

UDC 711

A. Grigorieva, A. Fedan*Siberian Federal University, Russian Federation, Krasnoyarsk, Svobodny 79,
e-mail: fanarhitect@gmail.com, anastasui@inbox.ru*

THE INFLUENCE OF THE UNIVERSIADE ON THE CITY LIFE

Abstract: *The article reveals the results of the research on the influence of such mega-events as Universiade on the city life and citizens. Within one period mega-event may impact the city in a different way. We have tried to find out what spheres of the city-life it can change and when these changes are positive.*

Keywords: *Universiade, city life, adaptation of the urban environment, sport and city, community, city-development.*

Introduction

The world student sports games take place almost every year in different countries. It is possible to see the dynamic of growth in the number of participating countries. It shows popularity of the Students' games and indicates the cities' interest to become a host of the Games. The first games were held in 1959 in Turin, Italy. That time 45 countries took part in the Games. The most numerous Summer Universiade was in 2003 in Daegu, Republic of Korea. That year 174 countries took part in the Summer Games. The first Winter Games were held in 1960 in Chamonix France, when 16 countries took part in the Games. Most numerous Winter Universiade was in 2011 Erzurum, Turkey with 58 countries. Over the years, the number of participating countries has become more and more global (The Best Historical British Athletics Stat: Online resource). The highest popularity of the Universiade was in the beginning of 2000s. There was a slight decline to the Students games in our days, it can be explained by the global economic situation, and by the fact that each country by submitting its application carefully estimates its risks and possible benefits of hosting the Games. Such event requires thorough preparation and rich financial investments. On the economic side, there is an important question of investment and payback effectiveness. On the side of city development, it is rather important to assess and understand the depth of influence and quality of the changes that the Universiade will bring.

Methodology

To be a host of the Universiade is a difficult task and high opportunity in the same time. Events of a global scale are known as mega-events. According to the research of Roche, Glasgow Caledonian University Mega-events are defined as "large cultural (commercial, sport), dramatic, internationally significant event" (Roche, 2000). From the point of view of the city as a living organism, it is important to understand how much the heritage of this event will be useful and effective. Through out the time mega-event can be divided as:

1. Preparation: the general vector of urban development and the scenario of holding is being formed. The main urban and planning solutions are being laid and implemented, new objects are being built, the road- transport network is changing, the function of certain elements of the city is changing functionally. The construction sphere is at the peak of activity in this time. New workplaces are being created, the intensity of the workforce is increasing. In the social sphere there is an active volunteer training, which has a positive impact mainly on the youth. Citizens may experience some discomfort associated with preparations to the mega-event.

It is the stage of creation.

2. Conducting the Universiade is the culmination, the most intense time for the city-organizer. This is the stage when all the strengths and weaknesses of the city, organization and behavioral relations are clearly visible. During this period, the citizens have euphoria, pride and joy; they understand that all the inconveniences and protracted repair and construction work has not been in vain, they clearly see the results of what everything has been started for. Guests and participants of the event get acquainted and feel the city as it is prepared and shown by the organizers. The citizens rethink and overestimate their city at this time.

Stage-consumption: the service sector and trade have maximum intensity.

3. Completion is results. The city remains alone with itself. Stage-comprehension. If previously, the city was working for the mega-event, now the mega-event is working for the city: constructs objects, infrastructure, volunteers, receives new experience and knowledge; citizens are inspired by the past events; all this nourishes and develops the city in case of positive experience.

