

THE INFLUENCE OF MEDIA IMPLEMENTED INTO THE EVENT-TOURIST CAREER MODEL: TRIYAS TRIATHLON, ABU DHABI

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Using the athletes' career trajectory model, this study implements the influence of media into the trajectory of active sport event participants' decision-making process. It examined athletes' motivation, media influence, travel style and behaviours, and event selection among participants of TriYas triathlon organized in Abu Dhabi, United Arab Emirates. Data were collected in February 2016 with an online survey sent to all participating athletes and descriptive statistic was used for data analyses. Results indicate that international media are followed by the majority of athletes included in our sample with no statistically significant differences between first-timers and returning participants ($p=0.176$). More promotion is expected in media, but on the other hand athletes do not choose sport events and destinations based on media coverage. In order to get more participants and visitors, which leads to more sponsors and media coverage our results cannot remain disregarded by sport events organizers.

Keywords: *sports tourism, events, United Arab Emirates, Abu Dhabi, athletes, motivation*

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INTRODUCTION

Sports events play a great role in promoting a destination (Funk and Bruun, 2007, Gibson, Qi and Zhang, 2008; Getz and Fairley, 2004) and they can also generate significant revenue (Preuss, 2005; Solberg and Preuss, 2007). Moreover, sports events have become increasingly important component in destination branding (Jago, Chalip, Brown, Mules and Ali, 2003; Chalip and Costa, 2005; Xing and Chalip, 2006), which is what Abu Dhabi has tried to implement in the few last years (Ponzini, 2011; Hazime, 2011; Hashim, 2012). Abu Dhabi, the largest among seven Emirates constituting the country of United Arab Emirates has found its potential in tourism in order to reduce its dependence on oil (Sharpely, 2002). Before the discovery of oil, Abu Dhabi and the rest of the United Arab Emirates were poor and undeveloped, with an economy based on farming in the inland oases, and on fishing and the pearling industry (Hashim, 2012), but nowadays tourism statistics and the country GDP show tourism to be the second largest industry.

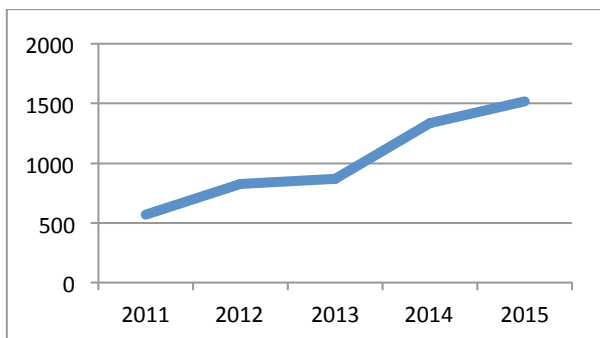
For better understanding of the aim and purpose of this paper role of sports tourism in Abu Dhabi needs to be introduced: Abu-Dhabi has been investing heavily in the development of its tourism facilities with many mega projects (Hazime, 2011). To mention just few of them, Saadiyat Island is still in development, but probably the biggest and the richest worldwide future cultural district, and Yas Island with the Ferrari Theme Park and Yas Marina Circuit (YMC) is the major island for sports tourism offered in Abu Dhabi. A feature of sports events, amongst others, is that they can attract a large number of visitors over a relatively short period of time (Higham and Hinch, 2002; Slak Valek, 2015) and this is what Abu Dhabi has been using as a driving key. There are worldwide recognized sports events hosted in Abu Dhabi such as Formula 1 sponsored by Etihad taking place exactly at above mentioned circuit YMC; Mubadala World Tennis Championship; and, HSBC European tour golf Championship. With the participation of the best

sportsmen and women in the world (e.g. McIlroy, Spieth, the top in the world golfers and Djoković, Murrey, the top tennis players) the emirate attracts a significant number of visitors to golf and tennis events. Moreover, F1, apart of bringing people to Abu Dhabi, is a top event covered by major international news and sports media, which significantly contributes to destination promotion. In addition to that, the world recognized that the sailing event Volvo Ocean Race had a stop in a marina in Abu Dhabi in 2014/2015. With all of the events mentioned above and more, the Emirate shows a big interest in developing sports tourism (Slak Valek, 2015) as one of the primary tourism attractions, right after cultural tourism.

