Master's degree thesis

EVM950 Event Management

Expected Event Legacies from FIFA's 2017, U-17 World-Cup in India

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Preface

This thesis is a part of the author's master degree in Event Management at Molde University College.

The writing of the thesis was the challenging process. It was more demanding and complex than first envisioned. To address event legacy in a pre-event perspective has been a difficult task, mostly related to the methodology of such analysis. Even though the writing of the thesis has been time consuming, it has given me a greater interest and knowledge towards the topic 'event legacy' and its methodology.

The Idea behind writing this thesis came into my mind during the International Module. International module is the part of Master program where we travel to Switzerland to visit the sports body's houses where the presentation on the topic of legacy was presented by the module in charge. I found interest in this topic and after coming back from the trip I decided to choose event legacy as my master thesis topic and meanwhile India selected as a host of the U-17 world cup. And then I decide to go with this topic for my master thesis.

My supervision Harald Dolles helps me a lot. He gives perfect pathway to construct the thesis in a best possible way and he helped a lot toward the focus of my thesis. Writing of the thesis was very challenging and for this I would like to thanks the Oskar for selecting my thesis topic and encouraging for the best. I will like to special thanks to Molde University College and my class mate for their support during this master program. I would also like to thanks my parents who encouraged me for doing best while staying away from the home country.

In last, to those of you that reads my thesis I hope this will encourage you about the field of event legacy, I hope you will read my thesis with critical eyes and learn from the pros and cons of the thesis

Summary

This thesis is the pre event analysis of the U-17 FIFA World Cup which will be hosted by India in 2017. There are several issues with the Indian football and these issues push Indian football very back. To understand the issues with the Indian football and sport culture in India, a detailed study of literature review is done by while writing the thesis and several reasons for the downfall Indian football such as mind setup of the society, poor management of sport by AIFF and etc. are pointed out. Looking around the various issues of the Indian football, research question is formulated, which will be focused to find out the expected legacies from this event. Through this research question thesis will try to find what this event will leave for the Indian football

Along with the issues of Indian football, concept of legacy is deeply studied and it is present in the literature review. Legacy is a complex issue which is often mixed with the impacts of an event. The detail description of legacy included the difference of legacy and impact is studied and examined during the writing of the thesis. Based on the theories used in the literature review analysis part of the thesis is formulated, especially the legacy cube, different event structure, measurement of legacies are such theories which is more often used in analysis.

Mixed method approach is used for the data collection which includes the personal interviews, document analysis and the use of news article. Quality assurance is also tested by conducting the trustworthiness test of the thesis. Mixed method helps to strengthen the analysis part and give strong base for the discussion during the analysis.

Planning and implementation of the event and different legacies from the event is discussed in the finding part of the thesis and in analysis part it is explained how the theories in the theoretical framework is used to find the expected legacies from the event.

Major challenge with thesis was that most of the finding of the paper is surrounded by the uncertainties because term legacies are a long term phenomena and it is the pre event analysis. It was very difficult to find specific legacies from this event at this moment but the youth development program, infrastructure development and international exposure to Indian football can be seen as major findings of the thesis. In the collusion of the research important findings of the paper and possibilities for the future research is discussed.

Contents

List of figure and table

Abbreviations

1. FIFA - Fédération Internationale de Football Association

2. AIFF - All India Football Federation

3. IOA - Indian Olympic Association

4. IOC - International Olympic Committee

5. IFA - Indian Football Association

6. NRI - Non Residence of India

7. SME - Sport Mega Event

8. INR - Indian Rupees (Indian Currency)

9. IPL - Indian Premium League

10. CWG - Common Wealth Games

1.0 Introduction *to topic*

India is big country both in term of land and population. It has one of world largest human resources and the census of India 2011 count the 420 million people age between 15-35 years which is almost 40% of overall population of India (Census of India, 2011). Despite of having such a big pool of young people, India is not doing well in Sports. Just in some discipline of sports India is doing well e.g. Cricket, Boxing, Wrestling, Badminton, Shooting etc. But cricket is only the major active sports for Indian kids. The reason behind this is that in India sports has never been given important and it always considered as past time activity (Menon, 2010). In India one of the world's most popular sport football is very less popular and India never represents it-self in any FIFA's championship. There are many reasons for this negligence at international level. In the literature review the brief story of Indian football will be discussed. I find that once India was good in football and even played in the semi-final of the Olympic and two time champion of Asia (Dimeo, 2001). All the reasons for the downfall of Indian football will be present in literature review.

Coming from this international negligence, recently India is given a right to host U-17 FIFA world cup in 2017. It will be first time that India will host and played in FIFA's tournament. So it will be interesting to explore the Impact of this event in a long term. Long term effect of an event on the region is referred as legacy from an event (International Olympic Committee, 2014). This world cup is considered as a game changer for Indian football by many sports persons in India and that is why this thesis will be focused on finding the legacies from this U-17 world cup, especially those legacies which will have long lasting effects on sport and on region. To find the legacies from the event it is important to categorize the event, because every different kind of event has its own feature which affects the region. There is a variety of sport event; these include mega sport events such as the Olympic Games, medium size sport events such as national championships, and smaller size sport events such as local cycling, walking, and running events (Getz, 2008). In this definition youth sports in not considered, and (Karadakis, 2012) considered youth sports as smaller event in her research paper, she states that youth event has same kind of economic and development benefits but smaller in the size and scope of the hall-mark mega events. The youth Olympic Games and youth world cups are important for the society and have long lasting impact, but there is a need to give more importance and there should be need to conduct more research on youth

sport events. I am considering this event as a smaller sport event, because this world cup is smaller scope then the FIFA major world cup and other hall-mark mega events.

This smaller event has great national and international significance. This smaller event also attracts good media attentions. Examples of smaller events are youth games, national championships etc. These events also have their own benefits, but the research on the smaller events is scares (Higham & Hinch, 2002) because they have small economic impacts (Daniels & Norman, 2003). Small-scale sport events provide host communities with additional benefits beyond just economic benefits including: psychological, social and environmental benefits, destination attraction and development and improvements to quality of life (Karadakis, 2012). Biggest advantage of hosting a small event is that they operate within the existing resources capacity of a local economy featuring low opportunity costs and high community benefits (Walo et al., 1996). Smaller events like youth Olympics games and youth world cup can also help the countries to develop the game where the particular sport is not so popular.

