THE SOCIAL EFFECTS THAT MAJOR SPORTING EVENTS HAVE ON HOSTING CITIES:
A CASE STUDY OF THE RUGBY WORLD CUP 2015 IN CARDIFF

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Declaration

I declare that this Dissertation has not already been accepted in substance for any degree and is not concurrently submitted in candidature for any degree. It is the result of my own independent research except where otherwise stated.

Researcher Signature:

Date:
Abstract

Major sporting events such as the Rugby World Cup and FIFA World Cup have grown considerably in demand from perspectives of both spectators and organising bodies. The sports events industry has never experienced such high demand with hundreds of major sporting events occurring across the sporting calendar year. The scope and variety of these events cause a range of social effects to the host cities. The aim of the research study was to identify and analyse the social effects that major sporting events have on host cities using the Rugby World Cup 2015 as a case study. The study consists of a case study concerning the Rugby World Cup 2015 and the social effects that were caused as a result to the city of Cardiff. The study involved primary research in the form of a questionnaire and two focus groups with Cardiff residents to gather data to identify and determine study findings.

The research indicates that the Rugby World Cup 2015 created both positive and negative social effects, however, the findings sway more towards positive social effects. The research reveals that the Rugby World Cup 2015 created several positive social effects towards Cardiff. These effects included social cohesion, cultural identity, positive atmosphere, raising the host city profile and pride. The study also identifies and specifies a range of negative social effects such as antisocial behaviour, traffic congestion and large crowds.

The key findings of the study imply that traffic congestion and poor travel networks are the leading social factors that contribute to the downfall of major sporting events, whilst the pride of the hosting city's community and cultural identity are the main social effects that can make a major sporting event unique. The identified positive and negative social effects are all important aspects of major sporting event planning and implementation. It is important to identify these effects to allow planning to occur to prevent the negative social effects and encourage the positive social effects for future major sporting events. The researcher concluded the study by giving his own opinion and stating that the Rugby World Cup 2015 in Cardiff created more positive social effects than negative effects.

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1. **List of Abbreviations**

Abbreviation 1: Rugby World Cup (RWC)

Abbreviation 2: Wales Rugby Union (WRU)
2. List of Figures

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3. **Dissertation Introduction**

Major sporting events have grown in popularity and have attracted the attention of sports fans and sports organisations across the world. Examples of major sporting events or mega events include; FIFA Football World Cup, The Olympic Games, The Commonwealth Games and The Rugby World Cup. The aim of this report is to identify and analyse the social effects that major sporting events have on host cities, in particular, those that occurred in Cardiff as a result of The Rugby World Cup (RWC) 2015. The Rugby World Cup 2015 in Cardiff will be used as a case study for the project.

‘A case study is an empirical inquiry that investigates a contemporary phenomenon in depth and within its real-life context, especially when the boundaries between phenomenon and context are not clearly evident’.

*(Yin, 2013, pg18)*

The researcher has chosen this project topic because the researcher is interested in and passionate about sports and events. Therefore, the researcher believes it logical to combine the two passions and deliver a study into an area that lacks previous literature and research. The researcher has had an interest in sports and participated competitively for the majority of their life, particularly Football. However, in recent years as a result of living in a Rugby oriented city such as Cardiff, the researcher has also gained an interest in Rugby. The passion for events has developed through events management academic studies at both Warwickshire College and Cardiff Metropolitan University.

The researcher believes there are social issues that arise concerning major sporting events that require solutions. Major sporting events cause a variety of social effects, some more serious than others and these effects are determined by the type of sport. For example, the football culture involves football hooliganism at matches which consists of fans from either side intentionally causing harm and distress to other attendees. A recent prime example of football hooliganism is the manner that the Russian football team’s fans behaved at The EURO’s 2016 tournament in France. ‘Violence has been part of Russian football for many years. Clashes inside stadiums and organised fights away from them are common’ *(Rainsford, 2016)*. In relation to rugby, this sort of hooliganism does not tend to occur, however antisocial behaviours
along with other social issues such as community disruption are evident. Therefore, it is important that these negative effects are minimised and the positive social effects are encouraged to allow other sporting events to take place in the future.

The Rugby World Cup is a rugby tournament which takes place every four years with the purpose for international teams from across the globe to compete and entertain spectators. ‘The first Rugby World Cup was held in New Zealand and Australia in 1987’ (Trueman, 2007). England were the host nation for The RWC 2015 however there were also fixtures scheduled in Cardiff at the Principality Stadium, Millennium Stadium at the time. The RWC is the most prestigious rugby tournament in the world and is watched and attended by millions of fans. Over the years the event has expanded and developed into a global major sporting event. This event therefore causes social effects wherever the tournament is hosted. These effects could include; community disruption, antisocial behaviour, increased levels of tourism, congestion and prestige/pride.

3.1 Dissertation Structure and Research Processes

The study contains a range of chapters which inform the reader about the research topic and explains the researchers’ findings from the primary and secondary research methods implemented. The literature review contains relevant major sporting events literature to give background information of the topic along with important information needed in order to answer the research question. The methodology chapter’s purpose is to show the reader how the researcher has gathered the information that has been used in the study. The researcher has decided to gather qualitative and quantitative research data to attain the resources needed to answer the research title.

‘Qualitative tends to be seen primarily as an inductive approach using a research question and moving from instances gained in the data collection to some form of conclusion, often via comparison with existing concepts or theory’.  

(Grbich, 2012, pg196)

‘In respect of quantitative research, the purpose of the research is to discover answers to questions through the application of scientific
procedures. These procedures have been developed in order to increase the likelihood that the information gathered will be relevant to the question asked and will be reliable and unbiased.’

(Davies, 2007, pg9-10)

The primary research methods that have been used are questionnaires with Cardiff local residents and two focus groups with Cardiff Metropolitan University students. The questionnaire has gathered quantitative data which has been visually presented in the form of charts whilst the focus groups have provided qualitative data. The researcher has obtained secondary/desk research regarding major sporting events from a number of sources such as books, journals, articles and websites.

The Results/Analysis chapter’s purpose is to display the findings from the primary and secondary research that the researcher has implemented. The findings are presented in a logical order using tables and charts. The researcher has analysed and critically reviewed the data to support the point being made. After the Results chapter, the researcher has discussed the findings. The discussion links back to the theory concepts within the literature review and the writer has identified whether the findings were what were expected or whether they were different. The writer has also stated whether the findings have contradicted the contents of the literature review and conveyed the writers own views and opinions in contrast the those of the authors of previous literature.

The researcher has considered the rationale for the research study and explained the reasons of interest in the topic. The researcher has also provided an overview of the research process that will be employed. The researcher will now formally conclude this chapter by stating the studies aims and objectives.

3.2 Dissertation Aim

To identify and analyse the social effects that major sporting events have on host cities using The Rugby World Cup 2015 as a case study.
3.3 Dissertation Objectives

- To critically review and analyse literature based the social effects of hosting major sporting events in UK cities.
- To carry out primary research to identify and investigate the positive and negative social effects caused to Cardiff by staging The Rugby World Cup 2015.
- To carry out secondary research to explore the social effects of staging major sporting events in UK cities.
- To review and analyse the primary data, presenting the results using a variety of formats.
- To conclude whether The Rugby World Cup 2015 created more positive social effects or more negative social effects to Cardiff as a host city.

3.4 Chapter Review

In this chapter the researcher has provided a focus for the study, the rationale for undertaking this study and has presented the aim and objectives of the research project. The study will now continue by providing a review of literature available in book, journal and electronic formats.
4. Literature Review

The Literature Review will provide a critical review of the literature surrounding major sporting events that support the research aims and objectives. The Literature Review will also support the suitability of the research topic. The purpose of a Literature Review is:

‘To demonstrate your familiarity with, and knowledge of the subject. A good review will inform the reader that the researcher is competent to undertake research in that particular area’.

(Jones and Gratton, 2003, pg51)

During the secondary research phase of the study, the researcher has discovered that there is a limited amount of literature regarding major rugby events. Therefore, literature regarding other sports as well as rugby have been used to answer the research question. To add to this, the researcher has also discovered that existing literature is largely based on the economic effects that are caused by major sporting events. Therefore, the researcher believes that there is a need for further literature concerning social effects of major sporting events.

4.1 Major Sporting Events

In order to achieve the research aims and objectives, it is crucial to understand what major events and major sporting events actually are. ‘Major events are events that, by their scale and media interest, are capable of attracting significant visitor numbers, media coverage and economic benefits’ (Bowdin et al, 2005, pg16). There are a number of different event typologies for sporting events such as Mega events, Major events and small scale events. It is important not to confuse mega events with major events. ‘Mega-events are large-scale cultural (including commercial and sporting) events which have a dramatic character, mass popular appeal and international significance’ (Roche, 2000, pg1). Major events are different as they possess other characteristics to mega events and tend to focus on a sole sport rather than multi-sport events such as The Olympic Games.
‘Sports events not only bring benefits to their host governments and sport organizations, but also benefit participants such as players, coaches and officials, and bring entertainment and enjoyment to spectators’.

(Bowdin et al, 2005, pg20)

Major sporting events affect many different stakeholders. Watt (1998) suggests that authorities have begun to realise that events are key to the operation of the sports industry. As a result, major sporting events have grown in demand and popularity.

4.2 Host Cities

The host city of a major sporting event can dictate certain aspects of the event including event theming and the overall success of the event. ‘An excited, enthusiastic host community and a cooperative, engaged host facility can dramatically increase a sporting event’s chances for success’ (Supovitz and Goldblatt, 2004, pg81). Major events affect the society of the host city however the society of the city can also affect the major sport event.

‘Societal culture, the values and beliefs of a society or nation, impacts how individuals in that society work and think. It is therefore logical to believe that societal culture can impact the workings of a major sports event organising committee in that society, versus another’. (Parent and Smith-Swan, 2012, pg314)

Organising committees bid to organise major sporting events for many reasons such as boosting profile, building infrastructure and increasing tourism. ‘Hosting an event will help with tourism to your city and region and generate money’ (Davies, 2014). However, organising an international major sporting event isn’t a challenge to be taken lightly. ‘Significant time, effort and most importantly, resources, are required to host any major sporting event successfully’ (Avison, 2015). Singh (2015) suggests that there are several drawbacks of organising these sporting events for the host cities; nevertheless, advantages are also numerous. ‘The process of pursuing and delivering a major event also produces important fringe benefits. It fosters collaboration among the public sector, private sector, and community’ (Pellegrino and Hancock, 2010). Pellegrino and Hancock (2010) also suggest that major sporting events set an example
for new ideas such as environmental sustainability, community involvement and diversity.

4.3 Positive Social Effects of Major Sporting Events

This section of the literature review will identify the positive social effects that are caused by major sporting events. It is important to identify what event impacts are. ‘Event impacts are the effects and implications of how the event impinges on local residents’ (Ntloko and Swart, 2008). Masterman (2009) argues that the success of major sporting events should not just be measured in economic terms but also consider social and cultural impacts. A social impact is defined as; ‘How organisations’ actions affect the surrounding community’ (Woodson, 2013). Masterman (2009) states that if major sporting events are successful then tangible benefits such as stadia and transport infrastructure and intangible benefits, such as sport history making, rituals and national profiles are accumulated.

The sport event industry has grown drastically in recent years with more countries bidding and hosting sporting events. ‘Traditionally, communities and governments have staged events for their perceived social, cultural and/or sporting benefits and value’ (Bowdin et al, 2010, pg97). This shows that previous motivations for planning sporting events are based around improving the host area’s profile. Gratton (1995) suggests that there has been an acknowledgment of social benefits that major sporting events have upon host cities. As a result, in recent years the United Kingdom have hosted major events such as The London Olympic Games 2012 and The Rugby World Cup 2015. Major sporting events have vast positive social effects on host cities including; sports participation, community activities, volunteer opportunities, satisfaction, prestige, cultural identity, happiness/pride and social cohesion.

An increase in sports participation often occurs as a result of a host city hosting a major sporting event.

‘The more people that watch a sports event the more likely it is that sports participation figures will increase and participation led events are vehicles for newcomers as well as more experienced performers’. (Masterman, 2009, pg13)
Sports being showcased at major sporting events encourage viewers to experience the sport themselves. This is a positive because it encourages an active community and the development of future generations. Kremer et al (1997) suggests that not having enough sporting events available hinders sports participation.