On the other hand, it has to be clarified that there is a lack of sports culture among UAE residents, which is the focus of the present paper. In other words, the aim of this paper is to understand the motivation of athletes participating at some of the so-called community sport events. Yas Marina Circuit has been organizing several community sports events for more than 5 years now, such as the Zayed Marathon, TriYas Triathlon, Color Run and many others. The main idea behind these community events is to motivate people to be sports-active, but as found by Fotiadis et al. (2016) sport events organizers have difficulties in attracting participants due to the extremely high number of small-scale events. The country tries to use different methods to attract more people in sports and make them become active. The reason behind is a poor health condition partially due to the lack of sport activities. In fact, World Health Organization (2015) reports the most common male health complaint in UAE is cardiovascular disease, and high levels of obesity for females, which is the reason for developing diabetes and associated illnesses including heart disease, hypertension, stroke and kidney failure. Several authors have also indicated vitamin D deficiency in the Arab region and claimed that obese adults are less likely to engage in outdoor activities, and so their exposure to direct sunlight is low. Sadiya et al. (2015) recorder the time spent outdoor was less than 15 minutes per day by 67% of UAE nationals included

in the sample. Thus, the aim of organizing community sport events in Abu Dhabi is to boost the awareness about sport benefits. Developing a sports culture can generate at least two economically significant dimensions in the country, which are: first, a healthier population (Casanova et al., 2011; Fu & Kapiki, 2016) and second, the development of sports tourism (Gibson, 1998). Daman, a National Health Insurance Company in UAE, has apparently come to the conclusion, that is beneficial to have a healthy population, and has started to sponsor community events at YMC. Between others, the TriYas Triathlon is also a Daman project, which now the official name is 'TriYas by Daman's Activelife'. Taking into consideration all the facts explained above, the present research has been developed to better understand the motivation of participants at the TriYas Triathlon, an annual event for the past 6 years that continues to increase participant numbers (Figure 1), in order to understand athlete's involvement in sports. The results then can be used to attract more participants in the future and in this way first, help the community to become more active and second, contribute to development of sport tourism in Abu Dhabi.

Figure 1: Number of participants at TriYas Triathlon by years



Source: Yas Marina Circuit, 2015

Travel styles and changes were also researched. Due to a lack of sports culture in the Muslim culture, especially among females (Walseth and Strandbu, 2014), it is crucial to understand the segment of people that practice sports and also travel for, and because of sports, which can help organizers and decision makers in developing and organizing sports events that may attract more participants and visitors, focusing also on tourists and contribute to the development of sports tourism in Abu Dhabi. For researching all of that, the career trajectory model introduced by Getz and Andersson (2010) seemed the most appropriate platform, but adjusted for the purpose of our research. We believe that media has a big effect in motivating people to take part in community events in UAE. As claimed by Bulhoon (2015) media effects can include the way people think and behave. Although governments or communities organize sports events for mainly financial and health reasons, they can also contribute in other ways. Such events contribute in building community pride and creating a positive destination image as they draw media attention to the locality for both large-scale and small-scale events (Daniels, 2007; Kim and Petrick, 2005; Schulenkorf and Edwards, 2012; Nella & Christou, 2016). Thus, media effects have been implemented into a career trajectory model and tested in the present research.

CAREER TRAJECTORY MODEL AND EFFECT OF MEDIA

In line with the aims of the study, the literature review addresses the career trajectory model and the effect of media in this decision-making process and athletes motivation. Getz and Andersson (2010) suggested that people with a sport lifestyle develop an event specific career, which follows a trajectory that can be measured in terms of six dimensions. Those six dimensions are as follow: motivation, travel style changes, spatial and temporal patterns, event types and destination choice. The proposed model including motivational factors was used later by a number of authors