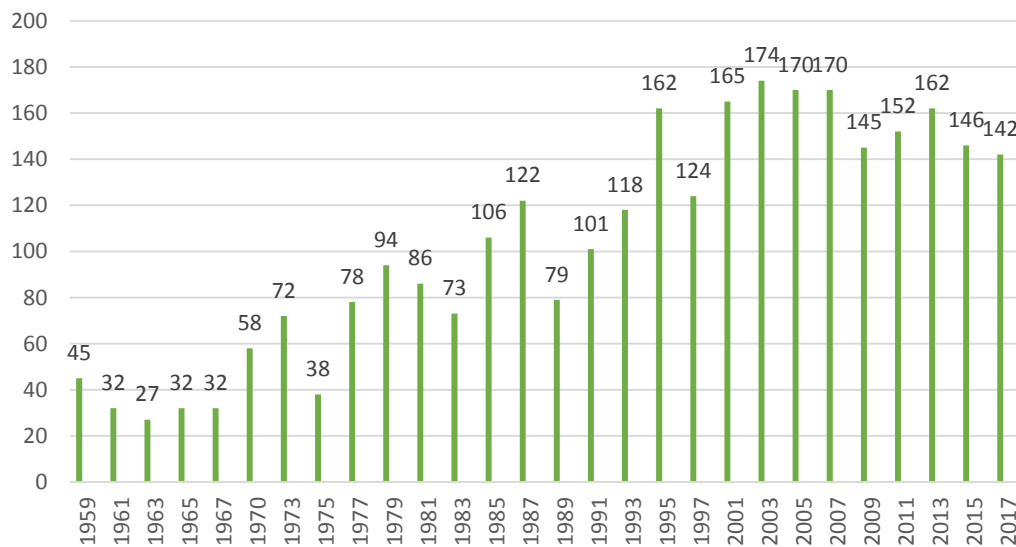


Figure 1. The number of countries participating in Summer Universiade (1959 – 2017).
Available at: <https://ru.wikipedia.org/wiki>

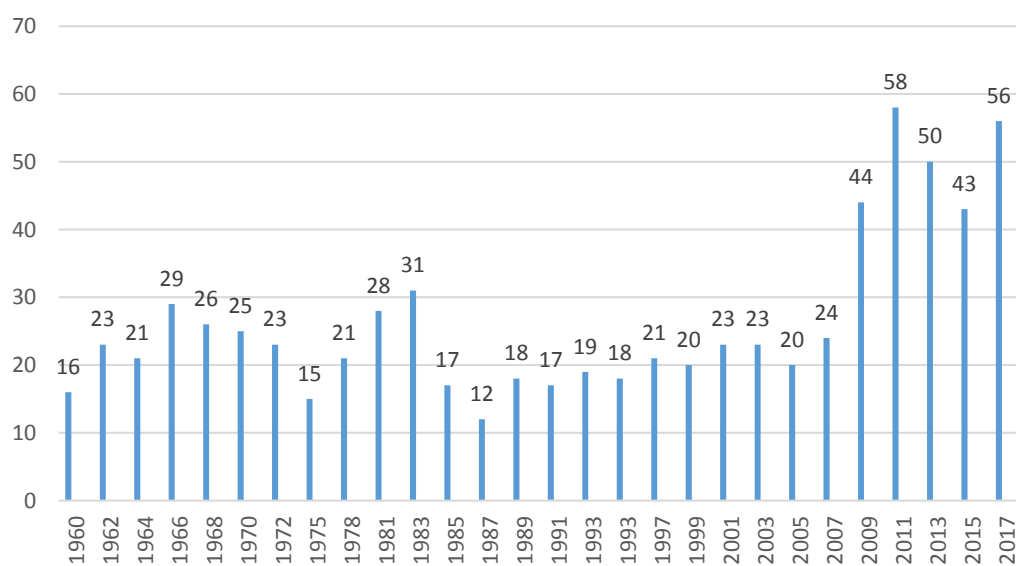


Figure 2. The number of countries participating in Winter Universiade (1960 – 2017).
Available at: <https://ru.wikipedia.org/wiki>

According to the research of D. Sivaev the results of mega-events could be long-term (such as investment attraction, long-term growth opportunities for local city business) and short-term (such as growth in consumer services and hotel sector) (Sivaev, 2015).

The Universiade affects almost all the areas of citizens' life and the city life. It changes such spheres as:

- services sector,
- society,
- economy,
- construction and architecture,
- existing transport and engineering infrastructure,
- tourism,
- culture.

Measurement and analysis

Three major cities are taken for the analysis, two of which – Alma-Ata and Kazan – have already hosted the Universiade and we can in fact evaluate the preparation, use and further development of the environment after the Universiade. We also have a possibility to understand how much this event helped the city revive, and opened new prospects. The third city is Krasnoyarsk. At this moment preparing for the Universiade 2019 are at the top, and according to the announced development strategy and the proposed construction, it is possible to make assumptions about what impact on the urban environment will be provided by the Universiade after its completion.

The following algorithm has been created for this research:

The declared number of participants, declared budget, the strategy of preparation and conduct.

- The influence of mega-events on the urban development.
- The analysis of popularity of the event: tourist flows, number of participants, degree of interest of citizens and their part in contribution to the Universiade; citizens' visits to sports and cultural events.
- Completion: application and use of sports facilities and the Universiades heritage influence on interest in sports, cultural life of the city, volunteer movement. What impression the city has left in guests and participants, the assessment and impressions from the citizens.

Kazan. In July 2013, the 27th World Summer Universiade took place in Kazan. The budget of the Universiade in Kazan was amounted to 228 billion rubles, of which 67 billion was taken from the federal funds, 81 – from the regional funds, and 80 – from the extra-budgetary sources (Byudget Universiady v Kazani sostavil bolee 200 mln rublei: Online resource) about 40 billion was spent on the construction and reconstruction of sports facilities.

64 objects were involved in the Universiade: 30 of them were built specifically for the games, 28 sports facilities were reconstructed, and six – existing ones.

