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**RESIDENTS' COPRODUCTION  
ACTIVITIES AS THE BASIS OF  
URBAN DEVELOPMENT: THE  
CASE OF THE FOOTBALL WORLD  
CUP IN VOLGOGRAD**

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## **RESIDENTS' COPRODUCTION ACTIVITIES AS THE BASIS OF URBAN DEVELOPMENT: THE CASE OF THE FOOTBALL WORLD CUP IN VOLGOGRAD**<sup>2</sup>

Coproduction is a practice that encourages active interaction between customers and producers in creating products, services or events. In the urban management framework the above-mentioned concept is just starting to be put into practice and is characterized by the involvement of residents in different city activities' organization including mega events managed by local authorities. The new types of interaction between residents and authorities include participation of residents as volunteers in organization and carrying out of different city events and activities, mass collaboration or crowdsourcing, crowdfunding, recommendations to external stakeholders, couchsurfing, and slum tourism.

The article examines the theoretical aspects of coproduction concept introduction in urban development, describes the types of interaction between residents and local authorities as well as the benefits of this interaction. The author has developed and empirically verified a conceptual model for willingness assessment of residents to participate in coproduction of mega events based on the example of the city of Volgograd which hosted one of the Football World Cup stages.

JEL Classification: R19

Keywords: coproduction, residents, urban development, mega events, place marketing

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## **Introduction**

Modern changes of demographic and socioeconomic situation in Russian regions are largely the result of one-way migration. According to the Federal service for state statistics (2018) every year more than 4 million people migrate from regions such as North-Caucasian, Far Eastern, Siberian, Volga, and Ural federal districts to Central and North-western federal districts. Under the circumstances regions and cities face the challenge of enhancement of competitiveness by proven tools one of which is place marketing. In this context there is a need to adapt such place marketing tools the integration of which into regional and urban development allows strengthening the competitiveness.

Today to increase their competitiveness several Russian cities have been developed various marketing strategies which can be put into practice including such tools as physical reconstruction of territories, advertising and promotion, cultural facilities creation and mega events organization (Kotler and Gertner, 2002). It is estimated that mega events show the greatest positive results on the territories contributing to the growth of awareness, increasing of tourist activity, expansion and upgrade of infrastructure (Roche, 1994). The organization of mega events as the tool of place marketing aimed at improving competitiveness is possible in many areas like sport, tourism, culture, politics and others. However, the carrying out of mega events may have negative consequences arising from negative reaction of residents to carrying out such events as well as to the costs of their organizations (Gursoy and Kendall, 2006).

Traditionally, the levelling of negative reaction and the building of positive image of mega events are carried out by means of public relations (PR) activity which does not take into consideration the interests of the residents and, therefore, does not fully achieve its goals. Nevertheless, according to international experience the residents' involvement in the organization of mega events may become the key element of the events' success in the short term and change the attitude towards ongoing mega events, and in the long term change the attitude towards the territory and migration flows as a result.

According to place marketing the theoretical concept that considers the residents as participants of the process of collective value creation is coproduction (Kotler, Armstrong, 2010). The concept of coproduction in the place marketing is considered as an element of relationship marketing aimed at creation and development of mutually beneficial long term relations between different parties concerned (local authorities, residents, business and others) (Vargo, Lusch, 2004). The above-mentioned concept assumes that the use of place marketing tools is successful only if the residents are the active participants of value creation processes. For place marketing tools including mega events the residents become co-producers playing different roles and obtaining various emotional and rational benefits. Therefore, this paper aims to

distinguish various types of residents' coproduction and to analyze what influences willingness of residents to participate in the coproduction of mega events most.

In this paper the concept of coproduction will be used as the approach to build and to carry out the activity in the field of place marketing. The search and description of fundamental bases of coproduction processes in the context of Russia's place marketing allow improving the tools used on a systematic basis. The integration of coproduction concept in the management of place marketing tools increases the effectiveness of mega events in progress.