and was tested in different situations and sport disciplines. On the other hand, Masters and Ogles (1995) suggested that when studying motivating factors of athletes, it is important that investigators focus on a particular activity. That is because what may be considered as a significant factor in a specific activity may not be as important in another one. Although fitness is considered to be the main motivation of athletes participating in running, studies done by different scholars (Okwumambua, Meyers and Santille, 1987, Masters and Ogles, 1995; Ogles and Masters, 2003; Fotiadis, Vassiliadis, and Soteriades, 2016; Fotiadis, Vassiliadis, and Yeh, 2016; Fotiadis, Xie, Li, and Huan, 2016; Valeri, 2016) showed that most runners justified their choices by psychological reasons. The majority of studies researching athlete's motivation investigate runners (Ogles and Masters, 2003; Koo, Byon, and Baker, 2014; Jordalen and Lemyre, 2014), but little is known about the triathlon athletes' motivation. Gets and McConnell (2014) compared the motivation between bikers and runners also using the event-travel career model, but as pointed out by Wicker, Hallmann, Prinz, and Weimar (2012: 2) 'There is only little knowledge available on the participants in triathlon.' Although triathlons have grown in popularity and therefore it is crucial to know more about their participants in order to understand what pushes them to be involved in such an intensive training, only a few scholars have recently started to research triathlon athletes (e.g. López-Fernández, Merino-Marbán and Fernández-Rodríguez, 2014). Thus, our study focuses on researching participant's motivation in participating at the TriYas Triathlon held in Abu Dhabi in United Arab Emirates, where two main disciplines compete: Sprint (Swim 750m, Cycle 20km, run 5km) and Olympic discipline (Swim 1,500m, Cycle 40km, run 10km). Given the findings from Wicker et al. (2012) that 37% of triathletes expected to increase their spending on triathlon and that triathletes are willing to travel long distances to compete at the events, they are not only of a big interest for managers and events marketers, but also for product manufacturers and travel agencies.

Thus, in the present research not only the motivation for participating in the event is researched, but also the changes in travel style and the reasons for selection of a particular event. Gibson (1998) defined “active sport tourists” as being the ones who are willing to travel in order to take part in a sports activity held in the destination. In this case, what is more important is the “nature of the event” rather than the destination itself (Green and Chalip, 1998; Ryan and Trauer, 2005, Getz and Andersson, 2010). Other than the nature of the sport, Higham (2005: 6) argued that the tangible and intangible elements of the sport experience are important. He referred to the London Marathon as example where participation increased to include “elite athletes competing for prizes and times, domestic and over-seas runners, wheelchair athletes, and corporate teams”. Robinson and Gammon (2004) considered another motive for participating, as some of these sports activities were raising money for charities. Therefore, the athlete will not only compete out of desire to win, but also to improve his/her own personal skills and do charitable work, which may also lead to a media exposure.

In fact, the media has played a crucial role in the society in Arab world over the last few years. One of the benefits of media is that they ‘can be utilized in persuading and mobilizing the public, which was particularly evident in Egyptians protests against the president’ (Bulhoun, 2015: 2). Thus, authors of the present paper believe that media can also be successfully used in attracting more UAE residents to become sport active. Because media cause sport popularity our research tries to contribute by studying media influence on the participants’ motivation. A table (n.2) has been added to the Gets and Andersson (2010) model, focusing especially on media importance. The event’s advertising and news coverage can enhance the destination image (Chalip and Green, 2003) and this is why one of the aims of the present research was to research the contribution of media on athletes’ event choice and decisions. Chalip, Green and Hill (2003) researched the effect of media on the intention to visit a destination and argued that ‘we know too little

about the ways the event media are interpreted' (pg. 229). Hosting a sports event can improve the image of the city or country (Solberg and Preuss, 2007), but if the media is miss-interpreted it can also worsen it (Saleem, 2007). Green, Costa, and Fitzgerald (2003) found that host cities can not assume that the media coverage of an event will actually showcase the attributes of the destination unless strategies are implemented. On the other hand, when trying to understand active participants, media also have a significant impact in their participation-making process. Buning and Gibson (2015) argued that individuals acquire knowledge from media, friends, family, peers, and established members of the sports subculture before initial participation. A model Hudson, Getz and Miller's model (2001) shows the consumer's decision-making process linked to media coverage. They also suggest to investigate more in order to improve media management coupled with the consumer decision-making model. Having explained that, the authors of the present research believed that media also have a big influence on the athletes' career path trajectory.

METHODS

Data for the present research were collected in Abu Dhabi, United Arab Emirates from active participants in the TriYas Triathlon held at Yas Marina Circuit (YMC). The Triathlon was held on 26th February 2016, and an online survey was sent to all 1300 competing athletes on 27th February 2016, with a reminder sent on 5th March. The data of 87 athletes who completed the survey were analysed. Gets and Andersson (2010) career-trajectory model was used as a base, but adjusted taken into consideration the purpose of our research and the culture of people living in UAE.