Research Problem and Research Question

As it is discusses above that India was good in football at one stage and India was having reputed place in Asia but the level of Indian football fells dramatically over the several decades. This world is chance for India to re-establish in football. It will be interesting to see what will be the outcomes of this world cup and how this world cup help India to find back its pivotal place in Asian and world football? Based on this problem following research question with two sub question is formulated.

Research Question:

What kind of event legacies can be expected from the U-17 FIFA World Cup of 2017 in India?

Sub questions:
1. How are the event process and the planning process of the U-17 Football World Cup being done?
2. What type of legacies should be expected to achieve through U-17 football World Cup?

2.0 Sports Culture and Football in India

2.1 Sport Culture in India

It is very important to understand the sport culture in India because with this we can understand how Indian society thinks about the sports and what are the challenges to choose sports as a career. Sports have never been given importance in India. Sport has always been considered as time pass activity rather than the professional activity. As it is clear from this statement "Student gave up sports for specialized academic training to contribute to matters of planning and development, and time spent on sporting activity was regarded as waste"(Majumdar 2004, p. 386) giving birth to the vernacular proverb Khele samay nashto karo na 'do not waste your time playing'. There are many reasons for that, as one of the reason for this is "Social historian of India has given more attention to riots than to sports, street-battle with the police than to rivalries on the football field" (Chakrabarty 2004, p. 339). It is true even today if Indian athletes those have given great performance at various national and international tournament excluding Olympics, Commonwealth Games and off-course Cricket, other sports do not get any kind of media coverage.

There are many kind of constraint which stops community to take active part in sports. (Collin & Key, 2003) list the three types of constraint on playing sports: the first type is structural constraint (such as poor facilities, poor transport, and poor environment), second type is meditating constraint (manager attitude, labelling by society), third type is personal constraint (lack of time, income, skill, confidence, and fear over safety). And in case of India all these constraint attacks together because most of the people are living under poverty and they don't have facilities, middle class is more focused on studies rather than sports, and rich people do not take sports seriously.

Other major issue with the country is the sport culture; in India it is very hard to define the culture in certain boundaries. India is the country of many religions, languages and even culture is different from one side to another (http://www.vividfoundation.org/ u.d.). In India system is geared towards the producing gracious losers, not aggressive winners. For many years Indian athletes showed themselves to be satisfied with the perk of participation rather than the reward of performance (Menon, 2010). Indian athlete was very much fine with life time railway pass, free telephone call, a plot of land etc. The goal of the athlete was to give their personal best not to win the medal; the competition

has a narrow focus in Indian athletes. (Menon, 2010) has compared the record of the Indian athletes with the International athlete.

Table 1 Comparison of Indian Athletes with the International athletes

Sport	Indian Athlete	International athlete
100 m	10.3 sec (2005)	10.3 sec (1930)
Long Jump	8.08 m (2004)	8.13 m (1935)
400 m	45.48 (2004)	43.86 m(1968)

Sources: (Menon, 2010)

India is too behind from the International level, the records show that Indian athletes are achieving today the same performance achieved by the other athletes 70-80 years ago. Same example of this is from the interview of the Karnam Malleswari (the bronze medal winner in Sydney Olympics) that "I was able to lift 10 kg more but my coach and I decided to play safe" (Kumar, 2012). The reason behind this difference is unavailability of basic facilities and the attitude of community.

"In India we do not have any sports culture. The biggest problem is sports medicine. We do not follow the scientific wisdom of the west. Also not many people actually take part in high level sports in India" says DIlip Tirkey, Former Indian hockey captain". Including to this "India has all the talent, but India lacks good sports managers" (Interview: Shilbury, Nair 2011). Further he states that India is doing well in Cricket because in Cricket many professionals are working and there is a lot of money involved and in other sports there is nothing organized in India.

Situation of Indian coaches are even worse. In India very less trained coaches are available. Even in recent years it is reported that some coaches are supplying drugs to their players to have good performance and get promotion from the politicians. And players take those drugs without any doubt because they have no knowledge about the drugs. (Menon, 2010)

Figure 1 Training of Indian Athletes

Sources: (Menon, 2010) (Photo by: T Mohandas)

The picture is showing all the story of how the Indian athletes are trained at grass root level. Furthermore the most serious limitation on the pursuits of excellence in Indian sports is an economic one. The very low average income people cannot sustain any serious efforts in the sports (Chelladurai et al., 2002). The minds of the parents, many of whom might have been frustrated by their own lack of success at a competitive level because of forces outside their control (Menon, 2010), furthermore practical parent tell his ward: try your damndest till you are 18; if you haven't made it till then, concentrate on either academics or a vocation. In India most of the youth do not consider sports as a career because their parents wants them to be study hard and get a job in respective field of studies. And kids are giving their most of time to studies.

Another important problem for Indian sports is the policy maker or the politicians. "Who runs sports in India do not love sports, but are in love with its perked- government grants, the publicity, the political clout, the junkets, and the kickbacks from contracts. They do not want a serious threat to their positions from the qualified and committed (Menon, 2010)".

Most of the sports organizations are headed by the politicians and there is no election in federation for many years even in some case from one decade to two decade there is hardly any election. Recent example of ban on IOA by the IOC because of the election in

the association and the ban was taken back on 9th February 2014 after the re-election and another ban has been put on Indian boxing federation by the International authority of boxing for the same reason.