Major sporting events also enhance and aid social cohesion.

‘They have an impact on participant’s emotional and intellectual outlook, in terms of pleasure, social interaction, stimulation of the mind and the senses- ranging from consumption of food and drink, to enjoying the atmosphere’. (Shone et al, 2013, pg74)

During The Rugby World Cup 2015, attendee numbers at Cardiff nightclubs rose. This was due to tourists being in the city and willing to spend. ‘There is also the feel good factor that such events generate and when people feel good they spend’ (Thorne, 2015). Social cohesion in the host community is a positive that can arise from major sporting events.

‘Feelings of happiness and pride and the improvement of social cohesion among residents and the home advantage for the host country’s home team do provide a source of social gain falling to the host, and it is effects such as this which need to be focused on as potential benefits’. (Simpson, 2013)

The atmosphere created at major sporting events also enhance the overall experience and therefore social cohesion. Andrews and Leopold (2013) suggest that the behaviour of spectators at a stadium largely contributes to the atmosphere of an event. Kavetsos and Szymanski (2008) reconfirmed the theory that hosting major sporting events like The World Cup can encourage the happiness of residents. Local residents in host city communities also feel pride hosting a specific major sporting event as well as feeling pride towards their nation’s athletes. ‘The success of teams or individual sports men and women from a community, city, country or nation is often a cause for great celebration, particularly if not expected’ (Raj et al, 2013, pg15).

Another effect that occurs is an increase in reputation or prestige. ‘Directors are often motivated by prestige, desire to have local influence or the use of corporate entertainment’ (Horne et al, 1999, pg270). Prestige is one of the main reasons why governing bodies bid to host major sporting events. ‘This phenomenon reflects a trend
to adopt global sports events as a diplomatic tool to enhance prestige and become more socially accepted in the established world order’ (Foulon, 2014). Prestige can also occur when a host nation’s national team are successful during the event.

‘When various opportunities for national affirmation arises at the same time, such as occurs when host countries’ national teams emerge victorious, a space for a new large scale identity phenomenon is created’. (Horne and Horne, 2006, pg127)

Major sporting events can also contribute to improving a city’s cultural identity. ‘Events can improve the cultural identity of a host city, develop community involvement and integration, and instigate local economic benefits’ (Masterman, 2009, pg74). Exposing cultural identity allows cities to showcase their traditions and culture to the world.

Technological advances have aided the popularity of major sporting events around the globe. Robertson (2006) supports this by stating that the development of satellite television has created unprecedented global audiences for major events. Major sporting events also provide community activities. ‘Participation in communities of celebration entails people coming together in sports, festivals and hobbies and finding in these leisure activities common and public goods’ (Getz, 2012, pg315). By hosting a major sporting event, the community of the host city can find common interests and grounds with one and other.

Finally, major sporting events increase volunteer and employment opportunities. Cuskelly et al (2006) suggests that without volunteers, event organisers could not afford to sustain the scale and scope of global events. Volunteer opportunities is a crucial aspect that determines whether an event can take place. ‘Globally, they are the backbone of sport, and many suggest that without them the majority of sporting events would cease to exist’ (Westerbeek et al, 2006, pg211).

4.4 Negative Social Effects of Major Sporting Events

Swart & Smith-Christensen (2005) state major events can negatively effect the socio-cultural nature of a host destination. Negative social effects include; community disruption, negative publicity, anti-social behaviour, traffic restrictions, crowd
congestion, tarnished host reputation and community perceptions on government spending.

‘Other impacts may include loss of amenity owing to noise or crowds, resentment of inequitable distribution of costs and benefits and cost inflation of goods and services that can upset housing markets and impacts low-income groups’. (Bowdin et al, 2010, pg87-88)

Getz (2005) also suggests that major events can have unintended social consequences such as substance abuse, bad crowd behaviour and criminal activity. Residents can have conflicting interests which can disrupt the community. ‘Major sports events involve a number of stakeholders, among them are local residents. These stakeholders have different objectives for getting involved and some have conflicting interests’ (Holger, 2007, pg80). Conflict arises when residents discuss the extent of negative/positive effects. Shone and Parry (2010) suggest that major international events can do damage to communities, resulting in the destruction of identity. Major sporting events can also gain negative publicity which can reflect badly on the host city. ‘If things go well, a city can benefit from positive publicity, but if things go badly, it can cause the opposite’ (Pettinger, 2016).

Another negative effect is community perceptions of government spending. ‘A government's decision to host a major sporting event remains a contentious public issue. The pubic remains sceptical of the huge financial costs of hosting an event’ (Macey, 2014). Public perspectives are likely to be less hostile if the government plans for the event to have a legacy. Feedback from previous major sporting events have shown that in some cases, local residents would prefer money to be spent on health care or education rather than a sport event.

‘Major sporting events are extremely expensive to host. The fact that they last only two to four weeks justifies the claim of public authorities to create long lasting effects from the investments into an event’. (Gutenberg, 2006)

To add to this, local residents tend to be sceptical about the amount of expenditure major events require and can be left unsatisfied if long term positive effects are not visible. To avoid disrupting the community, it is beneficial for major sporting event organisers to identify the community’s demands. ‘Many leading authors have suggested
that it is important for event organisers to have a clear awareness and understanding of residents’ concerns and attitudes’ (Raj et al, 2013b, pg354).

As mentioned previously, many leading authors believe that major sporting events have positive social effects such as sports participation and sports development. However, other authors suggest that it is inaccurate to say so. Masterman (2009) suggests that measuring the level of sport development a sport can achieve as a result of being showcased by a major sporting event is difficult.

4.5 Wales Rugby World Cup 2015

‘The Millennium Stadium in Cardiff, built to stage the 1999 Rugby World Cup, researched and planned with its long term usage in mind’ (McMahon-Beattie and Yeoman, 2004, pg185). Therefore, Wales did not need to invest greatly in infrastructure for the Rugby World Cup 2015 as existing venues were available. As The Rugby World Cup 2015 is a fairly recent event, evidence of long term social effects are complex to identify. However short term effects can be discussed. Negative social effects include tarnished host reputation. During The RWC 2015, hotels were charging inflated room rates. Pritchard (2015) suggests that widespread negative reviews on social media platforms prompted by this kind of overcharging could undermine the tournament’s reputation and legacy. Another negative social effect that occurred as a result of The Rugby World Cup was antisocial behavior which was often closely linked to alcohol consumption and intoxication.

‘There is also the small matter of increased alcohol consumption inside and outside stadiums and in city centre fan-zones; some large distilleries do a slower trade than Twickenham or Cardiff on a big match day’. (Kitson, 2015)

The large quantity of alcohol being consumed on match days did lead to a number of violent incidents occurring in the small hours after a match day. Cardiff council recorded an incident with CCTV on Queens Street, Cardiff. Morgan (2016) states that the footage shows three students who “behaved like a pack of wild animals” in a drunken fight after a Rugby World Cup match in Cardiff.
Possibly the largest issue that the tournament created was traffic and travel issues. Johnston and Coen (2015) states that The Rugby World Cup was hit by travel chaos. The Cardiff council had designed a travel operations plan for the city to implement however it struggled due to large numbers of visitors. ‘Rail operators can typically transport up to 47,000 rugby fans to and from Cardiff on a match day, which includes 14,000 extra capacity especially for Rugby World Cup events’ (Owen, 2015). However, these numbers were exceeded on some match days which caused chaos in the city center.

However, the tournament didn’t only create negative social effects. The RWC 2015 created several benefits for the Cardiff community.

‘The games at the Millennium Stadium and the fanzone have created a feel-good atmosphere in the city, but this will also be felt economically with an estimated £316m being generated off the back of the tournament’. (Silk, 2015)

Post tournament, the overall consensus from both the public and authors seems to be that Cardiff performed efficiently as a city hosting the eight matches that took place. ‘Cardiff has once again excelled itself, not only as an outstanding place to watch major sporting events but also a place for culture, shopping, food and drink and so much more’ (Silk, 2015). Lapasset (2015) believes that The Rugby World Cup 2015 has been the most competitive, best-attended, most-watched, most socially-engaged, most commercially-successful Rugby World Cup to date. Lapasset (2015) continues to state that he believes the The Rugby World Cup 2015 will be remembered as the biggest world cup to date but also the best one.

4.6 Chapter Review

In this chapter the researcher has critically reviewed the literature surrounding major sporting events. The researcher has identified an absence of rugby major event literature which has supported the suitability and/or need for this study.
5. **Methodology**

In this chapter the researcher will be reviewing the research methods that have been implemented during this study. The researcher will explain the reasoning for using both qualitative and quantitative research methods whilst explaining how the researcher ensured that reliability and validity were achieved. Ethical issues will also be considered and an overall reflection of the research process will be delivered which will state positive and problematic areas and recommendations for overall improvement.

5.1 **Qualitative Method**

To gather primary research data, the researcher used a qualitative research method.

‘*Qualitative research is an umbrella term that covers a variety of styles of social research, drawing on a variety of disciplines such as sociology, social anthropology and social psychology*. *(Denscombe, 2003, pg207)*

‘I ideologically, there is an undeniable tendency for qualitative methods to be perceived as more human and even, perhaps, more in tune with contemporary social thinking’ *(Davies, 2007, pg11)*. The researcher implemented a qualitative research method known as a focus group.

‘*A focus group is qualitative research, which means that you do not obtain results with percentages, statistical testing, or tables. Instead, this methodology is less structured than surveys or other quantitative research and tends to be more exploratory as well*. *(Edmunds, 1999, pg2)*

‘Focus groups are small structured groups with selected participants, normally led by a moderator’ *(Litosseliti, 2003, pg1)*. This research method was implemented for several reasons. Firstly, using focus groups allowed participants to answer the questions in more detail and actually expand on the points that they were making. This occurred as the researcher was present at the time the questions were being asked. Edmunds (1999) suggests that focus groups provide a flow of input and interaction related to the topic at hand.
Secondly, using focus groups prevented confusion amongst participants. Due to the researcher being present, the participants could ask the researcher questions if they had an issue regarding the focus group questions. This was important as all participants gave answers to questions that they completely understood. Another reason for choosing to use focus groups was that it contributed to the researcher’s overall research journey. The method is a face to face/personal delivery method which means that the researcher gained the opportunity to develop personal/social skills in a professional environment whilst gaining a beneficial research experience which is a transferable experience for future employment.

The researcher chose to implement two focus groups to allow a comparison of results. The researcher found this beneficial as some responses were identical between the groups but others were unexpected. Having two groups also increased the sample size and therefore the amount of information gathered. The researcher was able to gain a large amount of data due to the focus groups being recorded. As the focus groups were recorded, the researcher could focus primarily on asking questions and encouraging participants to expand and develop their opinions. The researcher did not need to focus on writing notes in a quick fashion because it was all being recorded. The videos were revisited and transcribed in detail. This was beneficial as every piece of information that arose from the focus groups was recorded and presented in the results/findings chapter.

The final reason for implementing focus groups is that it stimulated responses the researcher had not anticipated.

‘Focus group research is useful for revealing through interaction the beliefs, attitudes, experiences and feelings of participants, in ways which would not be feasible using other methods such as individual interviews, observation or questionnaires’. (Litosseliti, 2003, pg16)

Using focus groups was suitable for this study because the researcher required in-depth information from participants in order to answer the research aim and objectives. The focus groups provided participants with the opportunity to expand on and develop views/opinions without feeling pressured due to a relaxed time frame.
5.2 Quantitative Method

Along with qualitative research, the researcher also used a quantitative research method. ‘Quantitative research is designed to give numerical results which can be reported in tables, graphs and charts stating the number of something, the proportion of something, or what the trends are’ (Bouma and Dixon, 2000, pg171). The researcher implemented a quantitative research method known as a questionnaire. ‘Questionnaires are research tools through which people are asked to respond to the same set of questions in a pre-determined order’ (Gray, 2013, pg352). The researcher chose this method for several reasons. Firstly, the researcher decided to implement the questionnaires face to face as opposed to online. The researcher chose to do this to gain a first hand experience of gaining primary research data despite the process being less time efficient. The research method aided the researcher to overcome the daunting feeling of approaching respondents face to face to ask questions.