However, today the use of coproduction concept in the place marketing is not fully explored. Additional research is necessary for the questions of the residents' involvement in the coproduction process based on relationship marketing in order to improve place marketing activity and strengthen the competitive struggle of territories which confirm the relevance of the research topic.

## **Literature review**

### ***Theoretical aspects of coproduction concept as the basis of urban development***

The coproduction concept was developed in the late 70s of the 20<sup>th</sup> century in the context of public administration. According to Parks (1981) the coproduction is the direct involvement of residents in creation of public good. The incentive to develop the concept was the mistrust of the traditional model of public administration according to which the responsibility for development, provision of different goods as well as the urban development is assigned only to the authority. In terms of the coproduction concept the interaction is supposed to be at the core of urban development — authority representatives on the one side and the residents on the other. The first ones are involved as professionals in related fields, knowledge and competence holders, whereas the residents are engaged in collective production on a voluntary basis in order to improve the quality and/or quantity of services they receive (Ostrom, 1999). Ostrom (1999) emphasizes that the coproduction concept may become the source of urban development. Coproduction of the authorities and citizens can be crucially important to achieve high level of well-being especially in developing countries. Residents represent public resources of economic development that are capable to solve independently social and economic problems by interacting with the authorities at different levels. As a result of such interaction the possibility of urban development (Kiser and Percy 1980; Parks et al. 1981) as well as satisfaction levels increase as the coproduction process participants arises.

According to Sharp (1980) urban development involves two different spheres of influence – the authority and the public. It is quite often that the interaction of these two spheres, the communication between them and feedback receiving can be difficult. However, according

to the coproduction concept the public becomes an active participant of public-good production and is involved on a regular basis in the goods creation and implementation, thus affecting the process of the goods production, making them more open and flexible, and influencing in return the urban development.

Percy (1984) states that the coproduction occurs once both customers and producers jointly make attempts to develop the urban environment. In this case there is no need for customers and producers to interact directly; it is enough for their goals to correlate each other more or less. Thus, the residents may accidentally become co-producers if, for example, they can participate in organizing and saving of urban environment (Lovelock, Young 1979, Gordon 1998); it means in this case that the forethought or intended action is an optional condition.

Scientists with different backgrounds pay greater attention to the role of residents in the urban development. Pestoff (2006) explains the growing academic interest towards the coproduction concept by the practical results received according to which it is impossible to imagine the activity of state authority without the participation of the residents in the process, without taking into account their interests and opinions. Bovaird and Loeffler (2012) and Jakobsen (2013) note that the demand for urban development is steadily increasing as well as the importance of residents in the process.

There are several conditions under which the coproduction concept can be put into practice:

- 1) Willingness to cooperate. The city authority representatives have to show the willingness to cooperate with the residents (Etgar, 2008, Sharp, 1980). In this case the residents have possibility to take the initiative in coproduction activity.
- 2) Voluntary basis. The coproduction is always a voluntary action. If the residents act in a certain way following the imposed requirement or fearing punishment for refusing to participate in some activities their actions cannot be interpreted as coproduction.
- 3) Positive context. If a resident destroys the urban environment – for example throws rubbish in inappropriate areas – his activity will not be related to coproduction as coproduction first of all has to act for the benefit and not to the detriment of urban environment. Thus, the coproduction concept is based on the ideas of open cooperation, has voluntary nature and positive context.

### ***Application features of the coproduction concept as the basis of urban development***

The coproduction concept is just starting to be put into practice in the framework of urban development in order to increase the competitive struggles of the cities (Kotler, Asplund, Rein, Heider, 2005). The need to use the coproduction concept in urban management is related to the

following reasons – on the one hand the growing dissatisfaction of residents with the quality of city services provided, and, on the other, the commitment of the authorities to increase the quality of these services; the reduction of the city budget financing; the decentralization of governance as well as the delegation of authority to the lower government levels (Knyazeva, Shevtsova, 2007).