Apart from all of these critics of the Indian sports there is still a hope to get improved. There is a need to develop a culture of sports; the most important element is a mindset change on the part of the parents. Because Indian parents often do not see the important role that sports play in the development of our children (Haskell, 2014). And India has tasted this improvement in Delhi Commonwealth Games 2010 where India won the 101 medal including all Gold, silver and Bronze and ended 2nd in the medal tally. And in Asian Games at Guangzhou 2010 India first time won the 14 gold medals in different sports disciplines. And now India can say that we have a sports culture (Majumdar, 2011)

But Indian athletes fail to take this progress to next level and in the 2012 Olympics. India ranked 2nd in 2010 Commonwealth Games keeping England at 3rd place, but in Olympics England retained its 3rd place in overall ranking as same as Commonwealth Games, but India moved to 55th rank, this shows the difference in training and skills. But apart from this India has shown some progress in some particular sports and won 6 individual medals, 2 silver and 4 bronze. It was the ever best for India in term of number of medals. And in sports like Boxing, Wrestling, Shooting, Archery, and Badminton India has shown the growth and Indian Athletes are doing well, and FIFA u-17 World-cup in 2017 may help India to come up with new sport disciplines.

2.2 Story of Indian Football

Football is not a major sport in India; the sport has for a long time languished behind cricket as a source of national pride (Diemo, 2001). Indian football had its unique tradition and post-colonial dilemmas, but was beginning to shape a vision for its future. India once occupied a pivotal place is Asian football and also had carved a niche at the international stage (Ray, 2006), but after the 1970's, the game lost its way because of many reasons.

In India the history of football started way before the formation of the FIFA. IFA (India Football Association) was formed in 1898. Sports got popularity in the Bengal region where the Mohan Bagan and the East Bengal were the biggest clubs of that time; even

today Mohan Bagan is one of the best clubs in India. In 1911 the match between Mohan Bagan and East Yorkshire Regiment was attended by the audience of 80,000 people.

India has seen a good time in football from 1948 to 1970's, even in 1956 they were finished 4th in Olympics games after beating Australia by 4-1 and they won the gold medal at Asian games in 1951 and 1962. After that time India disappeared from the international level. (Diemo, 2001; Chakrabarty, 2004; Majumdar & Bandyopadhyay, 2005; Kapadia, 2001). The researchers found many reasons for that, one reason was that between 1940 to 1953 Indian players played without the shoes and the game was of 70 minute in India and India lost most of the matches during the 70 to 90 minute play time (Ray, 2006).

Another reason for that was Indian were unaware of the international football, Indians first time saw the Standard of European and South American football in 1982 world cup when the world cup was broadcasted on the television for the first time (Sen, 2002). He claims that the crowd going to watch the game was just going from a sense of habit, out of loyalty to sport and the team and because they could not practically hope to watch Brazil or Manchester United, nobody pretended the standard of the game. Indian football was practically invisible on the international stage and after the cricket world cup which was started in 1975 and India won its first title in 1983 gave Indians a platform where they can show themselves as a nation. The main difference between Cricket and Football in India is the absence of opportunity for national allegiance at truly international football events like football (Diemo 2002).

But that does not mean that in Indian people do not watch football at all, "India is a country with the decibel level of a billion people, shouting themselves hoarse at television screens every four year. These fans had no representative in the Competition, but the success of the other Asian nations was keenly observed with envious eyes (Diemo, 2002, p. 76). After the world cup there is hardly any news of domestic football in Indian news.

Other issues with the Indian Football was the attitude of the AIFF in India, there was no domestic league in India for a long time and it was in 1996-97 when the first domestic league and commercialization of the game was started because of the FIFA initiative (Dimeo 2001). Before that there was no national domestic league, no system of

professional contracts, transfers of players and no proper media coverage to football in India was given.

(Hammond, 2001) compares the development of Indian football and Australian Football. India beat Australia in 1956 Olympics games. But after that Australia had done a great job in Talent identification and development, and now days Australia is a good team in Football. There should be more focus given to the national coaches rather than the international ones. He gives the example of Australia where after introducing the coach training scheme Australian team has improved much.

He also suggested one model which include the development of coaches staff (in fig. 2) where at ground level some scientific Sport Centre can be made which will teach the techniques of the game and help to have good quality coaches, on the other hand regional

Figure 2 Talent Development: Regional Model
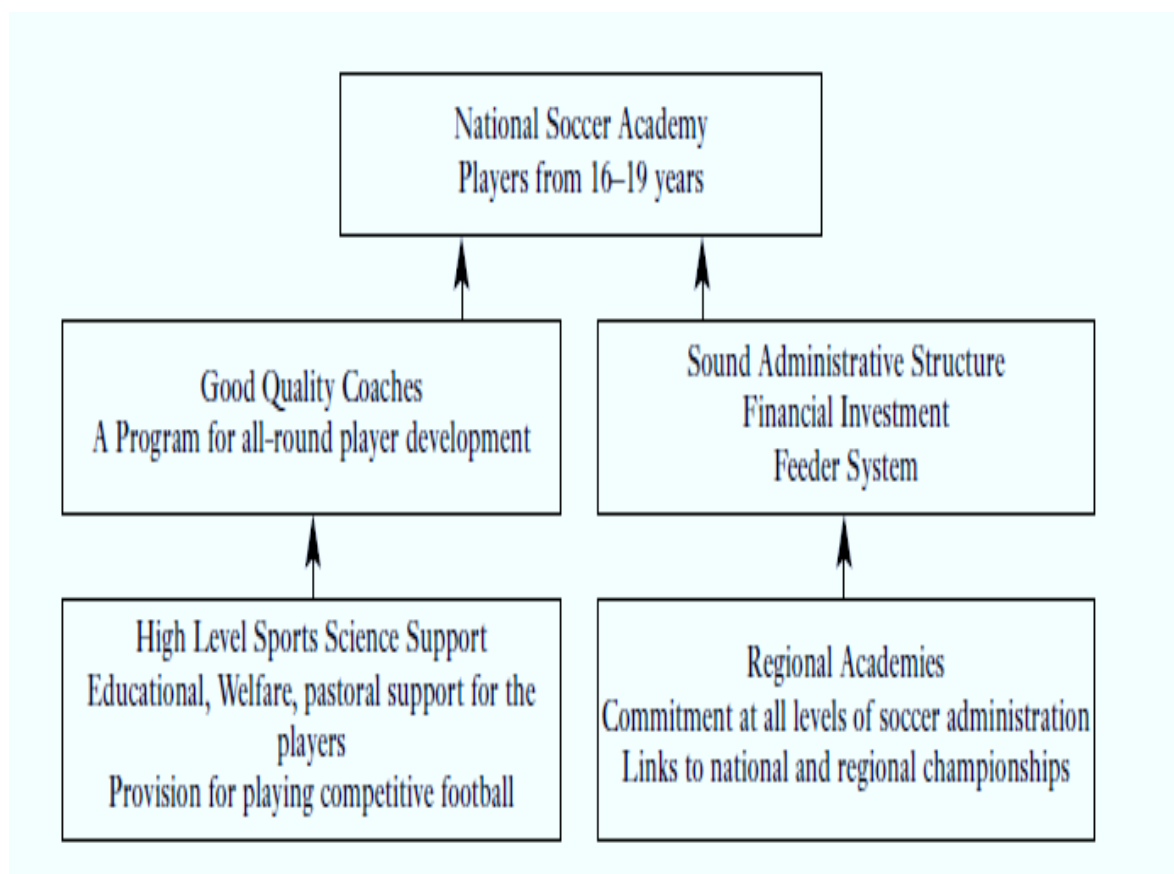
Sources: (Hammond, 2001, p.158)