One of the most important objects of the Universiade is the Universiade Village. There was spent 14.4 billion rubles on its building (Byudget Universiady-2013 sostavliaet 228 mlrd rublei: Online resource); the total area of the Village is 274,000 sq. m.; 14500 people can live in the campus. The village was built in the southern part of the city 9 km from the center, before and after the games this object has been used as a campus of Kazan Federal University.

A lot of sports objects were built and restored, which made it possible to provide the city with a high-level sports base. For example: the football stadium “Kazan Arena” with 45 000 seats, palace of water sports, tennis academy, palace of combats “Ak Bars”, volleyball center “St. Petersburg”, center for boxing and table tennis, center for gymnastics and rowing channel.

SUMMER UNIVERSIADE 2013 BUDGET

■ Cost of works

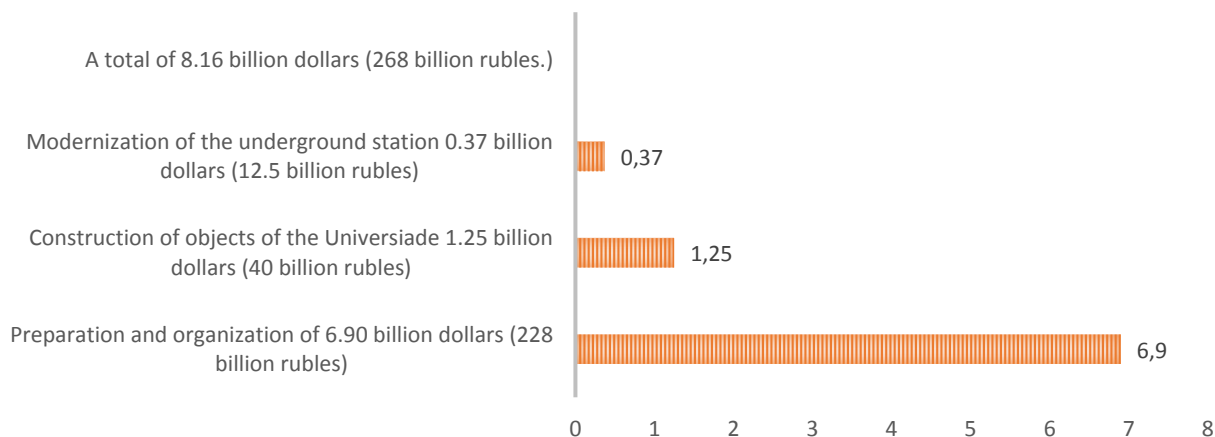


Figure 3. Summer Universiade 2013: budget

Opening of the Emergency Medical Care Center was timed to the Universiade. It appeared thanks to the reconstruction of hospital №7. In addition to the reconstruction and modernization of existing buildings, a new surgery department was built with a total area of 41.5 thousand square meters (Kazan 2013: Nasledie Universiady: Online resource). The center is featured with all the necessary modern equipment, it is the main medical site of the Universiade and today it serves for the residents and visitors of the city.

Much attention was paid to the development of the existing infrastructure of the city during preparations to the Universiade; most of the budget allocated for the games was spent on it.

Reconstruction and extension of the international airport “Kazan” helped to increase the capacity to 650 people per hour. There was build a new terminal with teletraps; the frequency of flights and geography also has significantly increased.

According to the requirement of FISU, transport infrastructure of the city should allow athletes to get to the airport from the Universiade Village in 20 minutes (Podgotovka k Universiade: transport, den’gi i marketing: Online resource). To implement this requirement a new aero express appeared. A large-scale reconstruction of the road and transport network was carried out to improve the current transport situation. The total length of the modernized road and transport network was about 200 kilometers. Also, 41 pedestrian crossings and 11 traffic interchanges were built, which helped to redistribute the traffic through the streets in the city center.

Much attention was paid to the development of subway. Three new stations were opened specially to the Universiade. There are ‘Yashlek’, ‘North Station’ and ‘Aviastroitelnaya’. The construction of new stations has made it possible to provide a subway access to 30 sports sites of the Universiade. Considering the importance of high-speed transport for a large city, the development of the subway is being continued up to this day.



Figure 4. The Universiade Village, Kazan.
Available at: <https://sdelanounas.ru/blogs/36907/>



Figure 5. Emergency medical care center (Hospital №7).
Available at: http://www.kazan2013.com/ru/emergency_hospital



Figure 6. New terminal in “KAZAN” Airport. Available at: www.kazan.aero/



Figure 7. Subway station “Yashlek” in Kazan

The ecology of the city was not ignored. For the time of the Universiade 3 pollution control stations were installed, they helped determine the air temperature, direction and wind speed, monitored the concentration of harmful substances in the air (9).