Secondly, the researcher used questionnaires to gain responses from a specific group of people that the researcher had chosen to focus on to answer the research aim. This eliminated the chance of gathering data from participants that are not relevant to the study. For example, this method prevented the researcher from gathering data from people that did not live in Cardiff during The Rugby World Cup 2015. Another reason for using questionnaires is that a larger sample of participants can be reached and present the researcher with a larger amount of information to analyse.

Finally, using questionnaires permitted the researcher to present his findings in a visual format using pie charts and bar charts. Using a visual format gives the reader a clear and easy to understand set of data to observe. The visual charts are also used to clearly show percentages of responses for each question whilst making the overall presentation of the study more inviting. ‘Researchers administer questionnaires to some samples of a population to learn about the distribution of characteristics, attitudes, or beliefs’ (Marshall and Rossman, 2010, pg125). Using questionnaires was suitable for this study because it allowed the researcher to categorise participants into different categories based on age, occupation and gender to see the beliefs of different groups of people.
5.3 Reliability and Validity

When carrying out primary research it is crucial to gather data that is reliable and valid. ‘Reliability is the degree to which we could expect the same results if we or other researchers carried out the study again, using the same methods on another sample’ (Marshall, 1997, pg79). Reliability is all about how true and accurate the data is and if the data would be replicated if the research method was repeated. The researcher prioritised reliability highly when he undertook his questionnaire research method. To make sure that the research was reliable, the researcher implemented several variables. Firstly, the researcher created a set of questions that were easy to understand, simplistic and engaged the reader. These questions were also approved by the researcher’s dissertation supervisor (Stephen Moore, PhD) and Cardiff Metropolitan University’s Ethics Committee. By doing this, the researcher created a set of questions that would provide responses to answer the study question whilst minimising confusion amongst the reader.

Secondly, the researcher gave each respondent a participant information sheet to read to allow them to understand what the study was about and what they were being asked to do. This increased the likelihood of reliable results as every participant was introduced to the study in the exact same way. However, the researcher believes that reliability could have been improved by implementing the questionnaire method twice on the same sample. This would have given the research two sets of results from the sample people to show if the results were the same.

The researcher also recognised the importance of validity. ‘Validity concerns the accuracy of the questions asked, the data collected and the explanations offered’ (Denscombe, 2002, pg100). ‘It refers to the quality of data and explanations and the confidence we might have that they accord with what is true or what is real’ (Denscombe, 2002, pg100). The researcher views validity as important because if the gathered data was false then the overall study conclusion would also be incorrect. Oliver (2010) considers validity to be a compulsory requirement for all types of studies. Creswell (2003) suggests that validity is seen as a strength of qualitative research and is used to suggest whether the findings are accurate from the standpoint of the researcher, the participant or the reader.
5.4 Triangulation

The researcher obtained a reliable and valid set of results by adopting a triangular research approach. Teddlie and Tashakkori (2008) state that the triangulation research approach involves the use of a variety of data sources in a study. Triangulation is a research approach whereby two or more research methods are used to make sure findings are statistically correct which helps improve reliability and validity. By having a set of data from two different sources that both determine the same conclusions the reliability and validity is greatly increased. ‘Once a proportion has been confirmed by two or more independent measurement processes, the uncertainty of its interpretation is greatly reduced’ (Teddlie and Tashakkori, 2008, pg75). The researcher adopted this approach as he implemented focus groups and questionnaires which gave similar findings.

5.5 Ethical Issues

‘As with many ethical issues in other areas of life, being thoughtful and considerate of the needs and feelings of others goes a long way towards guiding the researcher’. (Bouma and Dixon, 2000, pg191)

Research studies that involve the collection of data from human populations require ethical consideration.

‘Research ethics means conducting research in a way that goes beyond merely adopting the most appropriate research methodology, but conducting research in a responsible and morally defensible way’.

(Gray, 2013, pg68)

The researcher considered ethical issues when implementing his primary research by seeking ethical approval from Cardiff Metropolitan Universities Ethics Committee. By gaining approval from the committee, the researcher prevented ethical issues by eliminating the chances of insulting and/or discriminating against participants with questions. The researcher’s sample for both the focus groups and the questionnaire consisted of participants eighteen years old and above with a balance of genders and cross section of ages. When considering ethical issues, the researcher also identified
that the researcher himself required protection. It was important that the researcher was safeguarded by letting friends know his whereabouts whilst implementing primary research and carrying a mobile phone at all times.

5.6 Research Review

Upon reflection, the researcher has identified areas of his research that were successfully implemented and other areas that were more difficult. Firstly, the researcher believes that implementing face to face questionnaires was a strength of the research process as it entailed the researcher gathering data whilst eliminating confusion amongst participants. Secondly, the researcher believes that the two focus groups were hosted successfully and using a recording device was beneficial.

The researcher is satisfied with the research data collected however believes that the study could be further improved if it was to be repeated. Firstly, despite the researcher’s positive outlook on the face to face questionnaires, the researcher can see the benefits of using an online based questionnaire to gather responses. Using online questionnaires would be more time efficient and also reach a larger sample. This would improve the study due to more data being collected. Secondly, the researcher could have implemented a third research method such as structured interviews. Initially, the researcher had proposed to conduct structured interviews with Wales Rugby Union (WRU) representatives. However, due to access difficulties this did not go to plan. If the study was to be repeated, the researcher would seek out guidance from Cardiff Metropolitan University staff members to gain access to the WRU.

Finally, the researcher believes that his moderating skills are a development area. As this was the researcher’s first experience collecting primary research and moderating focus groups, there were times when the focus group strayed away from the topic area. The researcher could improve the study by moderating more efficiently and focusing on the questions that need to be asked to answer the research aim.
5.7 Chapter Review

In this chapter the researcher has reviewed the research methods that have been used in this study and given reasons for how reliability and validity were achieved by using qualitative and quantitative methods. Ethical issues were also visited and an overall reflection of the methodology process has been covered consisting of the researcher suggesting areas for improvement if the study were to be repeated. In the next chapter the researcher will present in graphical and transcribed format the results from the primary data collection.
6. **Results**

In this chapter the researcher will review the qualitative and quantitative data that has been collected and present the data in both a visual format and a theme format. The data was collected via questionnaire and focus group methods. The questionnaire used for the study received 40 responses over a time period of six days from Tuesday 10\textsuperscript{th} January 2017 to Monday 16\textsuperscript{th} January 2017. For the focus group data, the researcher will label each theme with an alphabetical letter to clearly show different themes. The researcher hosted two focus groups which each consisted of five participants and lasted 30 minutes each. The two focus groups were held on the same day and took place two hours apart. Firstly, the researcher will review the questionnaire data.

6.1 Questionnaire Data

**Figure 1: Question 1. What is your gender?**

The pie chart above shows that 22 males and 18 females answered the questionnaire which shows that the sample used is a fairly even spread.
Figure 2: Question 2. What is your age?

The chart above shows the age range of the sample used for the study and the quantity of participants in each age group. The results indicate that the sample size is skewed towards respondents aged 18 and 35.

Figure 3: Question 3. What is your occupation?

The bar chart above shows the range of different occupations belonging to the questionnaire sample. The chart above indicates that the respondent’s occupations varied in nature. Included in the sample size were management orientated jobs and other
job roles that were sports and education orientated. Significantly the majority of the sample were students and lecturers.

**Figure 4: Question 4. How long have you lived in Cardiff for?**

The chart above shows the period of time the sample have lived in Cardiff for. The chart shows that 14 participants lived in Cardiff for one to three years. The Researcher believes that this resembles the students in the sample. Another 14 participants lived in Cardiff for ten or more years.

**Question 5. Did you live in Cardiff whilst The Rugby World Cup 2015 took place?**

This question is an essential question for the study because it is unlikely that the population would notice social effects if they did not live in the city at the time. A total of 100% of the respondents stated that they did live in Cardiff during the tournament.

**Figure 5: Question 6. Did you attend any of the matches at the Principality Stadium?**
Question six is essential due to questions seven and eight both regarding the matches at the stadium. A total of 37% (15) answered ‘yes’. Therefore 15 participants were able to answer questions about the social affects caused during the matches.

Figure 6: Question 7. Did you personally experience any negative implications from the tournament whilst attending a match?

Negative implications

<table>
<thead>
<tr>
<th>Quantity</th>
<th>No</th>
<th>Traffic congestion</th>
<th>Over crowding</th>
<th>Long queues</th>
<th>Antisocial behaviour</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>
The bar chart above shows negative implications that arose at the stadium during matches. Traffic congestion, over crowding and antisocial behaviour were all mentioned by three participants each with one third of the sample not mentioning negative implications.

**Figure 7: Question 8. Did you personally experience any positive implications from the tournament whilst attending a match?**

The bar chart above shows positive implications that arose at the stadium during matches. A total of four participants did not experience any positive implications from the tournament whilst attending the match however all four participants did mention that they already had an interest in rugby. Positive atmosphere and Rugby interest both receive five votes from participants.
Figure 8: Question 9. Did you personally experience any negative implications from the tournament whilst out and about in Cardiff?

The chart above shows the negative implications of the tournament as a whole. A total of five participants did not experience any negative implications however three of these participants stated that they purposely avoided the town centre. The main negative implication from the tournament was traffic congestion as 36 participants used this response. Antisocial behaviour in Cardiff had 32 participant responses and antisocial behaviour in the nightlife had 25 responses. Other negative implications included poor public transport, accommodation shortages, long queues and overcrowding. Participants also mentioned that road closures, and bus times and routes changing were a nuisance.
Figure 9: Question 10. Did you personally experience any positive implications from the tournament whilst out and about in Cardiff?

The chart above shows the positive implications of the tournament as a whole. A total of 35 participants agreed that the tournament created a positive and friendly atmosphere and 22 participants agreed that the atmosphere and tournament helped with social cohesion. A total of 30 participants stated that the Cardiff nightlife was greatly improved which was due to the increased tourism. Other positive implications included employment opportunities, increased rugby interest, pride/prestige, world wide recognition and culture diversity.
6.2 Focus Group Data

The second set of data to be reviewed is the focus group data. To review this data, the researcher has decided to identify common themes that arose in the responses. The researcher will then use a visual tally chart to display how many participants in the sample agreed or disagreed with each theme. It is worth noting that the researcher carried out two focus groups which each involved five participants. Focus group 1 consisted of two males and three females and focus group 2 consisted of three males and two female participants. The researcher will compare the two focus groups related to each theme to show the similarities and dissimilarities between the two focus groups.

Question 1: In your opinion, did The Rugby World Cup 2015 have any positive social effects on Cardiff as a whole?

Response A: Volunteering opportunities

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<tr>
<th>Focus group 1</th>
<th>Focus group 2</th>
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<tbody>
<tr>
<td>Agree</td>
<td>Disagree</td>
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</table>

The researcher has identified ‘Volunteering opportunities’ as a common theme as seven out of ten participants suggested the volunteering opportunities increased as a result of The Rugby World Cup 2015. In focus group 1, three participants agreed that volunteer opportunities were created however two of the participants disagreed. In focus group 2, four participants agreed that volunteer opportunities were created and one participant disagreed.

Response B: Social cohesion/sense of community

<table>
<thead>
<tr>
<th>Focus group 1</th>
<th>Focus group 2</th>
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<tbody>
<tr>
<td>Agree</td>
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</table>
The researcher has also identified ‘Social cohesion/sense of community’ as a common theme in response to question 1. 9 out of 10 participants suggested that social cohesion/sense of community was a social effect of the tournament. Focus group 1 had a unanimous agreement and focus group 2 had a majority agreement with only one participant disagreeing that social cohesion/sense of community was created.

Response C: Increased rugby interest

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<tr>
<th>Focus group 1</th>
<th>Focus group 2</th>
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<tbody>
<tr>
<td>Agree</td>
<td>Disagree</td>
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</table>

An ‘Increased rugby interest’ has been identified as a common theme from the data for question one. This response was mentioned in both focus groups. It was suggested by two participants in focus group 1 and three participants in focus group 2. This theme has an even spread over the two focus groups. A total of five participants disagreed that The Rugby World Cup 2015 had increased their interest in the game of rugby. However, three of these participants stated that they were already interested in rugby prior to the tournament.