Questionnaire design and media effects dimension

The questionnaire includes questions about athletes' motivation, the effect of media, travel style changes and sports events choices, partly using Gets and Andersson's (2010) six-dimensional career model. The involvement measurement scale was excluded from our final questionnaire, but instead a new dimension measuring the effect of media on athlete motivation and involvement was included. Gets and Andersson's (2010) model covered media with one simple question in the sixth table focusing on event and destination choice ("the event gets a lot of media coverage"), which was also an inspiration for the present research. Thus, an entire new dimension (table 2) was developed measuring different media effects. The media-effect-dimension was self-administrated, but following Getz and Fairley (2003) recommendations for media management. In light with the fact that expats represents 90% of UAE residents (Federal Competitiveness and Statistics Authority, 2015), not only local media effect was researched, but the importance of international media was also tested. Media coverage to this exact event and how respondents see the importance of media was included in the final questionnaire. Apart of the changes described above on media effects dimension, Gets and Andersson (2010) statements were used to test event and destination choice factors, but several items had to be modified in order to fit to UAE residents and also to shorten the last table. Gets and Andersson (2010), in their paper pointed out a "continuous decline in the number of respondents for each question asked" (p.g. 476). For this same reason tables have been shortened. Finally, four tables constitute the questionnaire used in the present research, focusing on:

- Athlete's motivation to participate in 2016 TriYas (Table 1)
- Influence of media (Table 2)
- Travel and behaviour changes (Table 3)
- Event choice factors (Table 4)

Sample and data analyses

In total 87 respondents participated in our research. An online survey was sent to all the participants, but a low response rate (7%) was achieved despite a reminder sent. The typical respondent of our sample is male, between 30-40 years of age, Christian by religion, residing in UAE, but originally from United Kingdom. The details of the sample are presented in table 1.

Table 1: Sample

	N	%
Gender		
Male	63	79%
Female	17	21%
Age group		
18-29	8	10%
30-40	32	40%
41-50	25	31%
51-60	15	19%
Religion		
Islam	7	9%
Christianity	45	56%
Hinduism	1	1%
Buddhism	0	0%
Other	3	4%

No religion/ don't want to answer this question	24	30%
Country of residence		
United Arab Emirates (UAE)	68	85%
Other	12	15%
Country of origin		
United Kingdom	31	39%
Australia	7	9%
Canada	4	5%
France	4	5%
India	4	5%
Germany	3	4%
Ireland	3	4%
Philippines	3	4%
R. South Africa	3	4%
UAE	2	3%
Netherlands	2	3%
Lebanon	2	3%
Central African Republic, Denmark, Egypt, Spain, Bahrain, Brazil, Italy, Jordan, Malaysia, Poland,	12	15%

USA, Zimbabwe (N=1 each)		
Total	80	100%
Missing	7	

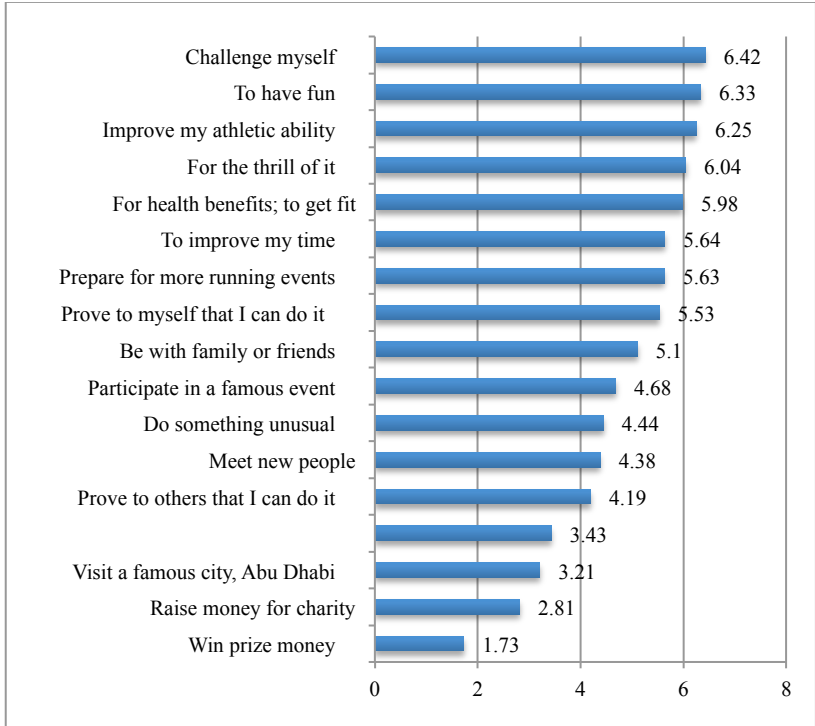
In addition to the explanation above, 51% of our respondents have already participated at the same event, while for 49% this was their first time to participate in the TriYas triathlon. The Sprint discipline was undertaken by 64%, and the Olympic discipline by 36% of our respondents. The majority of respondents consider themselves amateur (87%), but some of them categorised themselves as semi-professionals (7%) and professional athlete (6%).