The Universiade had a great influence on the city and citizens. For example almost all cafes and restaurants now offer national dishes. Four thousand people participated in the opening and closing ceremonies, and more than 45 thousand people attended. 1,7 thousand volunteers were there as well. The games revived the life of the city, created additional jobs and introduced many volunteers to the organization of the event. Twenty thousand volunteers took part in the

Universiade: they were people not only from Kazan and all Russia, but also from 25 countries. The volunteers received their work according to their specialization. For example, if you are a journalist student, a preference is given to work in the press center, and if you are from a medical institute, it is first suggested to become an accompanying team or work in a medical center. This allowed the volunteers to not only actively participate in the life of the Games, but also to apply their knowledge on practice, to be more useful to the society and gain experience in international relations with different people. 11,759 athletes from 160 countries took part in these Games; 663 young sportsmen from Russia took part also (including 51 sportsmen from Tatarstan). During the Universiade the event was visited by about 150 thousand guests – 3 – 5 times more than the number of tourists in this month annually. The citizens noted that the Universiade has brought a large number of work places to Kazan. According to Kuznetsova, 41% of the residents believe that the Universiade has affected increasing of work places in the future [9]. Participation in the Universiade has given a great experience for many specialists. The development of small business, thanks to the opening of small restaurants, souvenir shops and cafes also should be noted.

When the Kazan citizens answered a question “Do you agree or disagree that the Universiade influenced the number of people who go in for sports in your city?”, 27,6% of them has responded that they agree, 24,2% - rather agree, 19% - could not say whether they agree or not, 16,6 % has found it difficult to answer, and 5,4% disagree with this statement (Kuznetsova, 2013).

This statistics indicates that the Universiade has influenced the life of the city largely. Improved transport infrastructure, reconstruction of roads and stations, the airport and the subway have allowed making the life of citizens more comfortable and traveling around the city faster. Constructed objects have passed under the influence of the universities of the capital of Tatarstan, children's and youth sports schools and schools of the Olympic reserve. Of course, during the preparations there were discontent on the part of citizens. According to how much their habitual way of life changed, the roads were closed, many of the sites of city were rapidly built up. But citizens felt pride for their city after they visited the Games and felt their atmosphere. Sports began to develop actively and the city became more open and well known outside of Russia. All this gave an additional chance for the development of the urban environment, public relations and the sporting life of people. Having received so much opportunity for realization of ambitions Kazan is still trying to develop the prospects that have opened before it, orienting sport facilities to the needs of citizens and creating a more comfortable environment in the city with multinational, unique heritage.

Alma-Ata. Winter Universiade 2017 was held from January 29 to February 8, 2017. The right to hold it was claimed by two cities: Alma-Ata, Kazakhstan and Trento, Italy. A week before the announcement of the results, the Italian government decided not to hold the meeting. So, it became known that Winter Universiade 2017 would be hosted by Alma-Ata. Over 1,600 athletes from 57 countries took part in the Games and over 3000 volunteers took part in the organization (Winter Universiade 2017: Results: Online resource). 109 billion tenge (\$327.64 million) were invested from the Republican budget for the building and development of infrastructure for the Universiade. About 17 billion tenge (\$51 million) was spent on preparation and organization of Universiade. The cost of building of the ice palace “Almaty Arena” costed 38.5 billion tenge (\$115.9 million), the ice palace “Halyk Arena” 23.4 billion tenge (\$70.5 million), a complex of buildings of the Athletic Village for living of participants 42.6 billion tenge (\$128.3 million). 30 billion tenge (\$90 million) was necessary for lending communications to the objects of the Universiade. It was the most budgetary Winter Universiade.

The main sports buildings necessary for competitions are already available in Kazakhstan. New stadiums were built by 2011, when Asian Games took place in Astana and Almaty. In those years, \$1.4 billion was spent on the construction and reconstruction of sports and other infrastructure. In particular, a sports palace, high-altitude sports complex, ski jumping complex and others were built in Alma-Ata.