Response D: Pride/Prestige

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<tr>
<th>Focus group 1</th>
<th>Focus group 2</th>
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<tbody>
<tr>
<td>Agree</td>
<td>Disagree</td>
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</table>

The researcher has chosen ‘Pride/prestige’ as a common theme due to every single participant choosing this response for question one. Both focus groups had a unanimous agreement that the tournament created a sense of pride for Cardiff.
The researcher has identified ‘Positive atmosphere’ as a common theme for the responses for question one. The researcher has identified this response due to participants from both focus groups suggesting the same responses. In both focus groups, two participants agreed that a positive atmosphere was created around Cardiff as a whole whereas three participants in both focus groups disagreed. This leads the researcher to believe that the tournament created a buzz but also made others feel uncomfortable. The data represented is consistent as both focus groups results are exactly the same.

The researcher has identified ‘Boosted Cardiff’s profile’ as another common theme. Focus group 1 had a unanimous agreement that The Rugby World Cup 2015 boosted Cardiff’s profile whereas focus group 2 had more of an even spread. A total of three participants agreed and two participants disagreed.

Question 2: Did you notice an increase in the number of tourists? For example, did the event attract personnel from across the world?
Response A: Increased tourism

Focus group 1

<table>
<thead>
<tr>
<th>Agree</th>
<th>Disagree</th>
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<tbody>
<tr>
<td>4</td>
<td>1</td>
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</table>

Focus group 2

<table>
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<tr>
<th>Agree</th>
<th>Disagree</th>
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The researcher has selected ‘Increased tourism’ as a common theme for the responses for question two. Increased tourism refers to an increase in local and national tourism as well as international tourism. The results from both focus groups are correlated as they are exactly the same. A total of four participants in both focus groups agreed that a major event such as The Rugby World Cup 2015 brought people into the city and increased the number of visitors and tourism as a whole. Only one participant in both focus groups disagreed and stated that The Rugby Six Nations tournament brought more tourism to the city.

Response B: Fully booked accommodation

Focus group 1

<table>
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<tr>
<th>Agree</th>
<th>Disagree</th>
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Focus group 2

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<tr>
<th>Agree</th>
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The researcher has identified ‘Fully booked accommodation’ as a common theme from the responses for question two. A unanimous agreement took place as all ten participants agreed that during the tournament it was very hard to find accommodation. All participants stated that hotels and hostels were booked on match days due to the influx of visitors from around the world.
Response C: Diversity/different nationalities

Focus group 1                                   Focus group 2

<table>
<thead>
<tr>
<th>Agree</th>
<th>Disagree</th>
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The researcher has identified ‘Diversity/different nationalities’ as a common theme for question two. A response of 100% in both focus groups agreed that the tournament attracted fans/supporters of different cultures and nationalities to Cardiff.

Question 3: Since The Rugby World Cup 2015 have you personally noticed more of an interest in Rugby and sports?

The researcher did not identify any key themes from the responses for question three. However, the researcher can state that the majority of the participants stated that they did gain more of an interest in Rugby whilst The Rugby World Cup 2015 was taking place. The two participants that didn’t agree gave reasons for disagreeing by suggesting that they already had a strong interest in the sport of rugby before the major event took place.

Question 4: Did you embrace the opportunity of having The World Cup 2015 in Cardiff?

Response A: Too expensive

Focus group 1                                   Focus group 2

<table>
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<tr>
<th>Agree</th>
<th>Disagree</th>
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<th>Agree</th>
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</table>
The researcher has selected the response ‘Too expensive’ as a theme for question four. A recording of 60% of the participants didn’t embrace the opportunity of having The World Cup 2015 in Cardiff because it was deemed too expensive. In both focus groups, three participants stated the tournament as a whole was too expensive and two participants disagreed.

Response B: Watched matches at bars

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<th>Focus group 1</th>
<th>Focus group 2</th>
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<tbody>
<tr>
<td>Agree</td>
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</table>

‘Watched matches at bars’ has been identified as a common theme for question four. In both focus groups, two participants stated that the did watch the matches at bars and three participants disagreed. The participants that disagreed mentioned that they were put off by increased prices and large crowds.

Response C: Attended matches

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<th>Focus group 1</th>
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<tr>
<td>Agree</td>
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</table>

‘Attended matches’ is a common theme that has been selected for question four. A total of two participants agreed in focus group 1 and three participants disagreed. In focus group 2, a unanimous disagreement occurred. All together, the eight participants that disagreed suggested that they didn’t attend matches due to prices and the difficulty in booking tickets.

Question 5: Was there a sense of happiness/pride?
Response A: Proud to show Welsh culture to the world

Focus group 1

<table>
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<tr>
<th>Agree</th>
<th>Disagree</th>
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Focus group 2

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<th>Agree</th>
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</table>

The researcher has identified ‘Proud to show Welsh culture to the world’ as a common theme for the responses of question five. In both focus groups, all participants stated that the people of Cardiff and Wales were proud to have some of the matches in Cardiff. The participants stated that they were proud to show the Welsh culture to the world. There weren’t any participants that disagreed.

Response B: Proud to showcase Cardiff to the world

Focus group 1

<table>
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<tr>
<th>Agree</th>
<th>Disagree</th>
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<tbody>
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Focus group 2

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<tr>
<th>Agree</th>
<th>Disagree</th>
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</table>

The researcher has identified ‘Proud to showcase Cardiff to the world’ as a common theme as a response for question five. The researcher has chosen this theme due to 100% of participants across the two focus groups agreeing/stating that Welsh resident were proud to showcase Wales to the rest of the world. Participants added that they were proud to show that Cardiff was capable of hosting a major event such as The Rugby World Cup.

Question 6: Did you experience any disruption whilst the tournament was taking place?
Response A: Large crowds

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<th>Focus group 1</th>
<th>Focus group 2</th>
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</thead>
<tbody>
<tr>
<td>Agree</td>
<td>Disagree</td>
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<tr>
<td>3</td>
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</tbody>
</table>

‘Large crowds’ has been selected as a common theme for question six due to 60% of the participants agreeing that the large crowds made them feel uncomfortable at times. Both focus groups received the same results as three participants agreed that there were large crowds and two participants disagreed. The participants that disagreed stated that the large crowd added to the atmosphere and the feel of the whole tournament.

Response B: Train delays

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<tr>
<th>Focus group 1</th>
<th>Focus group 2</th>
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<tbody>
<tr>
<td>Agree</td>
<td>Disagree</td>
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</table>

The researcher has identified ‘Train delays’ as a common theme out of the responses for question six. A recording of 80% of the respondents stated that train delays occurred and caused inconveniences to them. A total of two participants disagreed as they stated that they didn’t have the need for a train so wouldn’t have known. Focus group 1 had a unanimous agreement whereas focus group 2 had three participants agree and two participants disagree.

Response C: Long queues

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<tr>
<th>Focus group 1</th>
<th>Focus group 2</th>
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<tbody>
<tr>
<td>Agree</td>
<td>Disagree</td>
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<td>4</td>
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</tbody>
</table>
The researcher identified ‘Long queues’ as a common theme for question six. In focus group 1, only one participant disagreed as they stated that they tried to stay away from the city centre as much as possible whilst the tournament was on. A total of four participants agreed stating that it took a long time to be served in bars due to large customer numbers. In focus group 2, the same results occurred. The four participants that agreed in focus group 2 stated that it was virtually impossible to shop during the tournament due to long queues.

Response D: Poor public transport/traffic congestion

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<tr>
<th>Focus group 1</th>
<th>Focus group 2</th>
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<tbody>
<tr>
<td>Agree</td>
<td>Disagree</td>
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</table>

The researcher has selected ‘Poor public transport/traffic congestion’ as a common theme for the responses for question six. This theme had an 100% response as every participant in both focus groups agreed that the public transport was poor and traffic congestion increased during the tournament. Participants stated that bus routes were altered and busses were often late whilst the traffic congestion and traffic jams were common.

Response E: Midday drunken behaviour

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<tr>
<th>Focus group 1</th>
<th>Focus group 2</th>
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<tbody>
<tr>
<td>Agree</td>
<td>Disagree</td>
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</table>

The researcher has identified and selected ‘Midday drunken behaviour’ as a common theme for question six. In focus group 1, two participants agreed and three participants disagreed. In focus group 2, one participant agreed and four participants disagreed.
Question 7: What were your experiences with crowd congestion whilst the event took place?

Response A: Uncomfortable

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<tr>
<th>Agree</th>
<th>Disagree</th>
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</table>

Focus group 1

Focus group 2

‘Uncomfortable’ is a common theme that the researcher has identified for question seven. The results from the focus groups are interesting as they contradict each other. Focus group 1 had four participants agree that the large crowds made them feel uncomfortable and only one participant disagreed. Whereas, in the second focus group, only one participant agreed that the crowds were uncomfortable and four participants disagreed.

Response B: Created an atmosphere

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<tr>
<th>Agree</th>
<th>Disagree</th>
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<tbody>
<tr>
<td>1</td>
<td>4</td>
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</table>

Focus group 1

Focus group 2

The researcher has identified ‘Created an atmosphere’ as a common theme. Just like the previous common theme, the focus group responses for this theme also mirror each other. Focus group 1 has one participant agree that an atmosphere was created from the large crowds and four participants disagreed. Focus group 2 saw opposite results.

Question 8: Did you notice a difference in the Cardiff nightlife during the tournament? For example, antisocial behaviour.
Response A: Increased Prices

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<thead>
<tr>
<th>Agree</th>
<th>Disagree</th>
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<th>Agree</th>
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</table>

The researcher has identified ‘Increased Prices’ as a common theme from the responses for question eight. The researcher has selected to review this theme due to 80% of participants mentioning the increase in prices at bars and clubs during the tournament. In focus group 1, three participants agreed that the Cardiff nightlife was expensive and two participants disagreed as they did not experience the nightlife during The Rugby world Cup 2015. In the second focus group, a unanimous agreement was made.

Response B: Violence between fans

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<tr>
<th>Agree</th>
<th>Disagree</th>
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<th>Agree</th>
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The researcher has identified ‘Violence between fans’ as a common theme for question eight. The results for this question show an even spread as 50% of the participants suggested that fans were violent towards one and other at night during the event. The other half disagreed. However, two participants in focus group 1 didn’t experience the nightlife during the tournament so their answers could be questioned in terms of validity.

Response C: Better atmosphere

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<tr>
<th>Agree</th>
<th>Disagree</th>
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</table>
The researcher has also identified ‘Better atmosphere’ as a common theme for question eight. Focus group 1 had three participants agree that a better atmosphere occurred in the Cardiff nightlife with the two participants that didn’t experience the nightlife disagreeing. Interestingly, despite the fighting that was previously mentioned, focus group 2 unanimously agreed that they enjoyed the atmosphere at night regardless of fans fighting.

Question 9: What’s your view on the government spending for the tournament?

Response A: Not a problem

<table>
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<tr>
<th>Focus group 1</th>
<th>Focus group 2</th>
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<tbody>
<tr>
<td>Agree</td>
<td>Disagree</td>
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</table>

‘Not a problem’ is a common theme from the responses for question nine. The participants were asked for their views on government spending on the tournament and all ten participants agreed that the government spending money was not an issue to them. They stated that the infrastructure was already in place and the spending was worth while.

Question 10: In your opinion, do the negative social effects outweigh the positive social effects?

The researcher did not identify any key themes from the response for question ten. However, the majority (70%) of the participants indicated that they believe The Rugby World Cup 2015 created more positive effects than negative effects. However, not all participants agreed which shows that negative factors were also present and shouldn’t be ignored.
6.3 Chapter Review

In this chapter, the author has presented data in a visual and themed format to show the findings from the primary research which the researcher undertook. The next chapter will consist of the researcher assessing and discussing key themes and making links as appropriate to the literature review. The researcher will discuss the findings and give his own opinion into the study.
7. Discussion

In this chapter the researcher will discuss key themes that have been identified from the previous chapter and compare these themes to the literature review whilst stating if the literature complies with the research or contradicts it. This chapter will be a discussion of emerging themes from the questionnaire and focus group data. Each theme will be displayed as a sub-heading and the discussion for each theme will follow.

