

# Impact and legacy of the 2013 EuroBasket in Slovenia



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# Slovenia



- 20,273 km<sup>2</sup> (7,827 mi<sup>2</sup>)
- Pop. 2.1m
- GDP/cap \$34,063
- HDI 0.890 (very high)



Regine Mahaux/  
Whitehouse.org

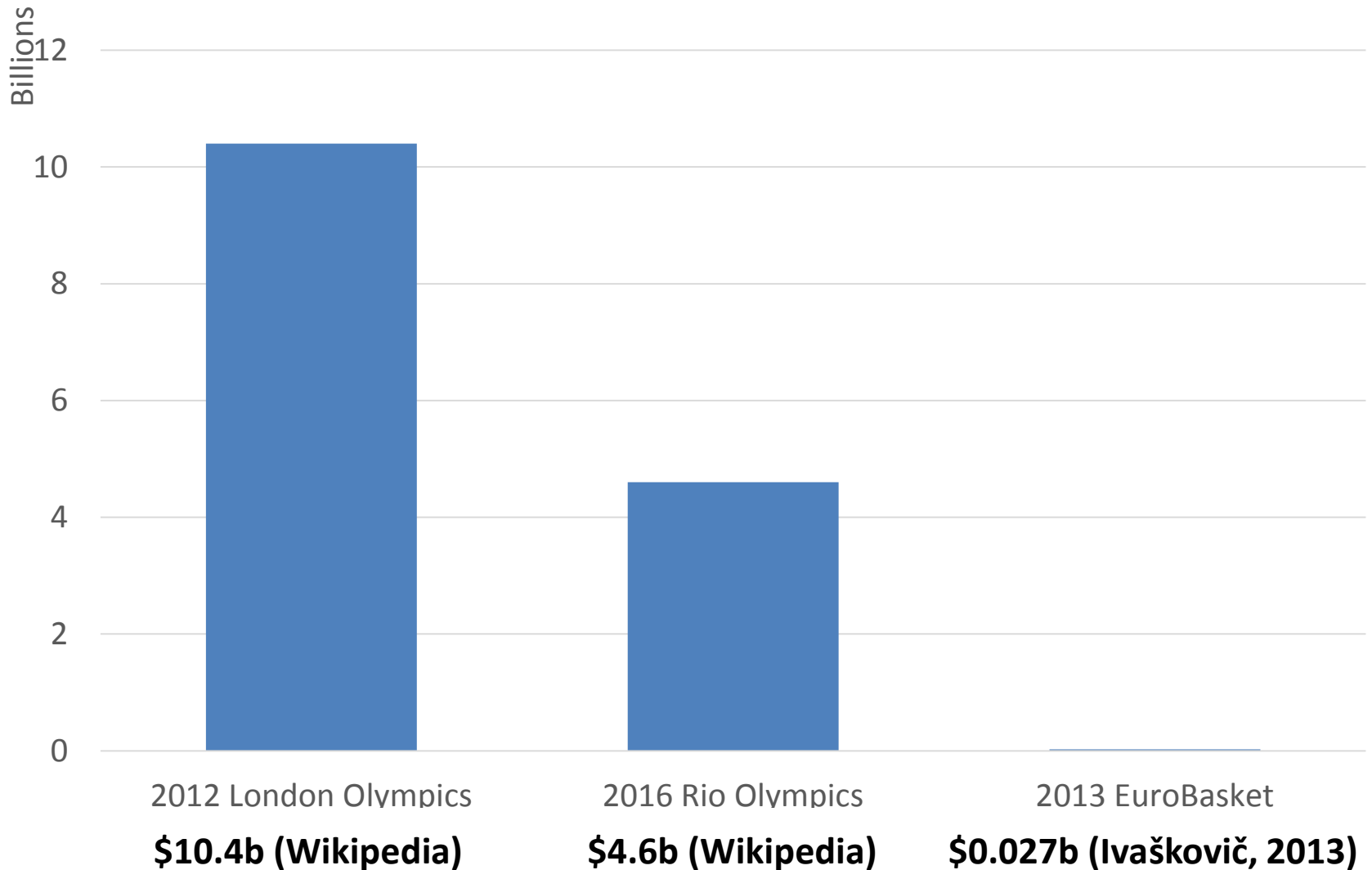


Jure Makovec/Agence  
France-Presse, Getty Images

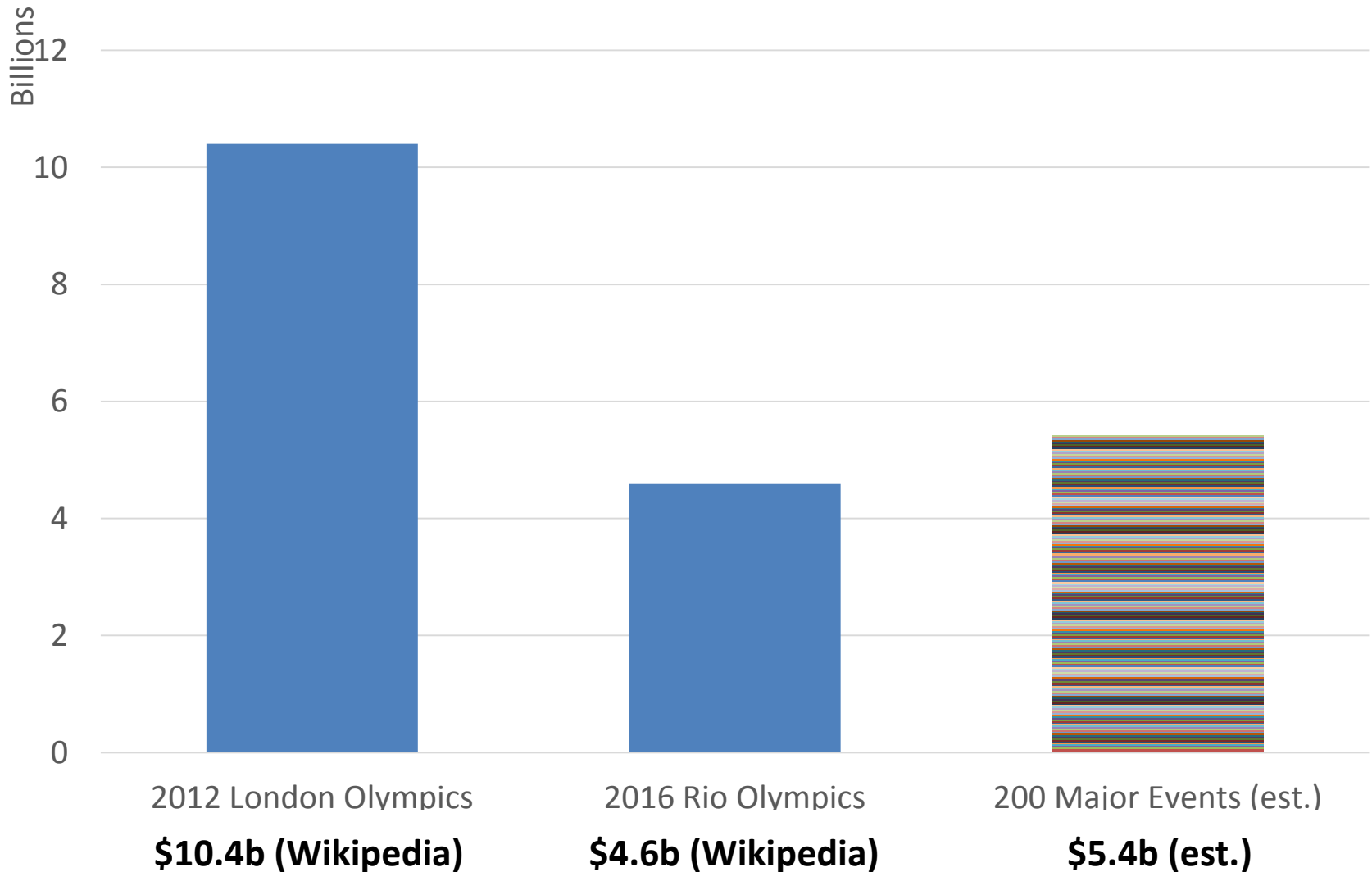


Fédération Internationale de Ski