Figure 8. “Almaty Arena”, Ice Palace. Available at: www.jegkorongblog.hu/

WINTER UNIVERSIADE 2017 BUDGET

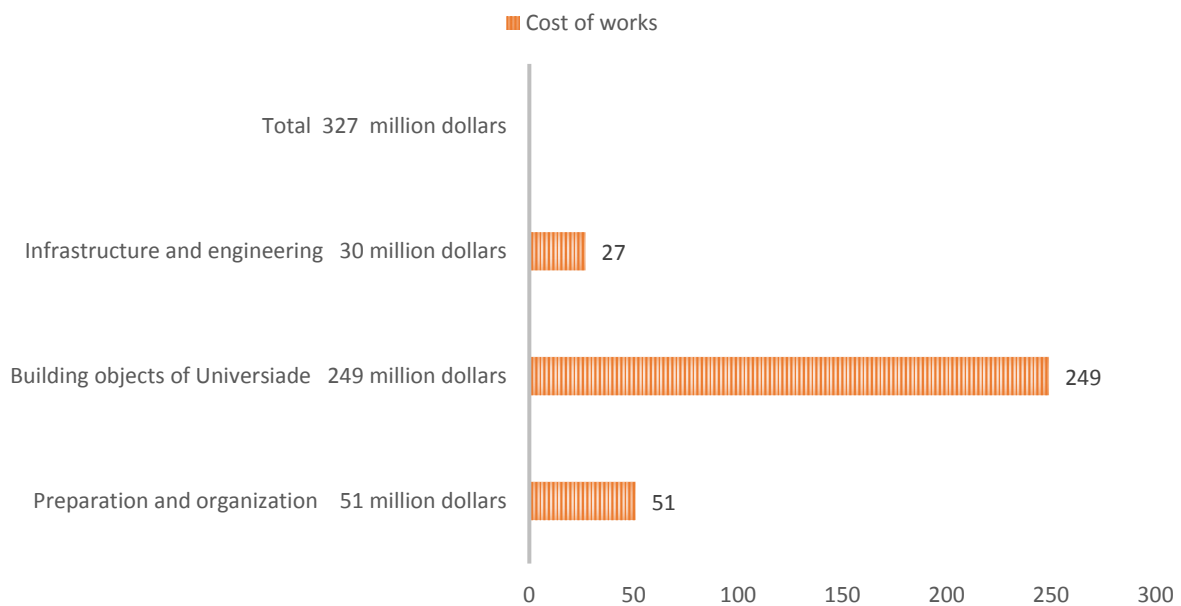


Figure 9. Budget Universiade 2017

The mayor of Almaty said “Building of Universiade objects has provided work-places for more than 1,550 subjects of the small business with the creation of more than 30,000 work-places in building sector and other industries”. Such statistics indicate a stimulation to the urban development, an increased interest of employers in vacant specialists, of healthy rivalry in different sectors [12].

STATISTICS OF ATTENDANCE AND PARTICIPATION

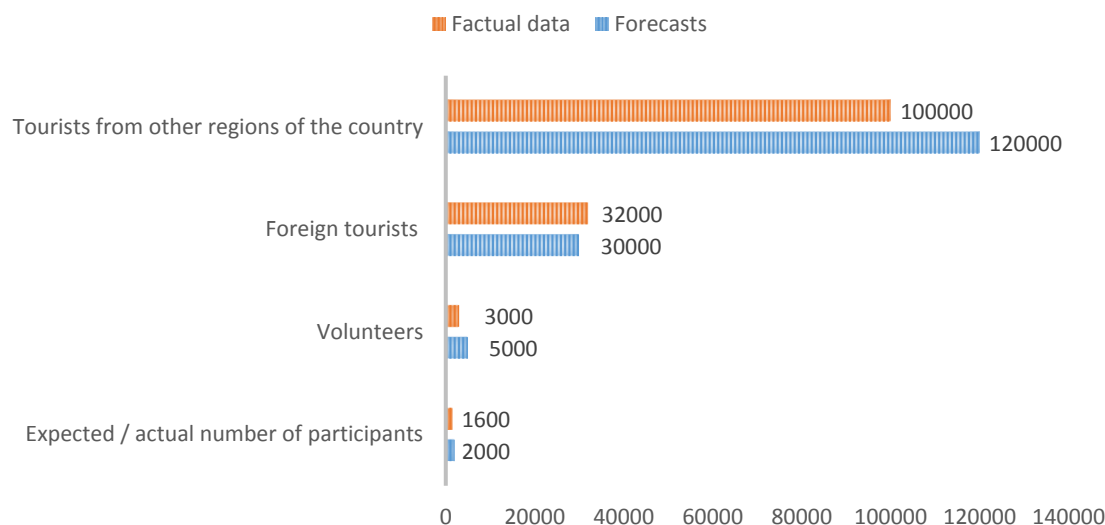


Figure 10. Statistics on attendance and participation

According to the forecasts, expected number of sportsmen participating in Winter Universiade 2017 was more than 2000 – in fact, 1,600 people from 56 countries of the world. For the period of the Universiade 3000 volunteers were involved, about 30,000 foreign tourists came.

The opening ceremony was attended by 12 000 spectators. The statistics of visit of Kazakhstan convincingly demonstrates the growth of and attendance by tourists during the Universiade.