7.1 Discussion of Emerging Themes from Questionnaire and Focus Group Data

7.1.1 Sports Participation

The first emerging theme from the questionnaire results that the researcher needs to discuss is ‘Sports participation’. The researcher has analysed the questionnaire results in relation to sports participation and has identified that the literature from the literature review and the results contradict one and other. Masterman (2009) suggests that the more that people watch sporting events the more likely they are to take part in the sport. However, the results for Question 8 on the questionnaire show that only three participants suggested that sports participation was a positive implication that arose from The Rugby World Cup 2015. Kremer et al (1997) stated in the literature review that not having enough sporting events available hinders sport participation. However, the results which the researcher obtained suggest that having a major sporting event in a host city does not have a considerable impact to sports participation.

The results from the questionnaire in relation to sports participation did surprise the researcher. The researcher was expecting more respondents to have participated in rugby since the tournament however the researcher did record eleven respondents that gained more of a rugby interest post tournament. This leads the researcher to believe that the tournament gained the interest from spectators but accessibility, opportunities and/or motivations to actually participate in the sport themselves are absent/unavailable. Interestingly, sports participation was not an emerging theme from the focus group data.
7.1.2 Social Cohesion

The second emerging theme that the researcher must focus on is ‘Social cohesion’. The researcher has analysed the results from the questionnaire in regards to social cohesion and has come to the conclusion that the existing literature is in accordance with the researcher’s results. Shone et al (2013) suggests that major sporting events have impacts on social interaction as a result of the atmosphere that is created. The results agree/support this literature as over half (22) of the respondents stated that the tournament contributed to improving social cohesion.

Simpson (2013) suggests that feelings of happiness and the host country’s national team having a home advantage can improve social cohesion. This is supported by the researcher’s focus groups due to nine out of ten participants stating that social cohesion/sense of community arose from the tournament. This result can be found under response B on Question 1. Prior to the research, the researcher had expected these responses. The researcher believes that a major sporting event such as The Rugby World Cup 2015 can dramatically improve social cohesion and the local community if the event is planned and implemented correctly and successfully.

7.1.3 Positive Atmosphere

Another emerging theme that the researcher will discuss is ‘Positive atmosphere’. The researcher believes that positive atmosphere and social cohesions interlink and can affect each other. The researcher has identified that the literature supports the questionnaire results in relation to positive atmosphere. Bowdin et al (2005) suggests that major sporting events not only bring benefits to the community but also create a strong atmosphere and entertainment to the spectator. Kavetsos and Szymanski (2008) confirmed this by suggesting that hosting major sporting events like the World Cup can promote the happiness of residents. The researcher’s questionnaire results support these authors points because 35 out of 40 respondents stated that The Rugby World Cup 2015 created a positive atmosphere whilst out and about in Cardiff.
The researcher had expected to see these results due to the researcher’s personal experiences of the tournament. The researcher experienced the atmosphere whilst out and about in Cardiff and had a positive experience. Interestingly, only one third of participants that attended a match during The Rugby World Cup 2015 stated that the atmosphere was a positive one. This is a surprising result and suggests that the actual atmosphere within the stadium isn’t as remarkable as it’s made out to be. Silk (2015) stated that the fan zone created a feel-good atmosphere in the city. The statement from this author states that a feel good atmosphere was created around the city which is also what the results from the questionnaire suggests.

7.1.4 Pride

‘Pride’ has been identified by the researcher as another emerging theme that will be discussed. The researcher believes that major sporting events can create a great sense of pride for local residents of the host city. Especially if the host nation’s team is successful. Raj et al, (2013) suggests that the success of a national team’s sports men and women from a community or city is a cause for great celebration and pride. The questionnaire results correspond with this authors statement to an extent as 23 respondents agreed that there was a great sense of pride for Cardiff and Wales as a whole. The researcher believes that there were only 23 participants stating they were proud because not all the participants were Welsh. Therefore, the researcher believes that it is possible an individual living in a host city for a short period of time would feel less pride as opposed to a Welsh person that is proud of their heritage and traditional values.

The researcher has identified that the literature and the focus group results are in accordance with each other. This did not surprise the researcher a great deal however it is interesting that the focus group results were more assuring then the questionnaire results in relation to pride. A total of 100% of the focus group respondents agreed that pride occurred. This result can be found under response D on Question 1. Overall, both the focus group and the questionnaire results imply that local residents were proud to showcase Cardiff to the world. The literature supports this as Raj et al (2013) suggests that a successful major event can bring pride and celebrations to a host city or country.
7.1.5 Volunteering Opportunities

The researcher has identified ‘Volunteering opportunities’ as another emerging theme to be discussed. The researcher has analysed the questionnaire responses and compared them to the literature review and concluded that the responses differ to the literature in relation to volunteering opportunities. The questionnaire only received six respondents stating that volunteering opportunities were available which is surprising to the researcher as The Rugby World Cup 2015 was such a major event. Cuskelly et al (2006) suggests that without volunteers, event organisers could not afford to sustain the scale and scope of global events. The researcher strongly agrees with this statement however the questionnaire results collected for this study in relation to Cardiff and The Rugby World Cup 2015 do not comply. This leads the researcher to believe that the sample used were not made aware of volunteering opportunities for the event or the event organisers did not advertise the need to volunteers to the Cardiff public.

The researcher can confirm that the focus group results agree with the literature regarding volunteering opportunities. This is interesting to the researcher because the questionnaire results contradicted the literature. The results from the focus group show that a total of 70% of respondents agreed that volunteering opportunities were available during the tournament. This result can be found under response A on Question 1. The literature supports these results due to Westerbeek et al, (2006) suggesting that volunteers are the backbone of sport, and without them the majority of sporting events would cease to exist. Despite the majority of respondents mentioning volunteering opportunities as positive social effect from the tournament, the researcher was expecting to see a unanimous agreement between participants. This leads the researcher to believe that volunteering opportunities were available during The Rugby World Cup 2015 however the opportunities did not grab the attention of everyone. Nevertheless, the researcher agrees that The Rugby World Cup 2015 created volunteering opportunities and recognises this as a positive social effect.
Another emerging theme from the questionnaire results that the researcher must discuss is ‘Anti-social nightlife/behaviour’. The researcher can determine that the questionnaire results correlate with the literature to an extent but there are also some results that oppose the literature. During The Rugby World Cup 2015, there were many reports of anti-social behaviour at night and one incident/confrontation was recorded on CCTV footage. Morgan (2016) states that the footage shows three students who “behaved like a pack of wild animals” in a drunken fight after a Rugby World Cup match in Cardiff. The researcher’s questionnaire responses support this due to 25 out of 40 respondents stating that they experienced anti-social behaviour at night during the tournament. Surprisingly, despite this a total of 30 participants from the sample stated that the Cardiff nightlife was greatly improved. This leads the researcher to believe that the Cardiff nightlife was improved due to positive atmospheres and cultural diversity despite the anti-social behaviour.

The researcher has compared the literature and the focus group results and can conclude that the results do not support the literature. Getz (2005) suggests that major events can have unintended social consequences such as an increase in criminal activity. The results contradicted this as only three out of ten respondents mentioned that they had been disrupted by midday drunken behaviour. This result can be found under response E for Question 6. To add to this, there was an even spread of 50% of respondents that stated there was violence between fans during the Cardiff nightlife. This result can be found under response B on Question 8. By combining these two results, the researcher can see that the majority of participants did not experience much anti-social behaviour. The focus group results in relation to anti-social behaviour did surprise the researcher. The researcher experienced anti-social behaviour during the tournament both during the nightlife scene and during the day on a match day.

The researcher has identified ‘Poor public transport/Travel’ as an emerging theme from the questionnaire and focus group results. The researcher can conclude that the
literature and the results match in relation to poor public transport. Johnston and Coen (2015) states that The Rugby World Cup 2015 was hit by travel chaos, as thousands of fans tried to travel from London to Cardiff for the Ireland-Canada game. This is supported by the questionnaire results as 25 respondents mentioned poor public transport as a negative implication from The Rugby World Cup 2015 whilst out and about in Cardiff. The researcher also gathered results concerning 36 out of 40 participants stating that traffic congestion was a negative implication. The traffic congestion will have contributed to poor public transport due to public busses being delayed. The researcher was anticipating these results due to his own experience of using public transport during the tournament.

The focus groups also support the literature as all ten participants agreed that traffic congestion and poor public transport were issues. This result can be found under response D for Question 6. A total of 80% of participants mentioned that train delays were also a disruption that the tournament caused. This result can be found under response B for Question 6. The researcher had expected to record these results due to the researcher himself having experienced poor public transport and traffic congestion on many occasions during the tournament.

7.1.8 Culture

‘Culture’ is another emerging theme from the focus group data. The researcher has come to the conclusion that the results and literature are alike. Masterman (2009) states that events can improve the cultural identity and profile of a host city. This is supported by response A on Question 5 as it indicates that The RWC 2015 created an opportunity to showcase the Welsh culture to the world due to 100% of respondents agreeing. The researcher anticipated these responses and believes that The Rugby World Cup 2015 was a fantastic opportunity for Wales to show the world the Welsh culture and boost/improve Cardiff’s profile.
7.1.9 Increased Prices

Another emerging theme identified from the focus group data is ‘Increased Prices’. The researcher identified that the literature and the results from the focus groups are completely different. Thorne (2015) states that there is a feel good factor that major events generate and when people feel good they spend. The results contradict the literature by having 80% of respondents agree that the Cardiff nightlife became more expensive. This result can be found under response A for Question 8. These results contradict the view that major events create a feel good factor which makes people spend. The researcher can understand what this author is proposing however the researcher believes that the relationship of feel good factor and spending can not be generalised to the whole population. The researcher was not alarmed by the results differing from the literature due to the researcher’s personal experiences with the high prices in Cardiff during the tournament.

7.1.10 Large Crowds

Another emerging theme from the focus groups that the researcher has identified for discussion is ‘Large crowds’. The researcher can report that the results neither support nor contradict the literature. Getz (2005) suggests that major events can have unintended social consequences such as bad crowd behaviour. The results show that 50% of respondents felt uncomfortable whilst in crowds during the tournament and believe that the police could have done more to ease the flow of congestion. This result can be found under response A for Question 7. However, the other half of the respondents stated that the large crowds added to the overall atmosphere. This result can be found under response B for Question 7. The researcher was amazed by these results because the research believes that the crowds in the city centre really contributed to the positive atmosphere around the city. The researcher cannot confirm that the results agree nor disagree with the literature.
7.1.11 Government Spending

Another emerging theme that the researcher has identified for discussion is ‘Government spending’. The researcher can state that the results do not support the literature. Macey (2014) states that a government’s decision to host a major sporting event remains a contentious public issue. The results from the focus group challenge this as all ten participants stated that government spending was not an issue for The RWC 2015 in Cardiff. This result can be found under response A on Question 9. The researcher was anticipating this result due to infrastructure costs being minimal.

7.1.12 Embracing the Opportunity

A concluding emerging theme that the researcher will discuss is ‘Embracing the opportunity’. The researcher can conclude that the results do not support the literature. Getz (2012) suggests that major sporting events can bring the people in communities together. However, a total of 60% of participants gave high prices as a reason for not embracing the opportunity of having The Rugby World Cup 2015 in Cardiff. This result can be found under response A on Question 4. The researcher agrees with the literature and understands that major sporting events can bring communities together however the result lead the researcher to believe that inflated prices can discourage community involvement.

7.1.13 Overall Social Effects

Finally, the researcher will now deliver the overall consensus from the questionnaire and focus groups in regards to whether The RWC 2015 created more positive social effects or more negative social effects. The focus group results agree with the literature in certain areas and differ in other areas. Swart & Smith-Christensen (2005) imply that major events have powerful socio-cultural impacts on their host destination and community. The results agree with this due to responses from several questions stating effects that arose such as travel disruptions, expenses, pride, showcasing culture and volunteering opportunities.
Shone and Parry (2010) suggest that major events can do damage to communities and result in the destruction of identity. The results disagree with this literature due to 70% of respondents stating that The RWC 2015 created more positive social effects than negative social effects. This result can be found on Question 10. Along with this, all ten participants stated that the tournament was a great opportunity to showcase Cardiff to the world. This result can be found under response B on Question 5. This differs to the literature because the tournament did not cause a destruction of identity and actually enhanced it. Silk (2015) suggests that Cardiff excelled itself not only as an outstanding place to watch a major event but also for culture. The results support this due to the majority of respondents agreeing that there were more positive effects as apposed to negative effects.