# Final operational costs (\$ bn), sel.



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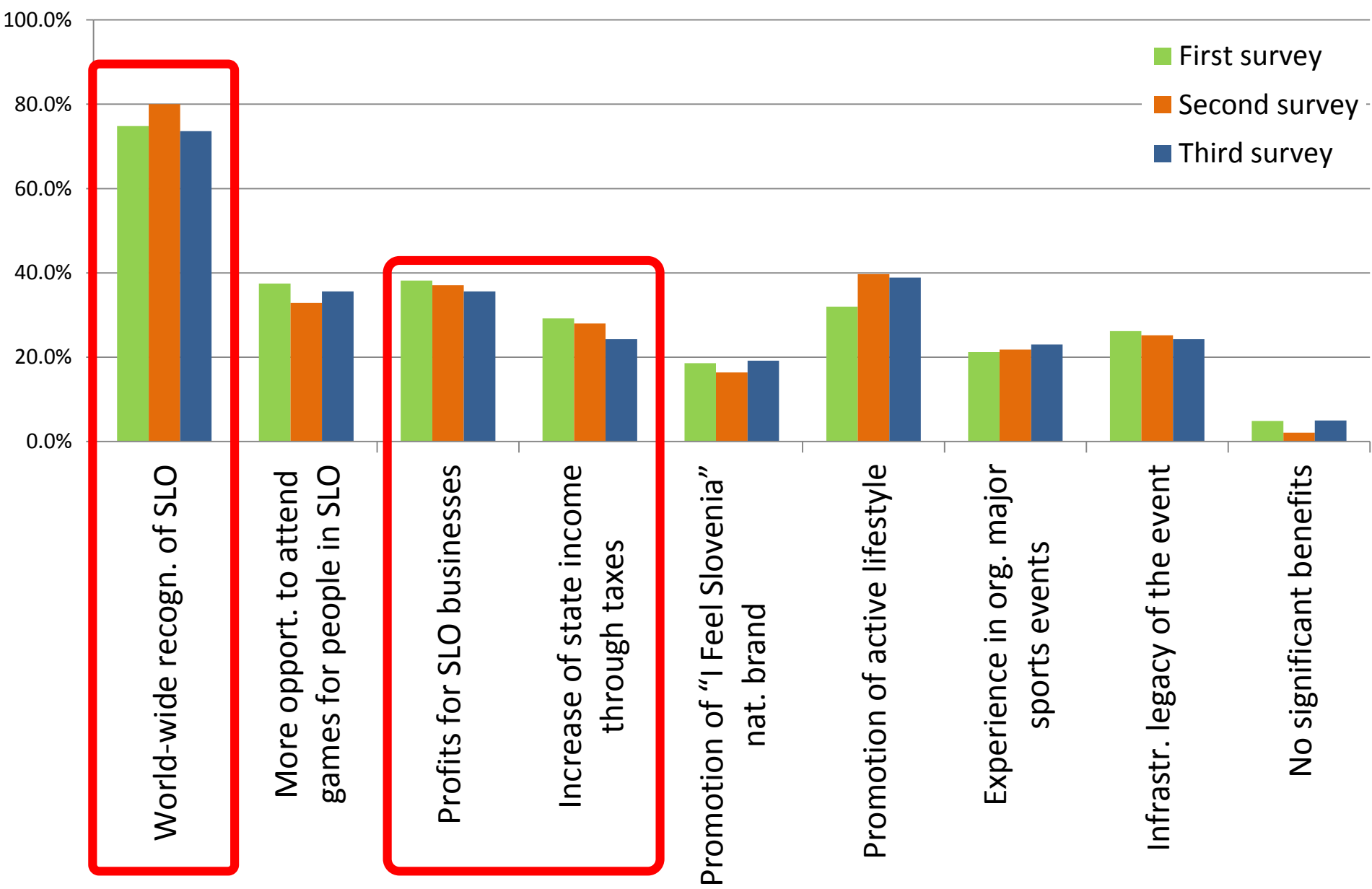
# Impact and legacy of the 2013 EuroBasket in Slovenia

- **Ličen, S.** (2017). Influence of hosting a major sports event on patriotic attitudes: The EuroBasket 2013 competition in Slovenia. [\*International Review for the Sociology of Sport\*, available online before print.](#)
- **Ličen, S.,** Cole, A.N. (2017). Public Perception of Social Impacts of the 2013 EuroBasket for Men. *International Journal of Sport Management*, 18(1), 89-115.
- **Ličen, S.,** Lončar, M., Delorme, N., Horky, T., & Jakubowska, H. (2017). International newspaper coverage of the 2013 EuroBasket for men. [\*Communication & Sport\*, 5\(4\), 448-470.](#)
- **Ličen, S. &** Slabe-Erker, R. (under review). The value of public goods generated by a major sports event in a small country: The EuroBasket 2013 in Slovenia.