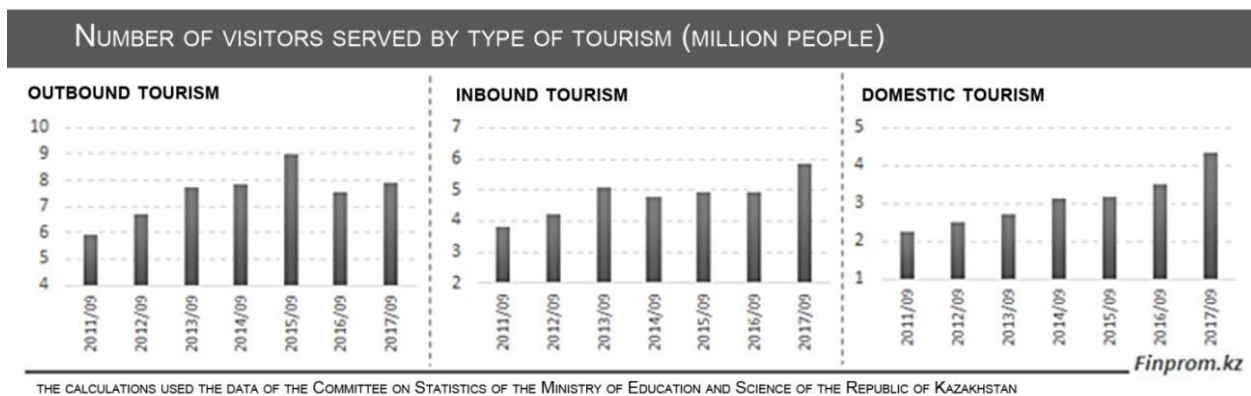


Figure 11. Number of visitors served by type of tourism. Available at:
<http://finprom.kz/ru/article/kazakhstan-stanovitsya-populyarnym-u-inostrannyh-turistov-za-6-mesyacev-2017-goda-stranu-posetili-na-205-bolshe-chelovek-chem-god-nazad>

Particular attention should be paid to the Universiade Village, because the first time in the history of the Students Winter Games was built Athletic Village.

5000 people can live in this village: it has 21.5 hectares area. Building has being continued for 4 years and cost 42.6 billion tenge (\$ 127 million)

All the buildings of the athletic village are located around the central block in the form of letter U. It is the symbol of Universiade. There are 14 apartment blocks and 3 multifunctional units.



Figure 12. The Universiade Village in Alma-Ata. Available at: <http://www.kazpravda.kz>

In the residential blocks of the village there are 1,748 apartments. The Athletic Village will turn into a new residential neighborhood. After the games, a part of the apartments has been transferred to needy families under a program of preferential housing and part of which has been put up for sale.

Krasnoyarsk. The student games in Krasnoyarsk will be held from March 2 to 12, 2019. In the framework of the World Winter Universiade 2019 medals will be played in 8 compulsory sports: skiing, biathlon, cross-country skiing, hockey, short track, snowboard, figure skating, curling. Also, medal kits will be played in 2 types of additional sports program: freestyle and orienteering. In addition, medals will be played in the demonstration tournament on hockey. About 3,000 athletes from all over the world are expected. The city is preparing to host more than 10,000 guests. Games in Krasnoyarsk will be the first winter in Russia!

The total budget of the 2014 Winter Universiade will be 40.5 billion rubles. These costs include not only the construction of new facilities, but also the reconstruction of old ones, the modernization of transport infrastructure, the organization of the cultural program and the costs of training. Expenses of the federal budget: sports facilities – about 14 billion rubles, transport infrastructure facilities – 3.6 billion rubles, medical facilities – 7 billion rubles, village facilities – 6 billion rubles (Byudget Universiady-2019 v Krasnoyarske sostavit 40,5 mlrd rublei: Online resource).

It is planned that 3050 sports delegates from 50 countries, as well as 200,000 guests and spectators and about 5000 volunteers from all countries will take part in the Universiade.

Currently, the construction of Universiade facilities is being actively carried out; some of them have already been built and put into operation, for example, such as: the Sports and Entertainment Complex “Platinum Arena Krasnoyarsk”, the Sport and Coaching Unit “Gornyi”.

The main objects for the Winter Universiade will be designed for a long-term perspective, many of them are built on the popular ski resorts of the city, and next to the student campuses. For example, the Universiade Village will be located on the campus of Siberian Federal University. This location allows you to be in close proximity to the main ski facilities. Thanks to the existing infrastructure of the University, the campus will be able to accommodate about 3000 beds for athletes and accredited individuals, unfortunately, the issue of accommodation of visiting students for the time of the Universiade is still open.