Academics should be made and more focus will be given to the regional level development which will further be supported by good financial investment and administration.

Other model suggested by him, which can be used for Indian football for identifying the talent (in Fig. 3). He suggested that there should be zone championship and from the zone there should be selection of players for the regional squad from where 5 or 6 teams can be selected for the national team out of these teams then, we can select the 30-36 reserved players those can play for the national team based on the performance.

Figure 3 Talent Identification: Regional Model
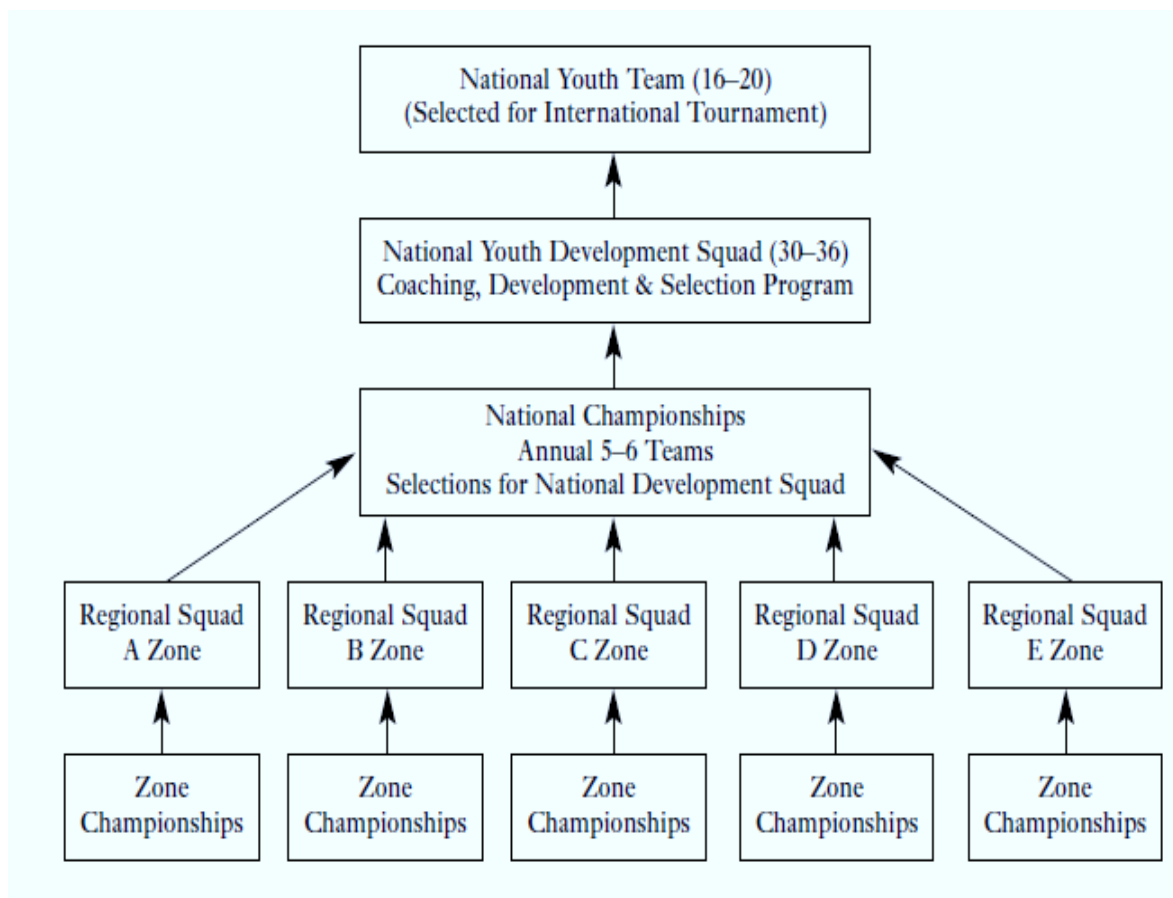
Sources: (Hammond 2001, p.156)

This model was presented in 2001 by Hammond and the no progressive step was taken to implement these models and after 12 years in 2012 Robert Vann, Technical director of AIFF has made similar kind of model to develop the Indian football in his ambitious program of Lakshya- one vision one dream. Requirement to make such plans again shows that essential step was not taken by the AIFF in the past, but from now question is that will AIFF learn from the past and make progressive step to implement this kind of models? Answer to this question may be yes because in the past AIFF was not having

any specific target for this, but now this model may be implemented because of the U-17 world cup which will give the base for the qualification of 2022 world cup.

Apart from this many researchers have given importance to the involvement of Non-Residence of Indians, it is estimated that around 20 million NRI's are living in the world and out of them 2.5 million are only living in USA and UK (Dimeo 2001). The only problem is that India does not allow the dual citizenship which doesn't allows NRI's to play for India. (Diemo 2002) states that it is important to establish link between NRI's and Indians that may eventually see further exchange of players and coaches, and the inclusion of NRI's in the Indian National team. Even though they are not allowed to play for India, but they are giving their best to develop the game in the region e.g. Arunava Chaudhuri previous student at University of Dusseldorf, Germany, started the website www.indianfootball.com on 10 April 1998 to provide historical database, updates and features on Indian football (Majumdar & Bandyopadhyay, 2005). This kind of initiative step can be helpful for Indian football.