In the researcher’s overall opinion, the researcher was not surprised to see the majority of respondents agrees that the tournament created more positive effects. The researcher identifies that the tournament caused travel chaos, raised prices and created large crowds which were often seen as uncomfortable. However, the researcher believes that the overall pride of the Welsh people accompanied with the atmosphere created, opportunity to showcase Welsh culture and social cohesion/sense of community outweighs the negative aspects for The Rugby World Cup 2015.

7.1.14 Chapter Review

In this chapter the researcher has reviewed the data and drawn conclusions from each theme whilst making links with the literature. In the next chapter, the study will continue with the researcher making formal conclusions and recommendations to consolidate the study.
8. **Conclusion and Recommendations**

In this chapter the researcher will review and consolidate the objectives and research aim within this study to confirm that the aim and objectives have been achieved. In this chapter the researcher will also consider what further research can be built and progressed that will further develop this study. The researcher will also consider who the research will help and how the findings will assist those organisations or individuals. The researcher will reflect upon his research journey and his learning experiences as part of this study. The study will be concluded with the researcher giving detailed recommendations that could improve the research that has been conducted. The researcher has revisited the study objectives and believes that all the objectives have been achieved. These objective will now be discussed below.

8.1 **Aims and Objectives**

8.1.1 **Aim**

To identify and analyse the social effects that major sporting events have on host cities using The Rugby World Cup 2015 as a case study.

8.1.2 **Objectives**

- To critically review and analyse literature based the social effects of hosting major sporting events in UK cities.
- To carry out primary research to identify and investigate the positive and negative social effects caused to Cardiff by staging The Rugby World Cup 2015.
- To carry out secondary research to explore the social effects of staging major sporting events in UK cities.
- To review and analyse the primary data, presenting the results using a variety of formats.
- To conclude whether The Rugby World Cup 2015 created more positive social effects or more negative social effects to Cardiff as a host city.
Upon reflection, the researcher believes that the study objectives have been achieved for the following reasons:

Objective 1: The researcher has successfully completed Objective 1 as the researcher has critically reviewed and analysed literature regarding UK cities hosting major sporting events. The researcher has achieved this objective in the literature review section of the study. The literature review included details concerning why organising bodies/host cities bid for major events and the social effects that come with them.

Objective 2: The researcher believes that Objective 2 has been met successfully as the researcher carried out primary research to gather data which could be used as results to answer the study aim. The researcher created a questionnaire and implemented the method face to face. The researcher gathered 40 responses which the researcher believes was a suitable sample to attain a set of data that would give details regarding positive and negative social effects that Cardiff incurred from The Rugby World Cup 2015. The researcher also planned and implemented two focus groups which gave the researcher more in depth and expanded responses regarding these effects.

Objective 3: The researcher completed Objective 3 by collecting secondary/desk research in the form of literature. The researcher gained important and relevant information regarding social effects of major sporting events from academic authors and online sources such as journals and articles.

Objective 4: The researcher successfully completed Objective 4 by reviewing and analysing the primary data that the researcher collected. The researcher reviewed the questionnaire data by presenting the results in a visual format such as a pie chart or a bar chart. The researcher then stated the meaning of each. The researcher then reviewed and analysed the focus group data by identifying key themes and comparing the themes to the literature.

Objective 5: The researcher completed the fifth and final objective by identifying the respondent’s overall consensus of The Rugby World Cup 2015 in Cardiff. The researcher analysed the primary research data and identified that the majority of
respondents viewed The Rugby World Cup 2015 as more of a positive rather than a negative. The researcher also gave his own opinion of the major event and concluded that the major event created more positive social effects than negative social effects.

The researcher has achieved all the stated objectives and therefore he is confident that the study aim has been met.

8.2 Further Research

This study was successful due to all research objectives and the research aim being achieved however there were certain aspects that the researcher has identified for further research development. The researcher believes that the study could be developed further by using a larger sample whilst implementing the questionnaire method during the primary research stage. The researcher is satisfied with the sample size of 40 respondents that was used however a larger sample would enable the results to be generalised to the population. Whilst reviewing the data, the researcher also realised that a considerable number of the sample were students. This gave a lot of results from a student’s point of view as opposed to the general Cardiff population. Therefore, the study could be developed by using a sample with a wider range of occupations.

The study could also be further developed by gaining responses from Wales Rugby Union representatives. The WRU played a major role in organising the major event for the matches held in Cardiff. Therefore, it would be beneficial to this study to gain the opinions of WRU representatives in relation to the social effects that they think the tournament created. The researcher did not carry this out himself due to access difficulties.

This study could also be developed and further progressed by future researchers who have the need to identify and analyse social effects that major sporting events create for different cities. This study contains literature and information regarding major sporting events as a whole as well as the Cardiff case study. A researcher could use the information in this study and follow the researcher’s format and key/emerging themes whilst applying both to a different major event in a different host city.
8.3 Contributions of the Research

The researcher believes that this study could be beneficial to organising committees and city planners. The researcher believes that organising committees that are pursuing the right to host a major sporting event in their host city would benefit from viewing the researcher’s study. The study would enlighten the organising committee representatives and inform them regarding the positive and negative effects that would have an impact on the local residents and community. Raising awareness of these effects would benefit the organisers and city planner because plans could be put in place to prevent or minimise the negative effect from occurring at their major sporting event.

8.4 Personal Reflection on the Research Journey

The researcher has benefited immensely during this study and has gained experiences that are transferable for future employment. The researcher also experienced difficulties in other areas which required dedication and commitment to overcome. The research journey started when the researcher studied Events Management at Warwickshire College. He gained crucial skills and knowledge which have aided the completion of this project. The researcher gained skills such as project planning, time management, organisation and self motivation.

The researcher further developed these skills and gained new skills when he started his Events Management degree at Cardiff Metropolitan University. Skills that were gained at College have been developed and new skills and attributes have emerged including communication, research skills, self confidence, problem solving, referencing and the ability to write in an academic style.

The researcher gained a first hand experience of working on a project from the planning phase all the way through to completion. The researcher has also experienced studying and reading around the major sporting events topic, primary data collection, time allocation, organising meetings with the researcher’s supervisor and developing a passion for the topic whilst attaining information that the researcher did not previously possess.
The researcher has identified that some aspects of the research process were comfortable and others were problematic. Despite the discussion chapter being the largest in the study, it was actually the chapter that felt the most natural to write. However, the researcher did have difficulties with the initial collection of literature due to the absence of rugby literature. This caused the researcher to broaden the focus of literature from rugby literature to major sporting events in general.

The researcher has recognised the literature review as the most time consuming and problematic. Another problematic area was the primary data collection. Questionnaire and focus group methods were used because the researcher believed that the best responses would arise from these methods. This was accurate as a valid and reliable set of data was collected however the researcher found the process daunting at first. The researcher had the choice to create an online questionnaire to collect data or implement the questionnaires face to face. The researcher chose to use the face to face method with the motive to gain a first hand experience. Personal delivery questionnaires are more reliable than online questionnaires as the researcher can physically speak to the respondent to solve any confusion that they may have regarding a question.

‘The advantages of personal delivery are that you can help respondents to overcome difficulties with the questions, and that you can use personal persuasion and reminders to ensure a high response rate’.

(Walliman, 2013, pg166)

At first, the researcher found it daunting approaching strangers to ask them questions however quickly grew in confidence. Upon reflection, the researcher is glad that he didn’t opt for the more simplistic and easy-going online questionnaires and is pleased that he worked hard and dedicated the time to gain first hand experience collecting data which will be a useful skill in the future. The researcher would like to stress that overcoming this problem and gaining this experience is the most important experience that the researcher will take away from this project.
8.5 Recommendations/Overall Conclusion

To formally conclude this study, the researcher will make recommendations based on the study’s findings. The researcher has identified that there is a serious lack of major Rugby events literature from published authors compared to other sports such as Football. The researcher therefore identifies the need for more Rugby based literature and recommends that authors research and publish documents which could improve this study’s literature review. The researcher also recommends that any organising body or committee that is in the bidding or planning phase of a major sporting event should prioritise transport networks. The findings suggest that the major negative social effects caused surround public transport and traffic congestion. Efficient and effective travel networks will minimise congestion and poor public transport such as train delays which will reduce negative social implications. The study could also be improved by using a larger sample for the questionnaire data collection as the sample is not a proportional representation of the population. To add to this, the sample’s geographical location could be narrowed to show the relationship between respondents from different areas of Cardiff.

8.6 Chapter and Study Conclusion

In this chapter the researcher has provided reasons for the achievement of each research objective, identified areas for further development and given a reflection on the researcher’s personal research journey. This chapter has also identified the profile of personnel that the study will benefit and how these individuals/organisations will benefit. Finally, the researcher believes that all research objectives and the research aim have successfully been met and the researcher has accomplished what he set out to do. The researcher therefore hopes that the issues presented, discussed and analysed in this study will help to inform future decision making for organising committees when planning future major sporting events.
9. **Appendices**

Appendix 1- Ethics Approval Sheet.

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**DEVOLVED ETHICS APPROVAL APPLICATION SUMMARY**

<table>
<thead>
<tr>
<th>To be completed by student and supervisor before submission to Ethics Approval Panel</th>
<th>Student Signature;</th>
<th>Supervisor Signature;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Application for ethics approval</td>
<td>[ ]</td>
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<tr>
<td>Participant information sheet</td>
<td>[ ]</td>
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<tr>
<td>Participant consent form</td>
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<td>Pilot interview/s</td>
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<tr>
<td>Pilot questionnaire/s</td>
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<td>Letter/s to participating organisation/s</td>
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<tr>
<td>Confirmation of interviewee participation</td>
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</table>

First Submission ✓ Resubmission [ ]

Date: 27/11/2011

For use by the devolved ethics approval panel:

<table>
<thead>
<tr>
<th>Panel Members</th>
<th>Name</th>
<th>Signature</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module leader, Chair:</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Supervisor:</td>
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<tr>
<td>CSM Ethics Committee Representative:</td>
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</tbody>
</table>

Date: 30/11/2011

**Outcome:**

Project Approved [ ] Reference number issued: [ ]

Chair’s Action [ ]

Application not Approved [ ]

Comments for projects not fully approved:

- Add missing responses to CR 15/16 - AR completed 30/11/16 SM.
- Return CR 15 for interview + Group - CR completed 30/11/16 SM.
- Delate reference to anti-social behaviour in interview - CR completed 30/11/16 SM.
- Amend Questionnaire to include paragraph for introduction including over 18 + Cargo - CR completed 15/11/16 SM.

The original to be retained by the supervisor and a copy given to the student and module leader.

In the case of a resubmission being required this original form should be submitted with the resubmission not a new, blank, one.
Appendix 2- Ethics Form.

CARDIFF METROPOLITAN UNIVERSITY APPLICATION FOR ETHICS APPROVAL

Contents page

Ethics application form .................. Page 1
Participant information sheet- questionnaire ...... Page 6
Participant information sheet- structured interview . Page 8
Participant information sheet- focus group .......... Page 10
Participant consent form- questionnaire ............ Page 12
Participant consent form- structured interview . Page 13
Participant consent form- focus group .......... Page 14
Local residents’ questionnaire .............. Page 15
Local residents structured interview .......... Page 17
Wales Rugby Union (WRU) representatives structured interview Page 19
Cardiff Metropolitan University student focus group questions Page 21
Letter to the WRU .................. Page 23
When undertaking a research or enterprise project, Cardiff Met staff and students are obliged to complete this form in order that the ethics implications of that project may be considered.

If the project requires ethics approval from an external agency (e.g., NHS), you will not need to seek additional ethics approval from Cardiff Met. You should however complete Part One of this form and attach a copy of your ethics letter(s) of approval in order that your School has a record of the project.

The document Ethics application guidance notes will help you complete this form. It is available from the Cardiff Met website. The School or Unit in which you are based may also have produced some guidance documents; please consult your supervisor or School Ethics Co-ordinator.

Once you have completed the form, sign the declaration and forward to the appropriate person(s) in your School or Unit.