The types of coproduction implemented in urban development include:

1. Participation of residents as volunteers in organization and carrying out of different city activities and events. In Russian and international literature many studies are devoted to this fact, motives and factors of volunteering. The word “volunteer” has a lot of synonyms, so volunteers can be called community assistants or intermediaries. The common thing in the definitions is the voluntary behavior; it means that the possibility of receiving money is not the main reason in this case. Thus, anyone who works intentionally and selflessly for the good of others can be called volunteer. Good faith, desire to help people, share with them the experience and learn are the basis of voluntary work. The volunteering is described by a number of authors as a type of coproduction (Sobrinho, 2009; Schommer, 2015; Jones, Warren, 2015).

2. Mass collaboration or crowdsourcing (Humphreys et al., 2009). The term of crowdsourcing appeared in the commercial marketing more than ten years ago in the article of Howe (2006) who determined it as the delegation of authority traditionally performed by employees to a large group of people who are not company representatives. The crowdsourcing becomes one of the fastest growing ways to provide financial support to first-time entrepreneurs, original projects developers, volunteers, and many other groups and organizations. The crowdsourcing is increasingly put into practice in the urban development. By involving the residents in different activities related to the territories promotion for both internal and external parties concerned, by giving the residents the opportunity to show their knowledge and experience and at the same time by showing them trust and respect, the local authorities obtain residents’ long term support.

3. Crowdfunding. Crowdfunding is the capital assets itself essential for performing certain tasks and generated by the external parties concerned – residents usually – in of case place marketing. Crowdfunding is usually understood as sponsorship or public investments in specific events or organizations. Crowdfunding allows on the one hand generating additional material resources, especially in conditions of a limited budget; on the other hand it enables residents to feel their involvement and importance in the implemented practice of place management.

4. Recommendations as a type of coproduction also become increasingly popular in urban development, especially due to the growing influence of various social media.

Involvement of residents, bloggers to the promotion and popularization of tourist facilities becomes one of the most relevant ways to attract tourists and is actively used in various cities and countries around the world (Zhao et al., 2014).

5. Couchsurfing originally is an online service (<https://www.couchsurfing.com/>), whose members provide each other with various assistance during their travels, as well as with private accommodation to tourists for free or a minimal fee. Currently, this network brings together more than 12 million people from more than 200,000 cities (<http://www.couchsurfing.com/about/about-us/>). Today, couchsurfing is considered as a phenomenon of mutual support of tourists by residents as well as organization of overnight stays for tourists. Couchsurfing is a voluntary involvement of residents in creating a comfortable environment for travelers (Rosen et al., 2011; Lauterbach et al., 2009; Molz, 2012). Representatives of this trend not only help to solve the problem of a limited number of hotel rooms in cities, but also become intermediaries in promoting the culture of the city, create the original image of the city, and recommend places of interest to visit.

6. Slum tourism. This type of coproduction has been studied in academic literature the least of all; however, it is encountered in practice. It includes visits to poor areas, and excursions to such areas are most often organized by the residents of these areas themselves.

Despite the fact that in practice there are more and more examples of residents and city administration interaction, at present, the willingness of residents to participate in coproduction in urban development has not been studied. It requires a deeper understanding of what motivates residents to participate or not in coproduction. Therefore, it is necessary to develop a model for assessing the willingness of residents to participate in coproduction. The model represents a consistent analytical framework that will help to understand better the conditions of coproduction in urban development as well as analyze the willingness of residents to be involved in the process.

## **Research methodology**

### ***Mega events coproduction theoretical model in urban development***

The need to develop a theoretical model of coproduction for urban development is explained by the following background. First, the model will describe coproduction methods for urban development; second, the model will allow assessing the willingness of residents to participate in coproduction and will be the basis for developing a program to include residents in coproduction.

