

accepted as a predictable effect of the event by some residents while it was considered as the most common form of bad fan behaviour by the small percentage of residents (11.6%) who had confirmed its occurrence during the 2006 FIFA World Cup. This observation supports the argument by Wann *et al.* (2001) who maintains that a high-spirited, enthusiastic posturing of fans can be both tolerated and viewed as an offensive, anti-social behaviour.

The predicted displacement of local residents also failed to be supported empirically. Displacement due to an increase of rents and house prices in preparation for mega-events as sustained by Hall (2001) and Wilkinson (1994) was not the case in Munich. More temporary displacement did occur, however, and even though the majority of respondents did not feel that locals avoided areas frequented by fans, there was a noticeable tendency to avoid certain local facilities and amenities in anticipation of crowding, as suggested by Mules and Dwyer (2005). Fear of terrorism was cited as a reason by some respondents who felt that the World Cup host cities could be a potential object for terrorist attacks. These feelings mirror the viewpoint by Atkinson and Young (2002:54) who describe the likelihood of sporting events to become targets of terrorism by individual as well as terrorist organization that *“might find suitable targets in athletes participating in games, spectators attending the events, or selected corporate sponsors of sport contests”*.

Except for the increase in noise during the event, other perceived social impacts were predominantly positive, including the sense of security, party atmosphere and friendliness of people which underline the overall positive evaluation of the 2006 FIFA World Cup. Especially in view of mega-events as a platform for terrorist attacks as it was the case during the Olympic Games in Munich in 1972 or in Atlanta, 1996, and in reference to the anticipation of similar incidents in one of the 2006 FIFA World Cup cities, these perceived

positive social impacts appear significant. As suggested by (Barker *et al.*, 2002), the presence of fear is likely to impact on behaviour in form of lifestyle constraints and/or defensive manners. The findings of this study, however, challenge his viewpoint which may partly be explained with the security measures before and during the event in Munich that involved over 2000 police officers on days when World Cup matches took place (Polizei Bayern, 2006) as well as the three years of ‘*careful planning and organization of the football event by the local and national authorities*’ (Beckstein, 2006).

CONCLUSION

Overall, it seems clear that residents’ experience of hosting the World Cup were largely positive. Negative impacts relating to fan behaviour, crime and prostitution were not subsequently identified as key issues by respondents. Added to the improvements in infrastructure, effects upon community relations and the increased sense of security suggest that, on the whole, residents’ experience of hosting the event were positive. As suggested by Barker (2004) and Fredline (2005), research into the social impacts of sport tourism events is a recent phenomenon compared to a long history of economic impact assessment. Although the evaluation of special impacts of events has progressed considerably in the past two decades (Getz, 2005) it is slowed by the multitude of possible social impacts that vary due to the unique characteristics of each host destination and the features of each event (Fredline, 2005).

One limitation of the study derives from the decision to use the resident perception survey as a sole research method in terms of the subjective element of perception: When employed alone, this type of survey may be “*unable to distinguish between objective effects and imaginary constructs*” (Northcote and Macbeth, 2005:45). Consequently, the focus of this study on perceived social impacts cannot necessarily be extended towards actual social

impacts as other objective measures in form of quantitative social indicators or numbers of complaints to authorities were not included in the methodology. Instead, findings from media coverage and police reports were employed for discussion purpose only. Thus, future studies should consider the adoption of multi-method approaches to allow triangulation of the analysis. That notwithstanding, however, the study is of value for the following reasons: Firstly, it has contributed to the existing research on mega sporting events by outlining the perceived social impacts of the 2006 FIFA World Cup in Munich. Secondly, the findings confirm the theory by Barker (2004) that social impacts vary according to the nature, scale, location and duration of the events. Furthermore, they support the idea by Fredline (2005) that the occurrence of social impacts are subject to influence by the destination characteristics delivered to some extent an explanation why the impacts of the 2006 FIFA World Cup were different to those of mega event in France in 1998 and South Korea in 2002.

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Table 1 Social impacts of events

Author	Positive social impacts	Negative social impacts
Hall (1992:69)	Shared experience Revitalizing traditions Building community pride and identity Validation of community pride Improved regional identity Increased community participation Introducing new and challenging ideas Expanding cultural perspectives	Community alienation Manipulation of community Negative community image Bad behaviour Substance abuse Social dislocation Loss of amenity Traffic congestion Theft Noise Prostitution
Getz (2005: 404)	- n/a	Disruption to community life Loss of amenity due to noise or crowds Changes in social and leisure habits (e.g. people leaving town to escape the event's impacts) Intergroup hostility Displacement of tenants due to increased housing prices Reduction of quality of life for low-income groups due to inflated goods and services Prostitution Increase of crime Demonstration effect Substance abuse Bad crowd behaviour
(Ritchie, 1984:7)	Increased community pride Strengthening of traditions and values Greater participation sports, arts or other activities related to the event Adaptation of new social patterns or cultural forms Increased voluntarism and community group activity and intercultural interaction	n/a

Table 2 Social impacts of sport tourism

Author	Positive social impacts	Negative social impacts
Fredline (2005: 268)	Sense of pride Self-actualisation Opportunities for entertainment, community or family togetherness Demonstration effect impact on fitness levels and health	Rowdiness Fan delinquency Nationalistic sentiments resulting from intercultural interaction and team competition Reductions of psychological well-being due to perceived loss of control over local environment
Higham (1999:85)	n/a	Crowding Infrastructural congestion Exclusion of local residents due to costs Disruption of local lifestyle Displacement and/or removal of local residents Bad behaviour of fans Suppression of human rights

Table 3: Demographic profiles

Attributes	Percent	Frequency (n=130)
Gender		
Male	44	33.8
Female	86	66.2
Age group		
15-19 years	1.5	2
20-29 years	38.5	50
30-39 years	20.0	26
40-49 years	20.8	27
50-59 years	8.5	11
60 years and older	10.8	14
Nationality		
German	95.4	124
Non-German	4.6	6
Profession		
Tourism and event-related	4.6	6
Not tourism and event-related	95.4	124
Length of residence		
Less than a year	6.9	9
1 - 5 years	20.0	26
6 - 10 years	16.2	21
More than 10 years	18.5	24
More than 20 years	21.5	28
More than 30 years	9.2	12
More than 40 years	7.7	10

Table 4: Respondents' opinion about the enhancement of quality of life through urban regeneration

The co-hosting of the 2006 FIFA World Cup in Munich has ...	Strongly agree	Agree	Agree nor disagree	Disagree	Strongly disagree
increased the number of shopping facilities	1.5%	15.4%	16.2%	36.2%	30.8%
improved leisure facilities	5.4%	30.0%	17.7%	20.8%	26.2%
increased the number of cultural events	11.5%	43.1%	9.2%	10.0%	26.2%
improved the infrastructure of Munich	17.7%	40.0%	10.0%	10.0%	22.3%