# Methods and content

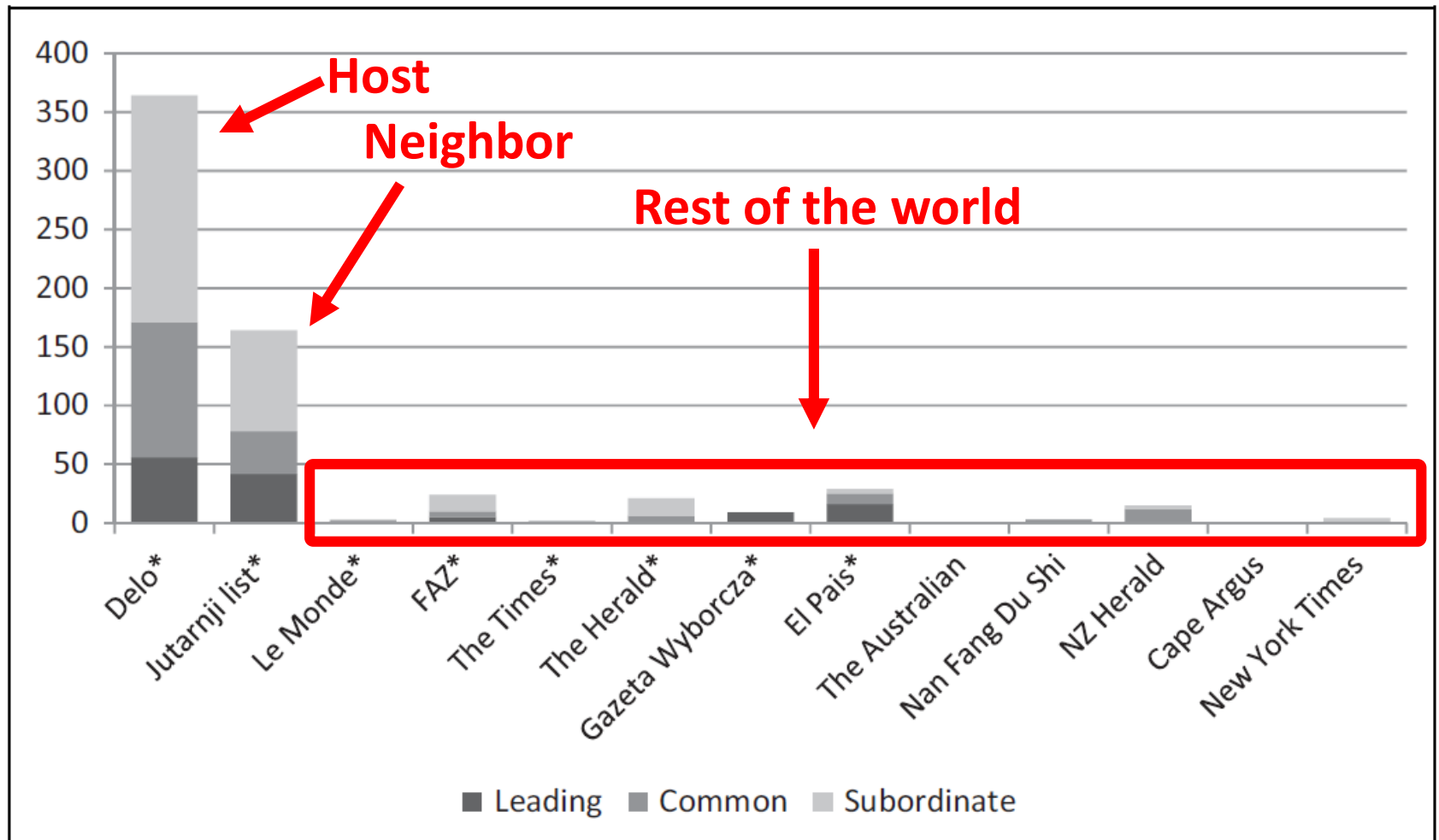
- Event: Four cities (five venues) **Sept. 4-22, 2013**
- Three surveys: One month before ( $n_{\text{pre}}=710$ ), immediately following ( $n_{\text{post}}=744$ ), two months after ( $n_{\text{later}}=256$ ). One week each.
- Popular attitudes
- Media coverage and promotion
- Costs, funding, tourism