The model allows organizing and visualizing all elements influencing the residents' willingness to pay and is a basis for empirical verification of the influence of specified elements. The author developed the following conceptual model for assessing the willingness of residents to participate in the coproduction of mega events (Figure 1):

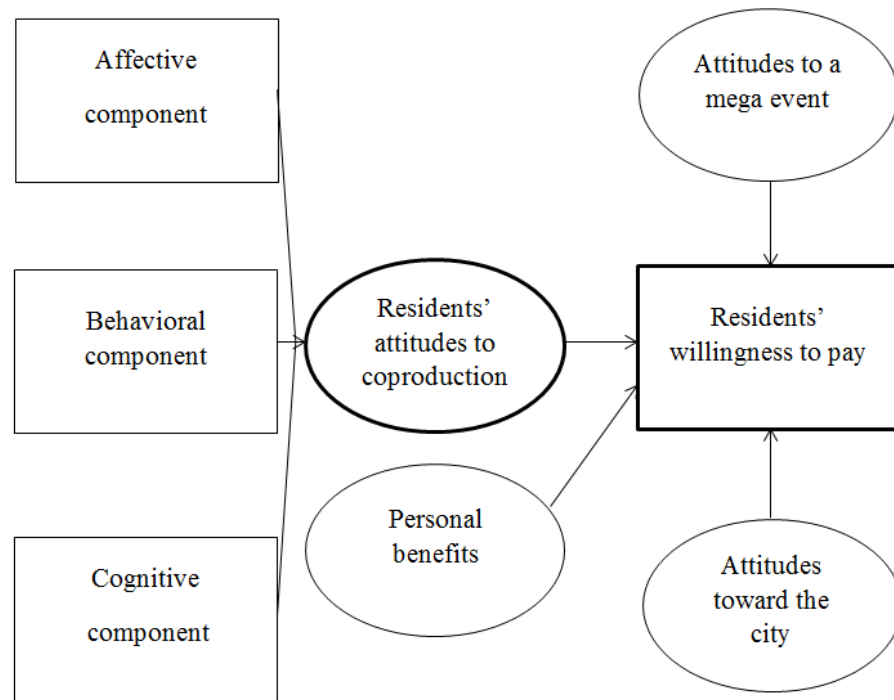


Figure 1. Conceptual model for assessing the willingness of residents to participate in the coproduction of mega events

Further, the components of the model will be considered in more details.

According to the most cited model of relations measuring – A. Ajzen's theory of planned behavior (Ajzen, 1991) – an attitude to an object is formed from the following components: cognitive, affective (or emotional) and behavioral components.

The affective component is based on the emotional experiences of a person and may arise from the positive or negative experience of the respondent's relations with a particular product/service, his or her emotional perception of a product. The cognitive part arises from a person's beliefs resulting from the process of socialization, in other words, these are individual beliefs, personality stereotypes about an object, a measure of awareness in relation to a particular object.

The behavioral component is based on the specific actions of people to an object of attitude, the willingness of people to act in a certain way, which most often consists of previous experience or is based on the experience of reference groups (friends, relatives, acquaintances). All three components (emotional, cognitive, and behavioral) together form an intention and then can develop into a specific behavior.



According to Fishbein and Ajzen (1977) the influence of the cognitive, affective and behavioral components is difficult to empirically identify separately one from another, so it is necessary to include all three components, which, in turn, form together an attitude. Therefore, these components were included in the conceptual model of the present study (Figure 1).

As noted above, one of the types of coproduction is crowdfunding or willingness to provide financial support to activities aimed at the places promotion. Therefore, the model also includes the parameter “residents’ willingness to pay”. The theoretical basis for the inclusion of this parameter is the conditional valuation model developed by Mitchell and Carson (1989), whose goal is to evaluate the people’s willingness to pay for public goods. In the current study “willingness to pay for public goods” is defined as the maximum sum of money which residents are ready to pay for holding a mega event in their hometown. The validity of this model has been confirmed by many empirical studies (Kahneman, Knetsch, 1992; Costanza et al., 1997). The model was used in the work of Russian scientists in measuring the value of such a public good as the Sochi Olympics from the point of view of Russian citizens (Goudov, Belyanin, 2014).

