



University of Zagreb
Faculty of
Economics & Business

STC'16
Sport Tourism Conference
- Red, green and blue strategies

Edited by:
Kristina Bučar
Sanda Renko

Zagreb, April 2016.

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PROOFREADING:

The papers are printed on basis of manuscripts provided by the authors,
who are responsible for the style and form of the English language.

PUBLISHER:

Ekonomski fakultet Zagreb Sveučilišta u Zagrebu; Trg J. F. Kennedya 6; Zagreb

GRAPHIC PREPARATION AND PRINT:

Sveučilišna tiskara d.o.o., Zagreb, Trg maršala Tita 4, Zagreb

YEAR OF PUBLISHING: 2016.

ISBN (Book of abstracts): 978-953-346-008-6

CIP data are available in the computer catalogue
of the National and University Library in Zagreb with number 000928277.

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BRANDING THE HOST CITY: ANALYZING THE SOCIAL MEDIA EXPOSURE OF ZAGREB GENERATED BY VIP SNOW QUEEN TROPHY

Petra BARIŠIĆ¹, Darko PREBEŽAC²

Abstract:

Sports events have become an important part of tourist destination branding. Considering that cities can be seen as brands, they strive to establish and strengthen them. In their efforts they use various branding techniques, including the organization of sports events. Sports events should attract domestic and international visitors, and generate media exposure for the city. It is also believed that media coverage increase awareness of the host city as a desirable destination. In that sense, sports events can be seen as the brand ambassadors. In the previous literature on brand ambassadors, brand ambassadors are usually persons who are hired by an organization to represent a brand in a positive light and by doing so they help to increase brand awareness and sales. But for the purpose of this research, well known skiing competition Vip Snow Queen Trophy will be considered as brand ambassador of the city of Zagreb, the capital of Croatia. The research determines the nature and extent of social media exposure generated for Zagreb by hosting the Vip Snow Queen Trophy. The coverage of the competition on social media was content analyzed for any verbal mentions of Zagreb or its associated images like Medvednica or Sljeme. Few different types of social media platforms were examined like Wikipedia, the most prominent example of wikis, Facebook as an example of one of the most popular social networks, Twitter as an example of micro blogging site, and the YouTube, second most visited website in the world.

The research shows that the Vip Snow Queen Trophy is the important ambassador of Zagreb branding, and that it is has been mentioned more than hundred times. Also, it is possible to conclude that the cancelation on Vip Snow Queen Trophy 2016 had a negative impact on city branding, through reduced number of domestic and international tourist arrivals and their consumption.

Keywords: city branding, social media, Vip Snow Queen Trophy, Zagreb

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EVALUATING SUCCESS OF PROMOTION CAMPAIGN FOR MAJOR SPORTS EVENT: THE CASE OF FIBA EUROBASKET 2015, CROATIA

Petra BARIŠIĆ¹, Sanela ŠKORIĆ², Josip MIKULIĆ³

Abstract:

Major sports events with a long tradition, established reputation, and international media profile like FIBA EuroBasket have been drawing attention of both domestic and foreign visitors for decades. More visitors, and hence greater consumption, lead to lasting economic benefits for the host regions. For this reason, cities and countries compete for the right to host these events, understanding the important role of well targeted and planned promotional activities.

The sports event promotion is a determining factor in the number of sold tickets. It directly helps strengthening the event's brand and influences the event attendance rate, its media representation and brand exposure. Therefore, the purpose of this paper is to analyse the promotional mix of FIBA EuroBasket 2015. Although the competition took place in four different countries, precisely in Croatia, France, Germany, and Latvia, the paper focuses on the promotional activities of EuroBasket 2015 held in Zagreb, Croatia. The first part of the study deals with the descriptive analysis of promotional mix elements, i.e. advertising, personal selling, sales promotion, public relations, direct marketing, corporate image, sponsorship, guerrilla marketing, and product placement. The second part of this research makes part of a wider empirical study involving more than 700 domestic and international visitors. The data were collected in Zagreb during 5 days (from 5th until 10th September 2015) and 15 matches. The results of this part of the study show that respondents evaluated the overall promotion of the championship with a medium grade, while the city preparation for the championship was ranked slightly higher. In doing so, it can be noted that international visitors are more satisfied with both indicators than domestic visitors.

The paper also emphasizes the importance of promotional campaign planning and timely preparation as a key to success in attracting large numbers of visitors, and achieving positive economic results. This paper can be prelude to entire FIBA EuroBasket 2015 analysis of promotional activities, while further researches could be directed towards comparative analysis of promotional activities among hosting countries, as well as the success of each promotional campaign.

Keywords: Croatia, FIBA EuroBasket 2015, major sports events, promotion

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