PLEASE NOTE:
Participant recruitment or data collection MUST NOT commence until ethics approval has been obtained.

### PART ONE

<table>
<thead>
<tr>
<th><strong>Name of applicant:</strong></th>
<th>Harry Schofield</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Supervisor (if student project):</strong></td>
<td>Stephen Moore</td>
</tr>
<tr>
<td><strong>School / Unit:</strong></td>
<td>Cardiff School of Management: Tourism, Hospitality and Events</td>
</tr>
<tr>
<td><strong>Student number (if applicable):</strong></td>
<td>ST20059693</td>
</tr>
<tr>
<td><strong>Programme enrolled on (if applicable):</strong></td>
<td>BA Hons: Events Management</td>
</tr>
<tr>
<td><strong>Project Title:</strong></td>
<td>The social effects that major sporting events have on host cities: A case study of the Rugby World Cup 2015 in Cardiff</td>
</tr>
<tr>
<td><strong>Expected start date of data collection:</strong></td>
<td>01/01/2017</td>
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<tr>
<td><strong>Approximate duration of data collection:</strong></td>
<td>6 weeks</td>
</tr>
<tr>
<td><strong>Funding Body (if applicable):</strong></td>
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</tr>
<tr>
<td><strong>Other researcher(s) working on the project:</strong></td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Will the study involve NHS patients or staff?</strong></td>
<td>No</td>
</tr>
<tr>
<td><strong>Will the study involve human samples and/or human cell lines?</strong></td>
<td>No</td>
</tr>
</tbody>
</table>

Does your project fall entirely within one of the following categories:

- Paper based, involving only documents in the public domain: **No**
- Laboratory based, not involving human participants or human samples: **No**
| Practice based not involving human participants (eg curatorial, practice audit) | No |
| Compulsory projects in professional practice (eg Initial Teacher Education) | No |
| A project for which external approval has been obtained (e.g., NHS) | No |

If you have answered YES to any of these questions, expand on your answer in the non-technical summary. No further information regarding your project is required. If you have answered NO to all of these questions, you must complete Part 2 of this form.

In no more than 150 words, give a non-technical summary of the project. The aim of the project is to identify the social effects that major sporting events such as The Rugby World Cup 2015 have on host cities. In particular, the project will identify the social effects caused to Cardiff as a host city. The researcher will carry out primary and secondary research using qualitative and quantitative research methods to obtain and gather the data required to meet the project’s aims and objectives. The researcher will use desk/secondary research to analyse existing data of effects caused by major sports events. In addition to this, the researcher will create a structured interview and questionnaire. The structured interview will be carried out with local residents and WRU representatives, whilst the questionnaires will be distributed to members of the public in Cardiff.

DECLARATION:
I confirm that this project conforms with the Cardiff Met Research Governance Framework.

I confirm that I will abide by the Cardiff Met requirements regarding confidentiality and anonymity when conducting this project.

STUDENTS: I confirm that I will not disclose any information about this project without the prior approval of my supervisor.

Signature of the applicant: ___________________________ Date: ________________

FOR STUDENT PROJECTS ONLY

Name of supervisor: ___________________________ Date: ________________

Signature of supervisor: ___________________________ 

Research Ethics Committee use only

Decision reached: Project approved [ ] Project approved in principle [ ] Decision deferred [ ]
PART TWO

A RESEARCH DESIGN

A1. Will you be using an approved protocol in your project? No

A2. If yes, please state the name and code of the approved protocol to be used1

N/A

A3. Describe the research design to be used in your project

The researcher will use a purposive sample technique. The sample will comprise individuals that are most suited to answering the research aims and objectives. All participants will be aged 18 years and above and have the right to confidentiality. The sample has been chosen to prevent discrimination against age, gender and race.

The researcher will use primary and secondary research for this project. The primary research methods to be used are a structured interview, a focus group and a questionnaire. The researcher will create a set of interview questions and these questions will be used for each participant. Every participant will be asked the same questions and the researcher will not deviate from the script. The researcher will not ask probing questions that are not on the list. This will result in every participant being asked the same questions and data can be recorded from these questions. The structured interviews will take place with local residents, Sports Wales representatives and The Wales Rugby Union representatives. The aim of these interviews is to identify the social affects from their perspective and record information based on how their businesses have been affected.

A focus group will also take place with students at Cardiff Metropolitan University. The researcher will have a set of questions created prior to the focus group. However, in this case, the researcher will deviate from the questions and ask probing questions in order to gather more in depth information from participants. The researcher will make sure prior to the focus group taking place that all participants reserve the right of confidentiality and the right to remain anonymous.

The researcher will also create a questionnaire and implement the research method face to face. The questionnaire will be carried out with local residents. The aim of this is to identify the social effects from the local residents’ perspective. The researcher will only ask individuals aged 18 years and over.

The researcher will gather secondary research data in the form of newspaper articles, journals and previous academic documents that relate to the research title.

1 An Approved Protocol is one which has been approved by Cardiff Met to be used under supervision of designated members of staff; a list of approved protocols can be found on the Cardiff Met website here
Before any participants take part in a research method, the researcher will ask the individual to complete a consent form and participation form.

<p>| | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>A4 Will the project involve deceptive or covert research?</td>
<td>No</td>
</tr>
<tr>
<td>A5 If yes, give a rationale for the use of deceptive or covert research</td>
<td>N/A</td>
</tr>
<tr>
<td>A6 Will the project have security sensitive implications?</td>
<td>No</td>
</tr>
<tr>
<td>A7 If yes, please explain what they are and the measures that are proposed to address them</td>
<td>N/A</td>
</tr>
</tbody>
</table>

**B PREVIOUS EXPERIENCE**

B1 What previous experience of research involving human participants relevant to this project do you have?

- Created and implemented a questionnaire to Warwickshire College Students at The Warwickshire College Learner Voice Conference.
- Created and implemented a questionnaire for Welsh Triathlon. The questionnaire was carried out at a conference at The Motorpoint Arena, Cardiff.
- Created a questionnaire for The Vintage Carnival at Buffalo Bar event. This questionnaire was created as part of my Events Management course as part of my Event Project Management module.
- Planned and delivered a structured interview as part of my Events Management course at Warwickshire College. The module title was Recruitment in business and we were required to interview other colleagues for a hypothetical job vacancy.

B2 Student project only

What previous experience of research involving human participants relevant to this project does your supervisor have?

+ Stephen Moore- Completion of PhD

**C POTENTIAL RISKS**

C1 What potential risks do you foresee?

**Face to face Questionnaire**

- Participants could be offended if the questions are inappropriate or not suitable.
- Personal security when conducting face to face questionnaires in Cardiff city centre.

**Structured Interview**

- Interviewee could be insulted.
- Interviewee may be asked a question that they do not feel comfortable answering.
- Personal security when conducting structured interviews at the Principality stadium.

**Focus group**

- Disinterest in the topic from the participant's perspective.
- Personal security when conducting focus group activities.

C2 How will you deal with the potential risks?

- Face to face questionnaire
CARDIFF METROPOLITAN UNIVERSITY
APPLICATION FOR ETHICS APPROVAL

- Ensure that all questions are appropriate and suitable and have been checked by my supervisor prior to use.
- Ensure that I carry my mobile phone with me and that I have informed a friend where I am and what time I am due to return.

Structured Interview
- Ensure that all questions are suitable and have been checked by my supervisor prior to use.
- Response is as above. Interviewee also have the liberty not to answer a question that they are uncomfortable with.
- Ensure that I carry my mobile phone with me and that I have informed a friend where I am and what time I am due to return.

Focus Group
- Ensure that all questions are suitable and have been checked by my supervisor prior to use.
- Response is as above. I will use appropriate social skills to ensure good participant interaction.
- Inform housemates when I will be collecting primary research. Always carry mobile phone with me.

When submitting your application you MUST attach a copy of the following:
- All information sheets
- Consent/assent form(s)

An exemplar information sheet and participant consent form are available from the Research section of the Cardiff Met website.
PARTICIPANT INFORMATION SHEET

For questionnaire type data collection

The social effects that major sporting events have on host cities:
A case study of the Rugby World Cup 2015 in Cardiff

Cardiff Metropolitan University Protocol Number: (if applicable)

Project summary
The purpose of this research project is to identify and analyse the social effects that major sporting events have on host cities using The Rugby World Cup 2015 as a case study. Your participation will allow the collection of data which will be used to answer the research aim and objectives.

Why have you been asked to participate?
You have been asked to take part because you resemble the profile of individuals that are being studied for this project. The profile that you match is:
- Local Cardiff resident
- Minimum age of 18
- Lived in Cardiff whilst The Rugby World Cup 2015 took place

During the focus groups you will be asked about your personal experiences of The Rugby World Cup 2015. You will be given the opportunity to share your experiences and give your opinion on the effects that have resulted during the tournament and afterwards. Your participation is entirely voluntary and you may withdraw at any time.

Project risks
The research consists of completing a questionnaire, a structured interview and/or a focus group. The focus group will be recorded to allow the researcher to analyse the data. We do not think that there are any significant risks associated with this study. However, if you do feel that any of the questions are inappropriate then you can stop at any time. To add to this, it is entirely your decision and right to withdraw from the study at any time.

How we protect your privacy
Your privacy is of the upmost importance to us. You as a participant, have the right to confidentiality. Therefore, the information that you provide will be in confidence. The data that you are providing will be referred to anonymously to prevent you from being identified from your comments. Your personal details such as your signature on the consent form will be filed away and stored securely by the researcher. When the study has reached its conclusion, the documentation that you have provided will be destroyed except your signed consent form which will be held securely for 5 years. The recordings of the focus groups/ interview will also be held in a secure and confidential environment during the study and destroyed after 5 years.

YOU WILL BE OFFERED A COPY OF THIS INFORMATION SHEET TO KEEP

If you require any further information about the project, then please contact:
Harry Schofield, Cardiff Metropolitan University
Cardiff Metropolitan University email: st20059893@outlook.cardiffmet.ac.uk
PARTICIPANT INFORMATION SHEET

For structured interview type data collection

The social effects that major sporting events have on host cities:  
A case study of the Rugby World Cup 2015 in Cardiff

Cardiff Metropolitan University Protocol Number: (if applicable)

Project summary
The purpose of this research project is to identify and analyse the social effects that major sporting events have on host cities using The Rugby World Cup 2015 as a case study. Your participation will allow the collection of data which will be used to answer the research aim and objectives.

Why have you been asked to participate?
You have been asked to take part because you resemble the profile of individuals that are being studied for this project. The profile that you match is:

- Local Cardiff resident
- Minimum age of 18
- Lived in Cardiff whilst The Rugby World Cup 2015 took place

During the interview you will be asked about your personal experiences of The Rugby World Cup 2015. You will be given the opportunity to share your experiences and give your opinion on the effects that have resulted during the tournament and afterwards. Your participation is entirely voluntary and you may withdraw at any time.

Project risks
The research consists of completing a structured interview. The interview will be recorded to allow the researcher to analyse the data. We do not think that there are any significant risks associated with this study. However, if you do feel that any of the questions are inappropriate then you can stop at any time. To add to this, it is entirely your decision and right to withdraw from the study at any time.

How we protect your privacy
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Cardiff Metropolitan University email: st20059893@outlook.cardiffmet.ac.uk
PARTICIPANT INFORMATION SHEET

For focus group type data collection

The social effects that major sporting events have on host cities:
A case study of the Rugby World Cup 2015 in Cardiff

Cardiff Metropolitan University Protocol Number: (if applicable)

Project summary
The purpose of this research project is to identify and analyse the social effects that major sporting events have on host cities using The Rugby World Cup 2015 as a case study. Your participation will allow the collection of data which will be used to answer the research aim and objectives.

Why have you been asked to participate?
You have been asked to take part because you resemble the profile of individuals that are being studied for this project. The profile that you match is:

- Local Cardiff resident
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During the focus groups you will be asked about your personal experiences of The Rugby World Cup 2015. You will be given the opportunity to share your experiences and give your opinion on the effects that have resulted during the tournament and afterwards. Your participation is entirely voluntary and you may withdraw at any time.