Here I am assuming that most of the researchers have pointed out that because of the international non recognition of Indian football there is lack of nationalism in Indian football and with this u-17 world cup there is a chance to be recognized at international level of football because it is the first time when India will play at any kind of FIFA's world cup.

2.3 Importance of the Chapter

The purpose of the thesis is to discuss the expected legacies from the U-17 football world cup which will be held in India in 2017. This chapter helps to understand the sport culture in India and various factors which are stopping kids to take sports as a career option. By this world cup there is a chance to increase the awareness of football in India. As the chapter explains why parents and kids are more focused on the studies in India, but if this event will be planned and implemented carefully then the attitude toward the sports can be changed. India has seen the increase in interest of the youth in some sports discipline, but after some level athletes fail to take this performance to the next level, this is may be because of the mental weakness and lack of training. This youth world cup may help India to come up with this problem because in this world cup in term of team performance there is nothing to lose, but more to achieve and if Indian team perform well

then this will increase the confidence of the athlete. The story of Indian football tells that once Indian football was not in that bad shape. Various issues regarding to this has been pointed out by researchers. In the past the AIFF did not take the sport in a serious way as it can be seen that the similar kind of programs are made after 12 years to develop the game. This event can leave the political managerial legacy to take the sport seriously. The story of Indian football also helps to understand various reasons for the downfall of Indian football e.g. International negligence, rise of cricket and other sports, lack of infrastructure which will help in the analysis part.

3.0 Concept of Legacy

3.1 'Legacy' Definition

Because this thesis aims to discuss the legacies from the FIFA U-17 World cup which will be held in India in 2017, so it becomes very important to understand the concept of legacy. With the help of available literature on legacy I tried to explain the legacy. In this part there are some models and theories present which can be useful in the analysis of the data.

There is big competition in the countries to host mega sports events like Olympics, Common-Wealth Games and the World-Cups because these events leave different kind of legacies on the host nation. On legacies of past decade there is good development done by the researchers to define the legacy. But surprisingly no proper definition about the legacy is available. In 2001 Harper defined legacy with the following definition, "Legacy is property left by the will" (Harper, 2001).

This definition of the legacy is not very much satisfactory and it is a very easy way to define the legacy. As (Preuss, 2007) outlines that this definition is not satisfactory for two reasons, one is that property belongs to someone e.g. to government, sports body and to individual, but legacy rather belongs to the whole society. All society gets the benefits from the sports events, and second is that legacies can also not be intended to be left "by will". These examples are oversized sports arena and equally distribution of public money. Some legacies that are left by the event cannot be preplanned, for example all the externalities.

> (Mangan 2008 p. 1869) Outline the definition of the legacy as "A tangible or intangible thing handed down by a predecessor; a long-lasting effect of an event or process; the act of bequeathing. Legacies can be benign or malign, advantageous or disadvantageous, intended or unintended".

Legacy from the event is a long term perspective and it can be positive or negative: positive legacies include urban revival, enhanced international reputation, increased tourism, improved public welfare, business opportunities, and increase of sports network, better inter-regional cooperation, and innovation in ideas. There are also some negative legacies from the events which are contrast to the positive legacies such as debt from the construction, high opportunity cost, white elephants (big infrastructure which is not

needed after the event), loss of reputation if the event will not be successful the way it's supposed to be, and tourist switch to other place because of the event.

Other definition of legacy is "Legacy as a general term is referential enough to seem substantive and readily hypostasized, yet it is open enough to attract the claims and particular attention of the paid specialist" (Macloon, 2008 p.2065). This definition states that the people who are attached with previous mega event planning can call themselves as legacy experts and help other events for well managed planning.

(Chappelet, 2012) define legacy as "The legacy of a mega sporting event is all that remains and may be considered as consequences of the event in its environment" (Chappelet, 2012 p.77) Furthermore he claims that many authors try to categorize the "all that remains", meaning the different kind of legacies. (Cashman, 2003) has identified the six different kinds of legacies: Economic; Physical Infrastructure; Education; Public life, Politics and Culture; Sports; Symbols; memory and history (Cashman 2003, p.36-37). (Chappelet, 2012, p.78) propose five other: Tourism and Economy; Infrastructure; Sport Facilities; Urban and natural environment; Socio- culture.

While (Gratton & Preuss, 2008) they identify the six different legacies that can be left by the event; Infrastructure: Knowledge, Skill-Development and Education; Image; Emotion; Network; Culture. (Chappelet, 2012, p.78) specifies the four outcome from the mega event; Built Environment; Economic development; Memories; Communities.

IOC in their definition of legacy has specified the 5 different legacies from the event; Sporting Legacy; Social Legacies; Environmental Legacies; Urban Legacies; Economic Legacies (International Olympic Committee, 2013). IOC presents these five legacies just in a positive way and the definition of legacy by IOC is like that,

> "The Olympic legacy referred to at the symposium is multidisciplinary and dynamic-changing over time-and is affected by a variety of local and global factors. Therefore, whilst being difficult to define, it is a local and global concept, existing within cities, regions and nations, as well as internationally. Moreover, it is fundamental in the understanding of the mission of olympism in society."(Spa, 2003, p. 491)

The biggest reason for only looking at the positive site of the coin is to attract the more cities to bid for the games. But apart from the positive legacies there are also some negative legacies which are also the result of the games (Preuss, 2007). Montreal games in 1976 left a negative legacy on the community because the city residence paid the high tax for thirty years to recover the debt from the Game. But over the years as the game developed the concept of legacies is also changed and it became more complex and this can be seen from the figure 3 in the appendix. For the broader understanding of legacies from an event, (Preuss, 2007) explain the legacies after looking around positive and negative legacies, tangible and intangible legacies, plan and unplanned legacies from an event. He explained legacy as "Irrespective of the time of production and space, legacy is all planned and unplanned, positive and negative, tangible and intangible structures created for and by a sport event that remain longer than the event itself" (Preuss 2007 p.211).