The parameter “personal benefits from participation in coproduction” was included in the model, since it was theoretically proved that the presence of personal benefits, for example, having private business, has a direct influence on attitudes to mega events (Ramseook-Munhurrun, Naidoo, 2011; Gursoy et al., 2009; Lankford, Howard, 1994), therefore, it is supposed that personal benefits will also affect the willingness of residents to be involved in coproduction. The authors explain the influence of personal benefits on the attitude to the place marketing within the framework of the social exchange theory according to which a positive or negative attitude is formed depending on the assessment of individual costs and benefits associated with a particular activity. Thus, people are ready to perceive objects more positive if they are related to possible benefits both material and emotional. And on the contrary, people who bear multiple costs and emotional risks from a certain activity will negatively assess the activity (McGehee, Andereck, 2004). As for the activities related to mega events and urban development a number of authors (Huh and Vogt 2008) confirmed that residents' personal benefits associated with this activity have an influence on their positive attitude towards the activity. It is supposed that the existence of personal benefits from coproduction activities related to urban development will directly affect attitudes towards coproduction as a whole.

Thus, based on Ajzen’s theory planned behavior and a number of empirical studies, the following hypotheses were put forward in this study (Figure 2):

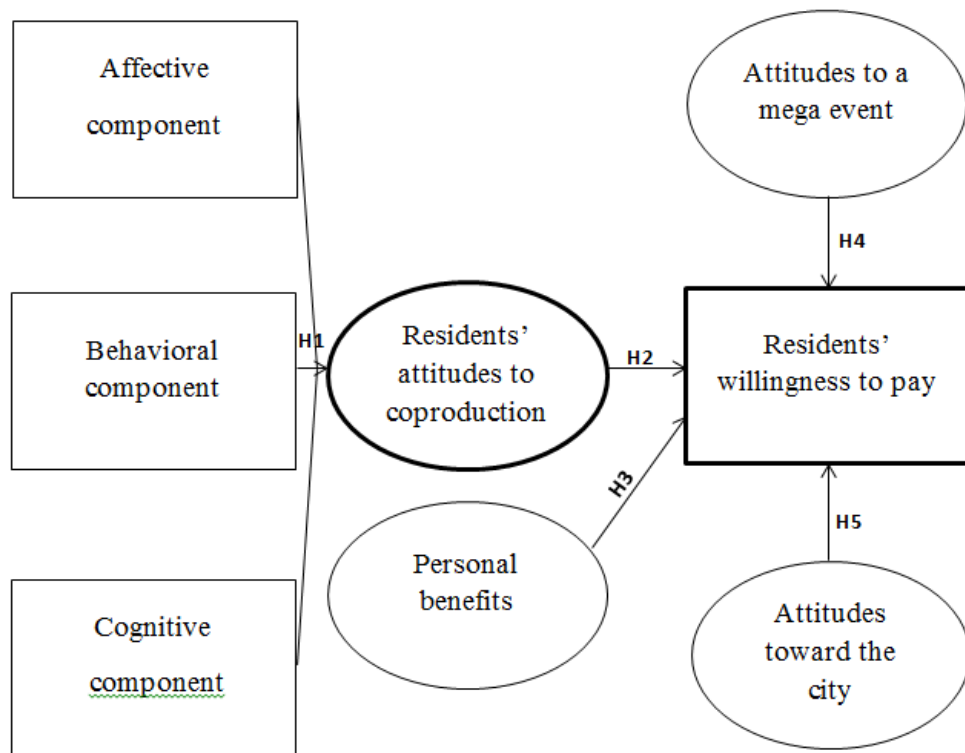


Figure 2. The hypotheses of the conceptual model for assessing the willingness of residents to participate in the coproduction of mega events

**Hypothesis 1.** There is a positive correlation between the cognitive, affective and behavioral components and attitude to the coproduction of mega events.

**Hypothesis 2.** There is a positive correlation between the attitude to the coproduction of mega events and the residents' willingness to pay for public goods (generated by activities related to the organization and carrying out of mega events).