Project risks
The research consists of completing a focus group. The focus group will be recorded to allow the researcher to analyse the data. We do not think that there are any significant risks associated with this study. However, if you do feel that any of the questions are inappropriate then you can stop at any time. To add to this, it is entirely your decision and right to withdraw from the study at any time.

How we protect your privacy
Your privacy is of the utmost importance to us. You as a participant, have the right to confidentiality. Therefore, the information that you provide will be in confidence. The data that you are providing will be referred to anonymously to prevent you from being identified from your comments. Your personal details such as your signature on the consent form will be filed away and stored securely by the researcher. When the study has reached its conclusion, the documentation that you have provided will be destroyed except your signed consent form which will be held securely for 5 years. The recordings of the focus groups/ interview will also be held in a secure and confidential environment during the study and destroyed after 5 years.

YOU WILL BE OFFERED A COPY OF THIS INFORMATION SHEET TO KEEP

If you require any further information about the project, then please contact:
Harry Schofield, Cardiff Metropolitan University
Cardiff Metropolitan University email: st20059893@outlook.cardiffmet.ac.uk
PARTICIPANT CONSENT FORM

For structured interview type data collection

Cardiff Metropolitan University Ethics Reference Number:
Participant name or Study ID Number:
Title of Project: The social effects that major sporting events have on the host cities: A case study of The Rugby World Cup 2015 in Cardiff.
Name of Researcher: Harry Schofield

Participant to complete this section: Please initial each box.

1. I confirm that I have read and understand the participant information sheet for the above research project. I have been given the opportunity to process the information and ask questions and have had these answered satisfactorily. [ ]

2. I understand that my participation is voluntary and that I am free to withdraw at any time, without giving any reason. [ ]

3. I agree to participate in the above study. [ ]

4. I agree to the use of anonymised quotes in publications [ ]

5. I would like my organisations’ name to be anonymised in all publications [ ]

____________________________________  ___________________
Signature of Participant Date

____________________________________  ___________________
Name of person taking consent Date

____________________________________
Signature of person taking consent
PARTICIPANT CONSENT FORM

For focus group type data collection

Cardiff Metropolitan University Ethics Reference Number: 
Participant name or Study ID Number: 
Title of Project: The social effects that major sporting events have on the host cities: A case study of The Rugby World Cup 2015 in Cardiff. 
Name of Researcher: Harry Schofield

Participant to complete this section: Please initial each box.
1. I confirm that I have read and understand the participant information sheet for the above research project. I have been given the opportunity to process the information and ask questions and have had these answered satisfactorily. [ ]

2. I understand that my participation is voluntary and that I am free to withdraw at any time, without giving any reason. [ ]

3. I agree to participate in the above study. [ ]

4. I agree to the use of anonymised quotes in publications [ ]

5. I would like my organisations’ name to be anonymised in all publications [ ]

_________________________________________  ___________________  
Signature of Participant                               Date

_____________________________________________  ___________________  
Name of person taking consent                              Date

_____________________________________________  
Signature of person taking consent
**Local Residents Questionnaire**

The social effects that major sporting events have on host cities: A case study of the Rugby World Cup 2015 in Cardiff

The purpose of this research project is to collect primary research data in relation to the social effects that major sporting events have on host cities. For this questionnaire, the questions are based around the effects that The Rugby World Cup 2015 had on Cardiff as a host city. In order to complete this questionnaire, you must be over 18 and must be a resident in Cardiff.

If you do not want to participate in the project there is no need to complete the questionnaire, thank you for your time. If you would like to take part, then please proceed to complete the questionnaire. The information that you provide will be confidential.

(Please tick the appropriate boxes and fill out the blanks)

1. What is your gender?

   - Male
   - Female

2. What is your age?

   - 18-25
   - 26-35
   - 36-45
   - 46-55
   - 56-65
   - 66-75
   - 76+

3. What is your occupation?

4. How long have you lived in Cardiff for?

   - 0-1 years
   - 1-3 years
   - 3-5 years
   - 5-7 years
   - 10+ years

5. Did you live in Cardiff whilst The Rugby World Cup 2015 took place?

   - Yes
   - No
6. Did you attend any of the matches at the Principality Stadium?

| Yes | No |

If you answered yes, please answer question 7 and 8.

7. Did you personally experience any negative implications from the tournament whilst attending a match? (such as traffic congestion, over crowding, antisocial behavior etc).

8. Did you personally experience any positive implications from the tournament whilst attending a match? (such as sports participation, more of an interest in Rugby, overall Cardiff atmosphere, Cardiff nightlife on match days etc).

9. Did you personally experience any negative implications from the tournament whilst out and about around Cardiff? (such as traffic congestion, over crowding, antisocial behavior etc).

10. Did you personally experience any positive implications from the tournament whilst out and about in Cardiff? (such as sports participation, more of an interest in Rugby, overall Cardiff atmosphere, Cardiff nightlife on match days etc).
Local Residents Structured Interview

<table>
<thead>
<tr>
<th>Order of structured interview</th>
<th>Discussed</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Ask for the respondent’s approval to be recorded whilst answering questions.</td>
<td></td>
</tr>
<tr>
<td>2. Ask respondent to read and indulge the participation information form and consent form. Ask for the respondent’s signature on the consent form.</td>
<td></td>
</tr>
<tr>
<td>3. Ask background questions:</td>
<td></td>
</tr>
<tr>
<td>• What is your name?</td>
<td></td>
</tr>
<tr>
<td>• How long have you been a Cardiff resident?</td>
<td></td>
</tr>
<tr>
<td>4. Positive effects</td>
<td></td>
</tr>
<tr>
<td>• In your opinion, did The Rugby World Cup 2015 have any positive social effects on Cardiff as a whole?</td>
<td></td>
</tr>
<tr>
<td>• Did the tournament lead to an increase in the number of tourists? For example, did the event attract personnel from across the world?</td>
<td></td>
</tr>
<tr>
<td>• Since The Rugby World Cup 2015 have you personally noticed more of an interest in Rugby and sports?</td>
<td></td>
</tr>
<tr>
<td>• Did the local community embrace the opportunity of having The World Cup in Cardiff?</td>
<td></td>
</tr>
<tr>
<td>• Was there a sense of happiness/pride?</td>
<td></td>
</tr>
<tr>
<td>5. Negative effects</td>
<td></td>
</tr>
<tr>
<td>• Did you experience any disruption whilst the tournament was taking place?</td>
<td></td>
</tr>
<tr>
<td>• What were you experiences with crowd congestion whilst the event took place?</td>
<td></td>
</tr>
<tr>
<td>• Did you notice a difference with the Cardiff nightlife during tournament?</td>
<td></td>
</tr>
<tr>
<td>• What’s your view on the government spending for the tournament?</td>
<td></td>
</tr>
<tr>
<td>• In your opinion, do the negative social effects outweigh the positive social effects?</td>
<td></td>
</tr>
</tbody>
</table>
6. Solutions

- Do you have any ideas how you could minimise these negative effects?
## Wales Rugby Union (WRU) representatives Structured Interview

<table>
<thead>
<tr>
<th>Order of structured interview</th>
<th>Discussed</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Ask for the respondent’s approval to be recorded whilst answering questions.</td>
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<tr>
<td>2. Ask respondent to read and indulge the participation information form and consent form. Ask for the respondent’s signature on the consent form.</td>
<td></td>
</tr>
<tr>
<td>3. Ask background questions:</td>
<td></td>
</tr>
<tr>
<td>- What is the name of this organisation?</td>
<td></td>
</tr>
<tr>
<td>- What is your position within the firm?</td>
<td></td>
</tr>
<tr>
<td>- How long have you worked for this company?</td>
<td></td>
</tr>
<tr>
<td>- What exactly does the Wales Rugby Union do?</td>
<td></td>
</tr>
<tr>
<td>4. WRU experience</td>
<td></td>
</tr>
<tr>
<td>- Has the WRU hosted tournaments of similar stature to The Rugby World Cup 2015 before?</td>
<td></td>
</tr>
<tr>
<td>- Was The Rugby World Cup 2015 a difficult challenge to plan you’re the organisation?</td>
<td></td>
</tr>
<tr>
<td>5. Positive Impacts</td>
<td></td>
</tr>
<tr>
<td>- In your opinion, did The Rugby World Cup 2015 have any positive social effects on Cardiff as a whole?</td>
<td></td>
</tr>
<tr>
<td>- Did the tournament receive positive feedback from attendees?</td>
<td></td>
</tr>
<tr>
<td>- Did the tournament lead to an increase in the number of tourists? For example, did the event attract personnel from across the world?</td>
<td></td>
</tr>
<tr>
<td>- Have the WRU seen an increase in sports participation?</td>
<td></td>
</tr>
<tr>
<td>- Do you believe that Cardiff has received a boost in Prestige/Identity?</td>
<td></td>
</tr>
<tr>
<td>- Did everything go to plan?</td>
<td></td>
</tr>
<tr>
<td>- Was the tournament worthwhile?</td>
<td></td>
</tr>
<tr>
<td>6. Negative Impacts</td>
<td></td>
</tr>
<tr>
<td><strong>7. Solutions</strong></td>
<td></td>
</tr>
<tr>
<td>------------------</td>
<td></td>
</tr>
<tr>
<td><strong>• Do you have any ideas how you could minimise these negative impacts and are the WRU likely to implement them in the future?</strong></td>
<td></td>
</tr>
</tbody>
</table>

- In your opinion, did The Rugby World Cup 2015 have any negative social effects on Cardiff as a whole?
- Did the tournament receive negative feedback from attendees?
- Was there any traffic congestion as a result of the event?
- Was there an increase in criminal activities as a result of the event taking place? For example, fake tickets.
- Was there any anti social behaviour at the matches?
- In your opinion, do the negative social impacts outweigh the positive social impacts?
Cardiff Metropolitan University students focus group questions

<table>
<thead>
<tr>
<th>Order of the focus group</th>
<th>Discussed</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Welcome all the focus group participants and offer them a drink of water. Introduce myself and go on to explain the project title and what it is I’m trying to achieve.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Obtain consent form signatures and make sure that everyone has read and understood the participation information form and consent form.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Questions

1. In your opinion, did The Rugby World Cup 2015 have any positive social effects on Cardiff as a whole?

2. Did you notice an increase in the number of tourists? For example, did the event attract personnel from across the world?

3. Since The Rugby World Cup 2015 have you personally noticed more of an interest in Rugby and sports?

4. Did you embrace the opportunity of having The World Cup in Cardiff?

5. Was there a sense of happiness/pride?

6. Did you experience any disruption whilst the tournament was taking place?

7. What were you experiences with crowd congestion whilst the event took place?
<p>| | |</p>
<table>
<thead>
<tr>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>8. Did you notice a difference with the Cardiff nightlife during tournament? For example, anti social behaviour.</td>
<td></td>
</tr>
<tr>
<td>9. What’s your view on the government spending for the tournament?</td>
<td></td>
</tr>
<tr>
<td>10. In your opinion, do the negative social effects outweigh the positive social effects?</td>
<td></td>
</tr>
</tbody>
</table>
Letter to the WRU

Dear Wales Rugby Union representative

I am an Events Management undergraduate student at Cardiff Metropolitan University and am preparing for my final year Dissertation research project. The title of my research is; The social effects that major sporting events have on host cities: A case study of the Rugby World Cup 2015 in Cardiff. The project aims to identify and analyse the social effects that major sporting events have on host cities using The Rugby World Cup 2015 as a case study. As part of my research I would like to undertake research with representatives of The Wales Rugby Union because the WRU were closely related with The Rugby World Cup 2015. I am writing to you because I am hopeful that the representatives will be able to provide information that I currently do not posses to reach the research aims and objectives. Before the primary research collection begins, the project that I am producing will have been approved by Cardiff Metropolitan University’s ethics code of practice.

My reason for writing is to ask if you would permit me to carry out a structured interview with your employees. The participation is voluntary and they can withdraw at any time. The company and the individual will remain anonymous in the research project.

The results of the research will be made available to you if you wish. I look forward to hearing from you if you or your employees would like to participate in the research project.

Thank you.
Yours sincerely, Harry Schofield.
St20059893@outlook.cardiffmet.ac.uk
10. Reference Page


Oliver, V, 2010, 301 Smart Answers to Tough Business Etiquette Questions, Skyhorse Publishing, New York USA