As this thesis will focus on the expected legacies from the Football U-17 World- Cup that will be held in India in 2017, and 'FIFA' the World Football organizing committees explains the benefits of hosting the FIFA other world-cup. Other world cup includes Women-20 world-cups, Men-Women-17 world cup, FIFA beach Soccer world cup etc.

FIFA has specified the six different advantages from the event: Infrastructure, Football development, Community development, Marketing/ Image Management, Knowledge Transfer, Monetary and Economic Advantages (fifa.com u.d.). The six advantages given by FIFA can be termed as Legacies because these are the outcome from the event.

After the U-20 women world cup in Chile, the president of the Chile Football Association (Harold Mayne – Nicholls) states that "The 2008 FIFA under 20 women world cup led to construct four new stadium and saw football become the fastest growing sport among Chile's young women, the total attends being more than 350,000, the interest of the government and sponsor, and high TV viewing figures show the long term benefits of our decision to bid" (fifa.com u.d.).

3.2 Legacy v/s Impact

It is important to distinguish between legacy and impact because legacies are long term concept and impact occurs for the short period of time and is easy to determine. Even when there is discussion to measure the outcome of sporting event it becomes important

to have a clear definition of legacy and impact. (Preuss, 2007) distinguishes word "legacy" and "impact" as

> "Impact is caused by a short term impulse. Economic impacts are strong and they are short-term and therefore not a legacy. The economic legacy, however, is all the additional economic activity based on greater productivity due to changes in the host cities 'location factor'" (Preuss, 2007, p. 212).

"Legacy is the physical, socio-economic or cultural long lasting changes resulting from hosting the event, whereas Impact is to describe immediate effects of public or private event-related initiatives on local economy, culture or environment" (Sustainability Experts, 2013). IOC explained the difference between legacy and impact as **'Impact'** is commonly used to describe the effects of a policy, program or project on ecosystems, society in general and or on the economic system. 'Impacts' are more often regarded as implying an adverse effect or a damaging or destructive result.

In contrast, the term **'legacy'** is more often used when presenting positive effects. 'Legacy' also tends to be used in association with those effects that are of longer duration (International Olympic Committee, 2014, P.4)

From above definitions it can be understood that legacies are long term results of an event which can be on the economy of the country, change in infrastructure, long term impact on the society, whereas impact are for the smaller period of time and quantifiable.

3.3   The Legacy Cube

From the section 3.1 legacies can be described as long term benefits from the events. But that can be planned or unplanned, tangible and intangible, positive and negative. To underline the concept into more depth, (Preuss, 2007) has given a Legacy Cube. (Preuss, 2007) has proposed the three dimensional cube "Legacy Cube". He draws this cube from the definition given by him that is present in section 3.1. He develops a 3 dimension legacy cube and this 3 dimension legacy cube has 8 smaller cubes. For a holistic evaluation of the mega sport event it is important that all the legacies cubes are examined carefully. But (Preuss, 2007), states that many studies biased the concept of legacies and present only the planned and positive legacy cubes because those studies are used as a tool to host the event, with the legacy cube (Preuss, 2007) has shown the various degree of legacies from the event.

Figure 4 Legacy Cube
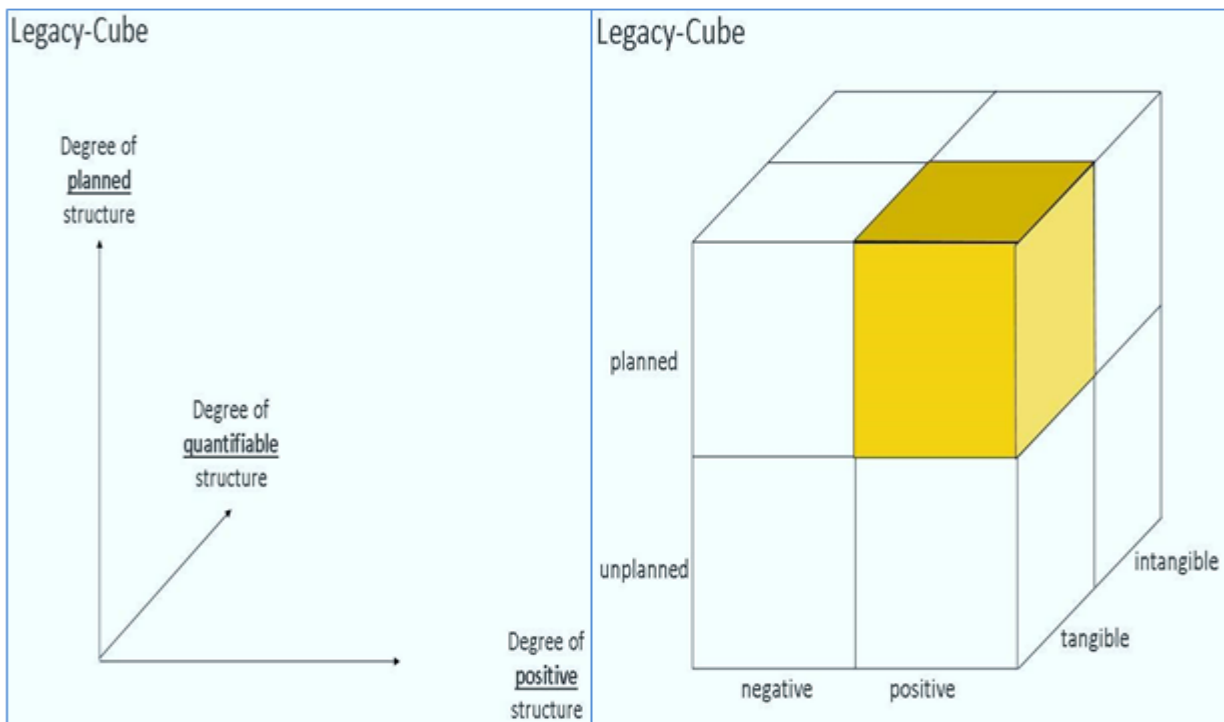
Sources: (Preuss, 2007, p. 211), (Preuss, 2013).