BUDGET UNIVERSIADE 2019

■ Cost of work

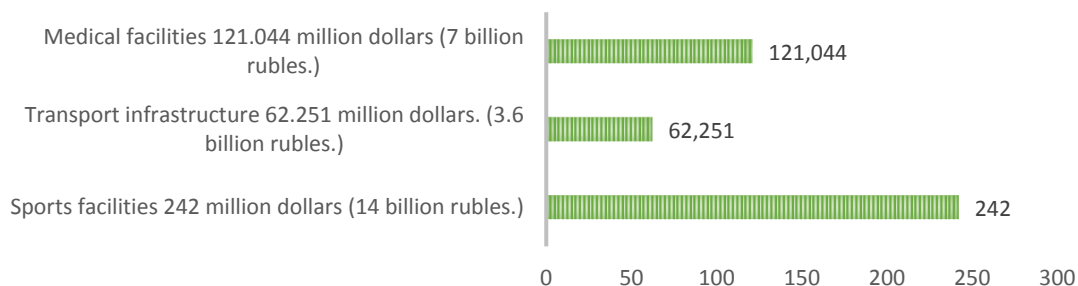


Figure 13. Universiade 2019: budget



Figure 14. Siberian Federal University, Krasnoyarsk.
Available at: <http://www.sfu-kras.ru/>

Also, in this area there is active construction of a multifunctional center of Federal State Educational Institution of Higher Education “Siberian Federal University”. According to the project, the facility will include an educational and sports unit with a food factory, gymnastic, training and training halls, with the possibility of transforming one sports hall into a dining room for 700 seats.

Also, the already established ski resorts in the urban area have been actively developed. The main burden was taken by Nikolaevskaya Sopka, on which the Regional Sports and Training Complex “Academy of Winter Sports”, including many new ski trails for freestyle, high-pile complex and administrative and training blocks. This place will hold competitions in freestyle, snowboarding, skiing and orienteering. Snowboard competitions will be held in the existing All-Season Park of Sport and Recreation Fun-park “Bobrov Log”, today actively reconstruct the “Biathlon Academy” complex and many other facilities of the existing infrastructure; the new sports buildings will be presented – sports and entertainment complex “Platinum Arena Krasnoyarsk”, with the capacity of 7000 people, designed for ceremonies and competitions in figure skating.

The ice arena on Partizana Zheleznyaka ulitsa, with the capacity of 3,500 people, where it is planned to hold hockey competitions. The healthcare for Winter Universiade-2019 is not left without attention. A new surgical building will be built in the regional clinical hospital, in the same way in some hospitals reconstruction of diagnostic departments will be carried out, helipads for sanitary air transport will be organized.

The transport infrastructure is also undergoing changes. The construction of intersection with Nikolayevsky Bridge is actively underway, for a more convenient connection of remote parts of the city, on the same time reconstruction of the central streets of the city and the communal bridge. According to the information on the website of the Krasnoyarsk City Administration, in order to finance the roads in 2018, 1.7 billion rubles will be allocated. Most of the roads offered for reconstruction are those for which guests and participants of the Games 2019 will travel. As part of the ongoing repairs, work is planned at 42 sites.

As for the whole year before Universiade 2019 is being held, it is very difficult to talk about what will happen next with the new sports facilities and it's hard to predict how the Games will go and what impression they will leave at the guests of the city. According to strategic plans of the city, new objects are promised to be transferred to sports schools of the Olympic reserve; they will also be available for the citizens. Also, new ski slopes at Nikolaivskaya Sopka will be designed for international competitions, and the reconstruction of clinical hospital will allow taking up to 62,000 patients a year, which will positively affect the development of public health in the city.

Holding significant sports events allows the urban environment to develop not only in terms of sport, but also in the whole infrastructure. This is a great chance to show oneself, to improve the life of citizens and to develop new areas of the urban environment. By how much more the budget goes exactly to the development of infrastructure, this is favorably shaped by the attitude of the townspeople towards the upcoming event. After all, only this approach allows the Games to contribute not only to the development of sports. After the Universiade ends, the city has all the assets that it was possible to build and only the influence of mega events on the structure and comfort of the environment depends on the development strategy.



Figure 15. "Platinum Arena Krasnoyarsk": 3D model.
Available at: <http://newslab.ru/info/dossier/platinum-arena-krasnoyarsk>



Figure 16. The Ice Arena on Partizana Zheleznyaka ulitsa. Available at: <https://ksonline.ru/230962/ledovuyu-arenu-v-krasnoyarske-za-3-mlrd-rub-postroyat-moskvichi/>



Figure 17. Nikolayevsky Bridge, Krasnoyarsk. Available at: <http://tvk6.ru/publications/news/33038/>

Conclusion

Cities are fighting for the right to hold cultural, sport or economic mega-events of international significance. Universiade is an opportunity to attract tourists, invest, create and strengthen business connections. It is also an opportunity to make a leap in development, improve the ecological situation, transport communication, infrastructure, which will serve the city during and after the mega-event. However, hosting such an event is a risk too: the budget of mega-event, the investment to preparation, organization and hosting is significant risk. It is impossible to predict with confidence the level of income and the successful functioning of new city-objects in the future.

