TRSM and Anadolu University Collaborate to Research Spectators at the 2014 Sochi Olympics

Gainesville, FL – Assistant Professor and Director of the Innovative Research Initiatives in Sports Events (i-Rise) Dr. Kyriaki “Kiki” Kaplanidou and Doctoral student Serkan Berber from Anadolu University, are partnering up to survey the spectators of the 2014 Sochi Games. This is the first research venture the two Universities have collaborated on.

The main purpose of i-Rise is to “increase the impact of sport event research for mega and small scale sport events through dissemination and strategic alliances in the State of Florida, the USA and globally. Serkan Berber is a Doctoral student in the Faculty of Sports at Anadolu University; a public university in Eskisehir, Turkey.

The research objectives for this project is to understand the planning process and decision making of Olympic Spectators for the 2014 Sochi Games and predict which destination image components contributed most in the spectators’ decision to attend the Games. Data collection started February 9, 2014 and finished on February 17, 2014.

When asked about the research, Dr. Kaplanidou provided this response “this research will allow the understanding of motivators that contributed to the decision making of Olympic spectators to attend the Sochi 2014 Olympic Games. These Olympics were under hyped in the media thus knowing the reasons that made people to go there is going to be interesting. Investing time and money into such an experience can also be directly associated with the quality of life of the travelers and that was another outcome of the study we focused on.”

The Department of Tourism, Recreation and Sport Management is committed to national and international excellence in the generation, dissemination, and communication of knowledge in tourism, recreation and sport management. The Department is also dedicated to excellence in the preparation and training of future industry and academic professionals, and providing relevant outreach to stakeholders.

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