During the event and after the event many planned or unplanned legacies can be seen. Planned is mainly the event structure or sporting facilities, while the unplanned legacies are those legacies which occur with no attention. This planned and unplanned both legacies have positive and negative legacies for example the planned event structure can be act as a White elephant' after the event and may have no use for the society after the event. There will always be incidental and unplanned outcomes associated with SMEs simply due to their scale and the massive amount of capital dedicated to them (Coakley & Souza, 2013). Furthermore in the legacy cube there is tangible and intangible legacies. Tangible legacies are those legacies which can be seen or in other words the hard structure of the event e.g. sporting facilities, change in urban infrastructure because of the event etc.

He further states that 'this Legacy Cube can only be evaluated for a particular time and space. As such if the legacy for a whole country is required, then several legacy cube needs to be considered for different time and spaces' (Preuss, 2007). Furthermore, the five dimensions discussed above only measure the 'gross' legacy, because this five dimension can only evaluate the event legacy of a static and empty place in which no

other development is taking or would have taken place. To find the 'net' mega event legacy to other aspect, it needs to be considered for a valuation.

It is very important to consider the opportunity cost related to the event investment, alternative investment of fund, labour, human resources etc. need to be considered. If the numbers of tourists are going to increase because of the event, then it is important to evaluate that if this same investment will be spent in security and make the city more attractive for the tourists. It is hard to say that events have grown up the total number of the tourists; we have to eliminate the average number of tourists who were coming to the city prior to the games. After this we can find the actual number of tourist growth because of the event. Second that Crowding–out when measuring the 'net' event legacy, the benefits that cannot be activated due to limited capacities have to be deducted from the event legacy. (Preuss, 2007) For example if a tourist attraction usually has an occupancy rate of 100%, the additional 5% event-related tourist does not attract extra income, due to crowding-out of 5% of the ordinary visitors.

3.4 Different Event Structure

Today all the big cities are trying to attract economic activities to their city because of the global competition. And this mega event gives the same kind of opportunity to the cities to present them at the international level because these events can develop location factor, create positive environment etc.

Mega events have ability to change the region's image both in positive and negative way. A specify set of location factors determine the quality of a site for living, industry, fairs, congresses, events, and also as a site for tourism (Preuss, 2007).

(Preuss, 2007) has explained three different structures of the event and legacies related to those three different structures. First phase is pre event phase where the decision to bid for the event has been taken. Each host city/region has its own unique physical, social and political characteristics that combine to create unique advantages and challenges. Each event differs in structure and each city differs in structure available (Preuss, 2007). In the fig. 5 there are 2 types of structures, one in compulsory measure; this is obligate structure that the city has to fulfill to host the event. Optional measure is that structure which is strategically present by the bidding committee to establish themselves in the best possible position in the bid competition.

Figure 5 Process of building up planned event legacy
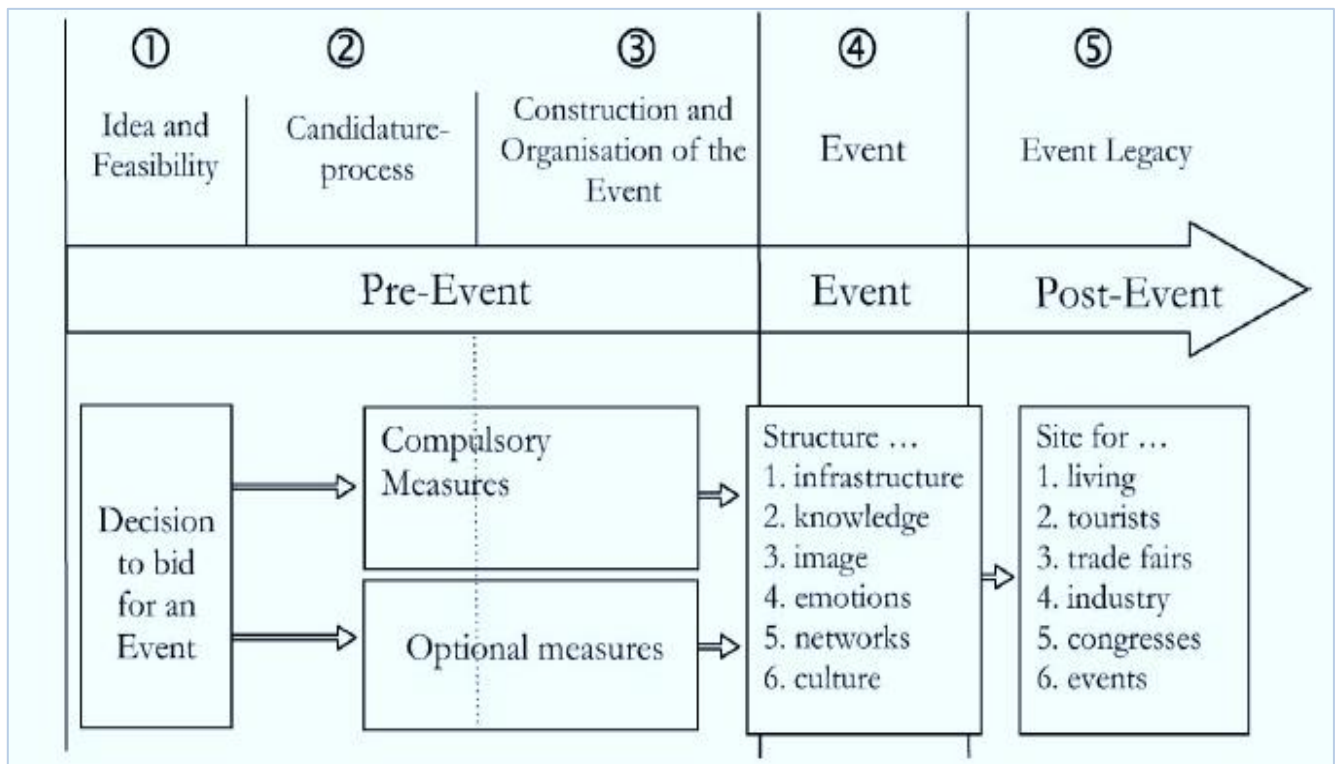
Sources: (Preuss 2007, p.221)

This optional measure is present to have a better position in the bid so this optional measure can be the valuable legacy for the sport facilities, but may not be valuable for the city for the long term perspective. To build a strong legacy from the event "optional measure" should be embedded to improve those location factors that are needed for the city in the long term (Preuss, 2007).