A descriptive analyses was performed to analyse the data, means and standard deviation were used in all cases. In addition to that, Pearson Chi square with Cramer's V for statements about media was performed for analyzing the differences between first time and returning participants (Table 2).

RESULTS

The results show the participant to be involved in the community event mainly with the self-actualization needs: to challenge myself, to have fun, to improve my athletic ability, for the thrill of it ($M > 6$, $SD = 1.03 - 1.30$).

Figure 2: Mean results for motivation to participate at TriYas 2016 (N=81)



On the other hand, motives to raise money for charity (M=2.81, SD=1.69) and win prize money (M=2.81, SD=1.36) were not identified as strong motivational dimensions among athletes of our sample. Also, destination related motives have not been found as important motivation factors: visit a famous city (M=3.21, SD=1.84) and travel to an interesting place (M=3.43, SD=1.88), to Abu Dhabi in our case.

Descriptive statistics for influence of media is presented in Table 2. Moreover, the differences between the first time

participants and returning athletes were examined in order to understand if media has a different effect on these two groups. Of the 81 respondents, 40 took part in the TriYas triathlon for the first time and 41 were returning participants. The mean results show international media are read or watched by the majority of our respondents, with a mean of 5.9 (SD=1.27) for returning participants and 5.4 (SD=1.60) for the first-timers. There was no statistically significant difference in reading international media between first-timers and returning participants ($p=0.176$). The second strongest mean result for both groups is showing that more media should cover this sports event (M=5.2, SD=1.42 for returning participants and M=5.0, SD=1.48) by the opinion of our sample and also there are no differences in this same opinion between the two groups ($p=0.057$). On the other hand, there were statistically significant differences in the results distribution between the two groups when it comes to the opinion about promotion in media (M=4.88 and 4.90, $p=0.018$) with the strongest strength of association (Cramer's V=0.434) between the two tested groups and more media promotion, which is apparently needed.

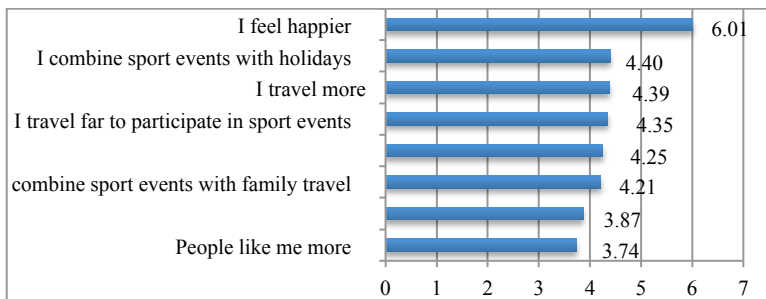
Table 2: Media influence differences between first time and returning participants (N=81)