**Hypothesis 3.** The existence of residents' personal benefits of coproduction in the place marketing has a positive effect on the willingness of residents to pay for public goods (generated by activities related to the organization and carrying out of mega events).

**Hypothesis 4.** There is a positive correlation between the attitude to a mega event and the willingness of residents to pay for public goods (generated by activities related to the organization and carrying out of mega events).

**Hypothesis 5.** There is a positive correlation between attitudes toward the city and the willingness of residents to pay for public goods (generated by activities related to the organization and carrying out of mega events).

### *Participants*

To determine the willingness level of residents to participate in the coproduction of mega events and identify factors affecting the willingness level, the author conducted a survey of residents of the city of Volgograd (N = 619), which hosted one of the Football World Cup stages.

In this study, a river sample was chosen, because it allows selecting respondents randomly to participate in a single web-based survey.

The questionnaire consisted of four parts:

- 1) Socio-demographic questions (gender, education, age, marital status, occupation and family income);
- 2) Cognitive component of the attitude to coproduction of mega events in the place marketing ( $X_1$ );
- 3) Affective component of the attitude to coproduction of mega events in the place marketing ( $X_2$ );
- 4) Behavioral component of the attitude to coproduction of mega events ( $X_3$ );
- 5) Questions devoted to the attitudes of residents to the co-production of mega events ( $X_4$ );
- 6) Questions about residents' personal benefits ( $X_5$ );
- 7) Questions associated with the behavioral component ( $X_6$ ) of the model.

All questions except for socio-demographic questions were attitudinal statements measured on a Likert-scale from 1 to 7 (where 1 is totally disagree, 7 absolutely agree). In order to measure the variables  $X_1$ -  $X_6$ , series of Liker-scale statements was developed in questionnaire (Appendix 1).

In the course of preparation for the survey, the scale of measuring attitudes towards coproduction of mega events, the validity of which was justified by a high indicator of the Alpha Cronbach coefficient (over 0.8).

The sample included 57.9% of women and 42.1% of men. Most of them (66.2%) are young people between the ages from 22 to 35. Almost all respondents have a higher education (80.8%). 53% of the respondents expressed their wish to support various coproduction activities.

### **Measures and procedures**

For processing the results of the study statistical packages SPSS-22 as well as Smart PLS were used. The following types of analysis were carried out: descriptive statistics, reliability analysis (calculation of the Alpha Cronbach coefficient) and structural equation modeling which allow revealing the influence of model variables on each other.

In order to test the conceptual model of the willingness level of residents to participate in the coproduction of mega events and to test the hypotheses a multiple linear regression analysis was conducted.

Dependent variable “the willingness of residents to participate in the coproduction of mega events”. To answer the question about “willingness to pay” respondents chose one of the 10 proposed amounts of money lying on a scale from 100 to 10,000 rubles, that they are eager to pay.

The following equation of linear regression model was generated:

$$Y = a_0 + a_1X_1 + a_2X_2 + a_3X_3 + a_4X_4 + a_5X_5 + a_6X_6 + \varepsilon$$

Where  $Y$  is the residents’ willingness to participate in the coproduction of mega events,  $a_0$  is a constant,

$X_1$  “cognitive component of the attitude to coproduction of mega events”,

$X_2$  “affective component of the attitude to coproduction of mega events”,

$X_3$  “behavioral component of the attitude to coproduction of mega events”,

$X_4$  is “an attitude to a mega event”,

$X_5$  is “an attitude to a city”,

$X_6$  is "personal benefits",

$a$  is coefficients that show how  $X_1, X_2, X_3, X_4, X_5, X_6$  affect the residents willingness to pay for public goods created by the coproduction activities of mega events,

$\varepsilon$  is a possible measurement error.

The regression analysis (table 1) confirmed that the willingness level of residents to participate in the coproduction of mega events in the place marketing is influenced significantly by the attitude of residents to coproduction, attitude to mega event, as well as attitude to the city in which the mega event is held.