In the life of the city and its citizens preparations associated with the repair and building works, hosting with increasing street eventful activity. Completion with the transition to the usual rhythm of life and with close attention to the legacy of mega-event.

A sign of successful organization and hosting of mega-event is the rational distribution of the financial flow, active investment in urban infrastructure and image of the city, attention to the cultural life of the city. Such an event can give a real push to local small and medium-sized businesses, the building industry, and the service sector. Social ties are also strengthening thanks to the mega-event. Organization of volunteer movement, exchange of cultural values, high spirits during the Universiade are helping every citizen and visitor feel unity and involvement in a common event.

As a part of preparation for each city selected as the object of the research a special attention has been paid to the roads, transport interchanges, and city-to-airport communications. This works both for the Universiade and for the city. In all the cases, there has been modernization or construction of medical facilities, and the City Hospital № 7 in Kazan is a striking example of this. Creation of new urban area in Alma-Ata speaks of explicit contribution of the Universiade to the development of the urban environment. Modernization and building of sports objects give the city an opportunity to host competitions in the future, to educate new athletes and increase interest in active lifestyle.

On the eve of the Universiade, hotel and restaurant business comes to life; there is a rise in property prices. The attention of the citizens to their city, its history, culture is growing, and this means that to the objects of culture – museums, exhibition spaces, theaters – it is increasing as well. The volunteer movement arises and is strengthened – this is primarily the involvement of young people; the interest is also growing in those sports that are included in the program, which means that there is a growing interest in sports sections, local sports clubs and teams, in domestic competitions and championships.

References

1. 'The Best Historical British Athletics Stat' [Online resource]. Available at: <http://www.gbrathletics.com>
2. Roche, M. (2000). *'Mega-Events and Modernity: Olympics and Expos in the Growth of Global Culture'* (London: Routledge).
3. Sivaev, D. (2015). *'Mega-Events: Panacea or Control Shot for the City?'* (Moscow: Publishing House "Strelka Press").
4. 'Byudget Universiady v Kazani sostavil bolee 200 mln rublei' [Interfax: Online resource]. Available at: <http://www.interfax.ru/sport/306965>
5. 'Byudget Universiady-2013 sostavliaet 228 mlrd rublei' [RBK Tatarstan: Online resource] Available at: <https://rt.rbc.ru/tatarstan/17/05/2013/55928b979a794751dc82e031>
6. 'Kazan 2013: Nasledie Universiady' [Sdelano u nas: Online resource]. Available at: <https://sdelanounas.ru/blogs/36975>
7. 'Podgotovka k Universiade: transport, den'gi i marketing' [Online resource]. Available at: <http://www.tatarstan.com/articles/92/podgotovka-k-universiadetransport-dengi-i-marketing>.
8. 'Analiz ob'ektov infrastruktury k Universiade 2013 v Kazani' [Kreativnaya Ekonomika: Online resource]. Available at: <https://creativeconomy.ru/lib/8055>

9. [Online resource]. - Access mode:
(http://www.jourssa.ru/sites/all/files/volumes/2013_5/Kuznetsova_2013_5.pdf)
10. Kuznetsova, I. (2013). *'Social Implications. Sports Mega-Events: between Stimulus and Simulation?'* [Online resource]. Available at:
http://www.jourssa.ru/sites/all/files/volumes/2013_5/Kuznetsova_2013_5.pdf
11. Winter Universiade 2017: Results [Online resource]. Available at:
(<http://wuni2017.sportresult.com/fisu/en/-360/Participant/List?letter=&countryId=&disciplineId=&eventId=&gender=&isTeam=false&isGrid=false&page=0&itemNumbers=25>)
12. [Online resource]. - Access mode:
(https://www.kt.kz/rus/universiada/na_podgotovku_k_universiade_v_almati_iz_respublikanskogo_bj_udzheta_napravleno_109_mlrld_tenge_1153632583.html)
(<http://today.kz/news/turizm/2017-09-25/750905-milliona-turistov-posetili-kazahstan-v-yanvare-iyune-2017-goda/>)
13. 'Byudget Universiady-2019 v Krasnoyarske sostavit 40,5 mlrd rublei' [Online resource]. Available at: <https://rns.online/sports-economy/Byudzhets-Universiadi-2019-v-Krasnoyarske-sostavit-405-mlrd-rublei-2017-03-01/>