	Returning p. N=41		First time p. N=40		Pearson Chi-Square	
	M ea n	Std. Dev.	M ea n	Std. Dev.	<i>p</i>	Cram er's V
I read/watch local media every day	4.9 0	1.84	4.5 8	1.93	0.4 09	0.275
I read/watch international media every	5.8	1.27	5.3	1.60	0.1	0.308

day	8		8		76	
I've heard about this event by the media	4.2 9	1.93	3.9 8	2.02	0.2 98	0.299
This event needs more promotion in media	4.8 8	1.60	4.9 0	1.58	0.0 18	0.434
I participate only at prestigious events	2.8 3	1.87	2.3 5	1.70	0.6 00	0.238
I do participate only at the events which are covered by popular media	2.0 5	1.53	2.0 8	1.46	0.7 88	0.146
More media should cover this sport event	5.1 5	1.42	4.9 5	1.48	0.0 57	0.364
I would like to be shown/mentioned in the media	3.7 6	1.96	3.8 0	1.84	0.5 47	0.248
I do sport to be(come) popular	2.1 5	1.56	1.9 3	1.44	0.3 86	0.280

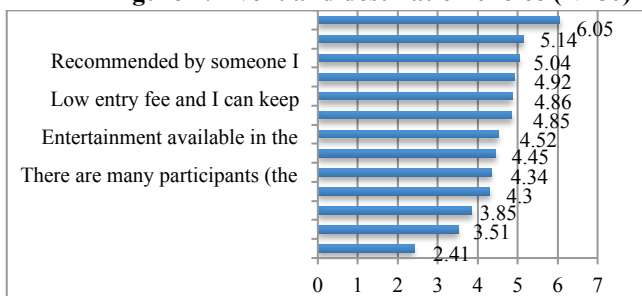
When participants were asked about the changes in their travel style and behaviour since participating at sports events, the feeling of happiness was the strongest result ($M= 6.01$, $SD=1.30$). Next, but much weaker factors that were found to influence the travel style of athletes ($M>4$) is to combine sports events with holidays ($M=4.40$, $SD=1.97$), travel more ($M=4.39$, $SD=1.71$), travel far ($M=4.39$, $SD=1.81$), travel to attractive destinations in order to participate at sports event ($M=4.25$, $SD=1.879$) and combine sports events with family travel ($M=4.21$, $SD=1.92$). Two of eight tested dimensions in the travel style and behaviour changes category did not qualify for being of an effect ($M<4$) and these are “I select my travel destination based on sport possibilities” and “People like me more” since participating at sport events.

Figure 3: Travel style and behaviour changes since participating at sport events (N=80)



The most important factor for the TriYas triathlon participant in the event and destination choice category is the organization of the event itself ($M=6.05$, $SD=1.24$). Another factor of importance when choosing the event and destination is a scenic and interesting route ($M=5.14$, $SD=1.55$), followed by recommendation ($M=5.04$, $SD=1.61$) and the reputation and prestige of the event ($M=4.92$, $SD=1.59$). On the other hand the least important event and destination choice factors are the prize money awarded ($M=2.41$, $SD=1.75$), media coverage ($M=3.51$, $SD=1.60$) and corporate sponsors ($M=3.85$, $SD=1.82$).

Figure 4: Event and destination choice (N=80)



Taking into consideration all 4 tables and all tested statements, it was found that athletes participated at TriYas triathlon 2016

mainly to challenge themselves and have fun, the majority follow international media every day, they feel happier since participating in sports events and the most important factors when deciding to participate at an event is a good organization.

DISCUSSION

There are several implications and themes to be discussed for both theory and practical applications, but first this is unique research on a sample of triathlon athletes in the UAE and it reveals much more about sports involvement of UAE residents than first expected. Looking at the sample it is obvious that females have the possibility to be involved in sports activities in the Muslim country of the UAE. Also, diverse nationalities and religions are noticed, which should be a sign for triathlon athletes from all around the world that it is possible to take part in sports events in Muslim countries. Moreover, more UAE residents (inclusive of expatriates) are noticed in our sample, meaning that triathletes from around the world do not take part in this event. This can be due to several reasons, but it is our thought that Abu Dhabi is not seen as a destination for participating at sports events and second, the event needs more promotion in the international media, which is also supported by our results. Focusing on media, it can be concluded that first-time participants and returners generally have similar opinions about media involvement in this sports event. Future research on other sports events in the UAE is also suggested.