**Table 1 Regression equation coefficients**

	The mega event (N=619)	
	Coefficient	Standard error
Cognitive component of the attitude to coproduction of mega events in the place marketing	0,612**	0,196
Affective component of the attitude to coproduction of mega events in the place marketing	0,993**	0,456
Behavioral component of the attitude to coproduction of mega events	1,310**	0,406
Attitude to mega event	0,630***	0,270
Attitude to city	0,670**	0,010

Personal benefits	0,215**	0,110
Number of observations	619	
Likelihood ratio   chi2_ms(0)   0.000 model vs. saturated		

\*significance of coefficient at the level of 0.1

\*\* significance of coefficient at the level of 0.05

\*\*\* significance of coefficient at the level of 0.01

In the first hypothesis multiple linear regression analysis was used to assess the impact of affective, cognitive, and behavioral components on attitudes to mega events coproduction. The results showed that all the components were positively related to attitudes to the coproduction of mega events.

In the second hypothesis the study verified if there is a positive correlation between the attitude to the coproduction of mega events and the residents' willingness to pay for public goods (generated by activities related to the organization and carrying out of mega events). The findings have shown that affective and behavioral components have stronger effect on willingness to pay for public goods than cognitive one. It means that residents' past experience related to behavioral component as well as their emotions (related to affective component) about coproduction activities are more important in terms of willingness to pay than their existing notions (related to cognitive aspect).

In the third hypothesis multiple linear regression analysis was conducted to estimate the effect of personal benefits of coproduction in the place marketing on the willingness of residents to pay for public goods. The third hypothesis was supported by the findings which confirmed the presence of a positive statistically significant relationship between the mentioned variables (0,215).

The results of the fourth and fifth hypotheses confirmed a strong correlation between the attitude to a mega event (0,630) and a city (0,670) respectively and the willingness of residents to pay for public goods. It means that residents' attitudes towards mega events and a city could be good predictors of residents' willingness to pay for public goods. Hence, in order to enlist residents' support and to understand their willingness to pay, it is important to analyze residents' views towards organized mega event and a city first.

As a result, all the hypotheses were confirmed, which verified the proposed conceptual model. The model is an analytical framework that allows evaluating consistently and determining the conditions for the involvement of residents in the organization and carrying out of mega events in the place marketing. This model allows to assess if residents are willing to become participants in marketing activities related to the organization of mega events. Knowing residents' attitudes to a city where mega event will take place and their attitudes to a mega event

itself, the willingness of residents to support particular mega event can be predicted. Hence, it makes possible to create smarter marketing strategies that will take into account the opinions and interests of residents and therefore gain their support.

### **Discussion and Further Research**

Based on the research conducted by the author, a conceptual model for assessing the attitude of residents to the coproduction of mega events has been developed and verified empirically. As a result following key findings are presented. First, coproduction is a complicated process which includes various forms of activities and therefore is difficult to identify empirically. That is why it should be analyzed in indirect way. Hence, the proposed conceptual model allows to measure attitude to coproduction through affective, behavioral and cognitive component. Second, the author proposed that it is essential not only to measure the general residents' attitudes to coproduction but also to understand how these attitudes could be converted into real residents' intention which was measured in the current study as "willingness to pay". Third, the findings discovered that more than a half of respondents (53%) expressed their desire to support coproduction activities. It means that residents in general are opened to the cooperation with the local authorities when planning activities related to the organization of mega events. Fourth, in order to increase the number of residents' who will support coproduction activities, it is important to change their opinions about certain mega event and the city as it was found that these factors are the most significant in terms of coproduction intentions. These factors are predictors of "willingness to pay" and are fundamental in predicting the activities of residents in coproduction. Residents who are willing to participate in the coproduction are ready to become active participants of urban development.

