



## Demand for Information among Tourists -Participants of Huge Sports Events: An Example of UEFA Euro 2012

\*Jacek BORZYSZKOWSKI<sup>a</sup>

<sup>a</sup>Gdansk School of Banking, Department of Tourism and Recreation, Gdansk/Poland

### Article History

*Received: 16.06.2015*

*Accepted: 14.08.2015*

### Keywords

Information

Sports event

participants

Tourists

UEFA EURO 2012

### Abstract

Appropriately sought and obtained information is of a strategic significance to all those tourists that visit a destination. This problem is equally important to those people who arrive to participate in a huge sports event. An overall satisfaction of tourists in their stay may depend on the efficiency of obtaining information and satisfaction in this information, which consequently translates into a potential decision concerning another arrival to a destination. An attempt to assess the significance of information to the participants of a huge sports event is the purpose of this article. An assessment and an analysis of the problem was made based on the UEFA EURO 2012 European Football Championship in Poland and in the Ukraine. The research was carried out in Gdansk, i.e. in one of the four cities-organizers of this event in Poland. The research covered a total of 786 people representing 19 countries including 13 European countries and 6 non-European countries (China, the United States, Japan, Saudi Arabia, Armenia, Canada). In terms of the value of this study, those people for whom their participation in the European Football Championship UEFA EURO 2012 was the primary purpose, were of a particular significance. It became evident that among the group covered by the research (N=786), a decided majority (N=565, 71.9%) came to Gdansk for this very purpose. The remaining people (N=221) arrived for some other purposes, i.e. typical tourism (N=113), visits to relatives and friends (N=35), business trips (N=31) and other purposes (N=42). Thereby, those people (N= 565), for whom participation in the UEFA EURO 2012 was the primary objective of their arrival constituted the most essential research sample for the needs of this study. Based on the information obtained, a diversification was presented of the opinions provided by the participants of the event under research as compared with other visitors to Gdansk. The research demonstrated the significance of information to these visitors. The sources to searching for information, including the Internet, were indicated. Satisfaction with the information obtained was also assessed high: it was higher than among other tourists. It is particularly important because for the majority of those football fans who arrived to participate in the event, this was their first visit to Gdansk (and to Poland in general). The data obtained may serve as guidelines to respective destination management organizations. They should indicate potential directions of activities in the scope of marketing and, in particular, in the creation and improvement process of the system of tourist information. This is possible owing to the data concerning the scope of information sought or the level of satisfaction in this information. This may indicate potential activities that facilitate tourist information.

\*Corresponding author

[jacbo@wp.pl](mailto:jacbo@wp.pl) (J. Borzyszkowski)