To further explain our, some previous research first needs to be explored. Getz (2008) proposed that amateur athletes can develop an event-travel career and later the travel-career trajectory model was proposed (Getz and Andersson, 2010) testing the model on marathon runners. Later research findings suggest that athletes' motivation should be studied focusing on a particular activity and discipline, because athletes from different sports disciplines do not have the same motivation. In fact, Getz and McConnell (2014)

decided to compare runners and mountain-bikers, where some statistical differences were found. We went further and tested the travel-career model on active amateur triathlon participants, a sport where three sports disciplines are included (run, bike and swim). Findings from our Table 1 (motivation test) confirm Getz and Andersson (2010) results, which say that athletes participate at events for self-actualization needs. Triathlon participants confirmed their self-realization needs, which is also the strongest motivation among all 47 tested statements ($M > 6$). Thus, it can be concluded that athletes are self-focused when deciding to participate at a sports event, since they participate mainly for themselves (“To challenge myself”, “to have fun”). Here we have to look back at the debate on implementing more sports events in the UAE residents’ culture. People can only understand sports and the feeling they have when practising sport, if they take part in sport activities. This was also confirmed in our Figure 3 where “I feel happier” since taking part in sports activities was the highest result ($M = 6$). Findings also confirm that “money” is not what motivates triathlon participants in Abu Dhabi (Table 1), similar to bikers and runners (Getz and McConell, 2014). Here the question about the model tested in different sports disciplines arises since the same findings can be confirmed for bikers, runners and now, triathletes. Running, biking and swimming are sports mostly practised for recreation and by amateurs, but further research on another discipline of athletes is recommended, before making any final conclusions. Nevertheless, Abu Dhabi should find a way to motivate its residents to be more sports active in their every-day life, thus more people could better achieve their self-actualization needs and be more involved in sports activities in the future. Also, travelling to Abu Dhabi and/or visiting famous cities do not motivate athletes in our sample. This may be partly because UAE residents are more involved in the analysed sports event, which again confirms that Abu Dhabi needs more promotion in sports and tourism international media, in order to attract more (sports) tourists. The destination image is significantly related to the

intention to visit a destination (Chalip, Green and Hill, 2003), explaining also athletes' travelling style. Triathletes are willing to travel long distances to triathlon events (Wicker et al., 2012), but they need information about the event itself. It was also found that the route in Abu Dhabi is interesting and scenic (M=5.14) and giving the information that the route is partly organized at the Formula 1 track, would likely attract more athletes to Abu Dhabi. In order to create an effective media strategy based on participant's decision-making process as confirmed by several academics (Hudson, Getz and Miller, 2001, Getz and Fairley, 2003) our results suggest to concentrate on participant's feelings when creating an advert or a PR message. Also, to target returning and first time participants the promotion should be planed in international media more than in domestic UAE media. Both groups also believe that events like this should be more promoted in media, which confirms that also participants of community sport events expect more media exposure. Not the price money and not a personal promotion will attract more triathletes. But a good organization and giving an opportunity for self-affirmation could be the key for more participants in the future. As explained in the introduction of the present paper, the main aim for organizing community events in Abu Dhabi is a healthier population and to create a sport tourism destination. With using presented results, the aim could be accomplished in the future.

This article has introduced the importance of media to the athletes' event-travel career model, which needs to be tested on a bigger scale in order to confirm its relevance, but our results suggest that international media are read by most of triathletes in UAE and that more promotion of TriYas triathlon is necessary.

CONCLUSIONS

In order to examine athletes' trajectory by implementing the

influence of media, the six-dimensional career trajectory model proposed by Getz and Anderson (2010) was used, but adjusted and tested among TriYas triathlon participants. Six dimensions of the event-tourist career were adapted to test the influence of media on athletes' decisions, events and destination choice. Finally, 4 tables with 47 statements in total were tested. It can be concluded that the major motivation for participants of the TriYas triathlon are self-realization needs, and prize money is not what motivates the athletes. International media are what athletes follow every day and more promotion of the sports event is expected, but on the other hand athletes in our sample do not choose sport events and destinations based on media coverage. Participants of the TriYas triathlon feel happier since participating in sports events, but they do not think people like them more. The latest finding should be taken into consideration by the event organizer and used for the promotional purposes in order to accomplish the community event aim. Although the sample in this present research was small, sufficient evidence has been provided to support the conclusion that a well-organized event is what athletes expect as a minimum. In order to get more participants and in consequence, more visitors, which leads to more sponsors and media coverage, organizers should not neglect the findings presented in this paper.

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