A survey of the literature revealed that the large number of place marketing literature considers the residents as the main target group in all kind of urban development activities (Huh and Vogt, 2008, Bovaird, 2007, Gursoy and Kendall, 2006), but in practice residents' opinions and interests are seldom taken into consideration. In the previous literature the need to include residents in coproduction activities was mostly discussed, and it was concentrated on the theoretical justification of the relevance of involving residents into urban development (Kotler and Armstrong, 2010, Gursoy and Kendall, 2006). Many studies (Bovaird, 2007, Dore, and Crouch, 2003, Ashworth and Goodall, 1990 and others) suggested that local authorities should develop their marketing strategies based on residents' needs and demands. However, no other studies have empirically tried to approach residents' needs and demands in terms of their coproduction intentions.

The main idea of this study was not minimize the significance of residents' inclusion in planning activities related to the organization and carrying out of mega events, but to highlight the importance of understanding of the nature of residents' intention to support such kind of activities. Therefore based on the theoretical model proposed the author attempted to approach the factors that influence residents' coproduction intentions. Hence, local authorities and those who responsible for mega events organization can use the model in order to develop various place marketing strategies.

Second, in some studies (Wang and Pfister, 2008, Hennig-Thurau, et. al., 2002) "personal benefits" were presented as one of the most influential factors of various marketing activities, however, in the current study this factor showed its unimportance in terms of residents' desire to coproduce.

Finally, "willingness to pay" is very popular marketing measurement of consumers' intentions to buy various goods and services (Homburg, et. al., 2005, Hanemann, 1991). However, it was not used before as the predictor of residents' coproduction activities. Hopefully, this approach will help to specify residents' intentions to these types of activities.

Residents' involvement in the place marketing activity aimed at urban development may become one of the most effective ways to prevent conflicts between the residents and other parties concerned as well as become the cohesive basis of carrying out of the mega events. The model developed by the author is a practical tool for taking into account residents' opinions and interests. The most important strength of the current research is that it does not only state the importance of residents' coproduction, but also attempts to discover the nature of the residents' coproduction activities with the help of the conceptual model proposed. However, the limitation of the research is that the model proposed was empirically verified only on the sample of one city and one mega event, thereby the results may differ if they are carried out on a different sample. Therefore, further research is needed in order to overcome this limitation.

Taking into consideration practical implementation for policy and decision makers who are responsible for organizing mega events, this study can bring understanding about residents' needs in terms of mega events organization. It should be noted that the proposed model could become the basis for building relationships between decision makers and residents. By knowing the factors that could influence residents' attitudes to coproduction most (attitudes to mega event and attitudes to city), local authorities have the possibility to develop more residents-oriented mega events, therefore to increase their motivation, support and loyalty and become able to get a constant feedback from them on the success of the activities carried out on mega events.

To conclude, in order to enhance the practical significance of the study, the next stage of the study may be the development of an algorithm for using the model in urban development

which can be used by representatives of city authorities for planning activities related to the organization and carrying out of mega events.



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**Could you please rate your agreement with the following statements regarding holding the 2018 FIFA World Cup in your city on a scale from 1 to 7 (where 1 is absolutely disagree, 7 is absolutely agree):**

1. I am ready to let my house (apartments, room) to tourists during the period of the 2018 FIFA World Cup in my city;
2. I want to take part in choosing the name for the 2018 FIFA World Cup stadium in my city;
3. The 2018 FIFA World Cup is a good chance to attract people from other cities to our city;
4. Residents should be involved in organizing the touristic activities at the time of the 2018 FIFA World Cup;
5. I want to volunteer during the 2018 FIFA World Cup;
6. Residents should attract their friends from other cities to come for the 2018 FIFA World Cup;
7. If I had such an opportunity, I would be happy to let my accommodation (apartments, room) to tourists during the period of the 2018 FIFA World Cup;
8. I recommend everyone to visit the 2018 FIFA World Cup in my city;
9. At the time of the 2018 FIFA World Cup, it is right to involve residents as volunteers;
10. Residents should participate in the selection of the name for the 2018 FIFA World Cup.

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