# Greatest benefits



# World-wide recognition

- Newspaper coverage of the tournament in 13 countries over the course of one year:





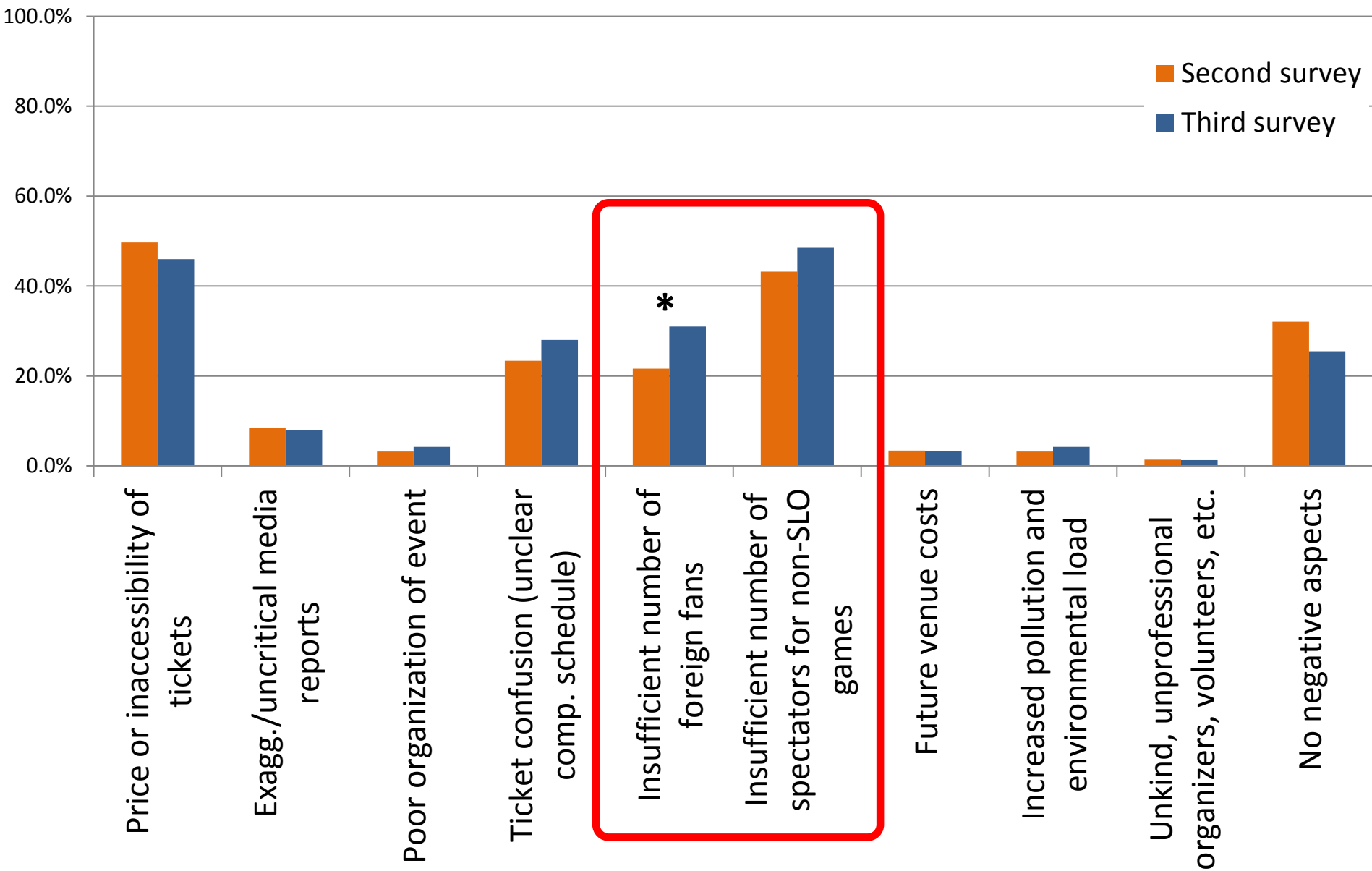
# Content focus

	Delo (SLO)		Jutarnji (CRO)		Other (part.)		Other (non-part.)	
Competitive aspects: focus on own nation	77	21.1%	89	54.3%	77	81.9%	NA	/
Competitive aspects: focus on Slovenia	NA	/	1	0.6%	2	2.1%	2	9.1%
Competitive aspects: focus on other nation	134	36.8%	30	18.3%	9	9.6%	18	81.8%
Competitive aspects: other aspects	10	2.7%	0	0%	1	1.1%	0	0%
Host country/cities	9	2.5%	0	0%	0	0%	0	0%
Venues/sports halls	14	3.8%	0	0%	0	0%	0	0%
Sponsors	4	1.1%	0	0%	0	0%	0	0%
Financing (other than sponsors)	11	3.0%	0	0%	0	0%	0	0%
Other organizational details/issues	28	7.7%	0	0%	0	0%	0	0%
Tourism—Slovenia as a tourist destination, travel options, and so on	11	3.0%	0	0%	0	0%	0	0%
Sport in Slovenia in general	1	0.3%	0	0%	0	0%	0	0%
Slovenian politics	1	0.3%	0	0%	0	0%	0	0%
Slovenian economy	2	0.6%	0	0%	0	0%	0	0%
Slovenian sport policy/politics	1	0.3%	0	0%	0	0%	0	0%
Reflection/comparison to sports events hosted by own country	2	0.6%	0	0%	0	0%	0	0%
Other	59	16.2%	44	26.8%	5	5.3%	2	9.1%
	364	100%	164	100%	94	100%	22	100%

# Financial impact

- State investment: €9.8m ( $\approx$  \$12.7m)
  - Event hosting fee (€7.9m  $\approx$  \$10.3m)
  - Venues (€1.9m  $\approx$  \$2.5m)
- Recovered €6.4m ( $\approx$  \$8.3m)  
in value added and income taxes

# Negative aspects



# Impact on tourism

- Foreign visitors: 45.8% ticket purchases, 31,480 visitors, 179,562 visiting days (CBA commissioned by organizers)
  - More than for 2004 UEFA Euro?! (Iotti, 2008)
  - PyeongChang expects 83,000 foreign t. (Yonhap)
- All tourism in Slovenia in September 2013:
  - Domestic: -2.6% YOY
  - Foreign: +3.4% YOY (incl. of athletes, reporters...)

# Stated willingness to pay (SWTP)

- Public funding: About €10 per taxpayer
- Est. value of SWTP (Tobit m.): **€18.7**/taxp.

**greater than**

- Germany, actual pro capita direct federal subsidy for 2006 FIFA World Cup: **€7**/taxp.

# Was national awareness (as a public good) delivered?

- **No.**

Trait	One month before	Immediately after	After two months
<b>Patriotism</b>	5.66	5.80	5.74
<b>Nationalism</b>	5.47	5.52	5.56
<b>Internationalism</b>	4.27	4.29	4.35
<b>Smugness</b>	3.78	3.99	3.91

- **Seven-point scale (1-7)**
- Patriotism: Sense of attachment to one's country
- Nationalism: Sense of superiority over other countries
- Internationalism: Sense of world sharing or global welfare
- Smugness: Brazen sense of primacy

(Kosterman and Feshbach, 1989)

# What should we learn?

- Promotional, tourist benefits are **overstated**
  - Verify official documents, analyses
- SWTP may be unexpectedly **high**
- Sport events **do not** build nations
  - But may feed “sports patriotism”
  - Autocrats, American universities take note.
- Small budgets for smaller events may be disproportionately large

# Slovenia and major sports events

- Men's EuroBasket 2017
  - Eventually withdrew offer to bid
- Men's European Volleyball Championship 2019
  - Awarded co-hosting (one group)
- World Rowing Championships 2020
  - Awarded
- Men's European Team Handball Ch. 2022 or '24
- ...and more



# Full video presentation

- Washington State University  
Sport Management Research Meeting,  
October 25, 2017:

<https://www.youtube.com/watch?v=bRXk4Udeck0>

Miha Mišič, a reporter for TV Slovenia, the public service broadcaster, reacts after Slovenia scores in the men's 2011 European Basketball Championship.

***Simon Ličen:***  
**Impact and Legacy**  
**of the**  
**2013 EuroBasket**  
**in Slovenia**



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