In above figure Preuss has shown the process of building up planned event legacies. He includes all the three phase: pre event, event time and post event legacies. Furthermore he explains the impact of event-structure on location factors and its economic relevance with another figure.

Figure 6 Impact of event-structure on location Factors and its economic relevance.
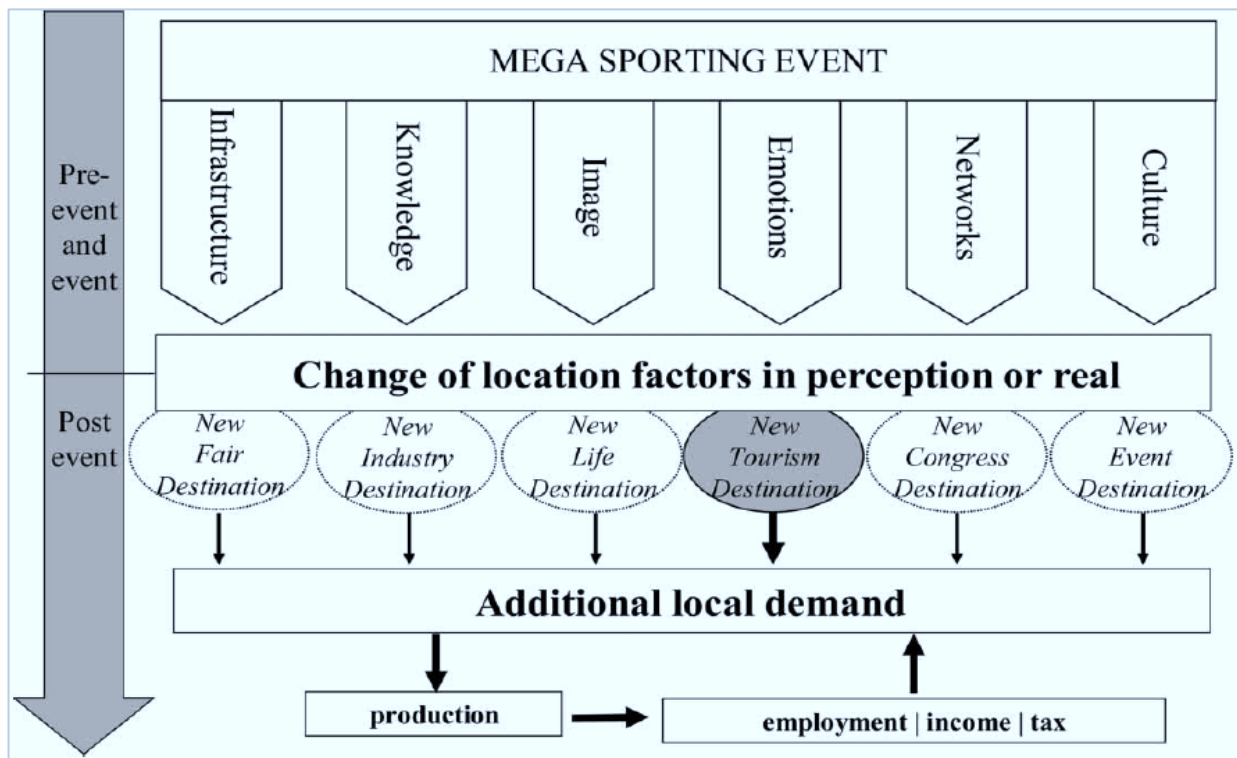
Sources: (Preuss 2007, p. 222)

This fig. 6 includes the six factors that are affected by the event. Out of six, four are direct result of the event i.e. infrastructure, knowledge, network and culture, these four factors are developed throughout the event, but other two images and emotions depend on the event process, how the event will go. Because the factors which are developed pre or during the event will automatically develop the new fair destinations, new industry destination, new life destination, new congress destination, new event destination and new tourist destination etc. All these are long term legacies which are left by the event and change the location factor of the region which later increase the additional demand and then increase the production and in the last generate the employment, increase the income of the society which help the government to have more taxes. So, one event may have the ability to change many location factors in the long term perspective, if it is used in a very serious or planned way. Prior bid legacies not only belongs to the host city, but to other cities also, those who lost the bid, because that cities can get solution to their problems because of the bidding (Masterman, 2008).

3.5 Measurement of Event Legacies

Legacies from the particular event is really hard to find out e.g. as it is discussed earlier in the paper that it is hard to measure the direct increase in tourism from an event and how long this impact will remain on the region. Most of the studies that are conducted by the researchers are to measure the economic legacies, because these legacies are tangible and need political justification for the event.

(Mangan, 2008) States that one major problem for any Olympic legacy is that the organizing committee of an Olympic game (OCOG) disbands within two years of the game's conclusion. Two years do not allow finding the long term legacies. For the Olympic Games it will take 10 to 15 years to find out the real legacies from the games. Measuring the legacies from an event is harder than analyzing the event economic impact. E.g. if the growth of tourist is near 10% in the region during the event and before the event it was 7% present, then the actual growth from the event is only 3%. Furthermore we have to consider that out of these 3% how many just come because of the event, they may come because of the other promotional activity which are run by the government well before the event, or may be attracted by the previous traveler (word of mouth communication) these all are the various aspects which make it hard to find out the event legacies.

For this, (Preuss, 2007) have outlined the two most common approaches to measure the legacies: Benchmarking and macro-economic indicator. The "benchmarking is based on past experience from other mega events," (Preuss, 2007) and "legacies determined by macro-economic indicator measures are often used ex-post to find evidence for legacies" (Preuss, 2007). Using the previous available data to find the legacies, they are further split into top down approach and bottom up approach.

3.5.1 Benchmarking Approach and Dimensional Error

Benchmarking approach is comparing the current event with the previous event. The benchmarking approach is mostly used during the pre-event stage. It can also be used to support the event based on the previous event. The core element of events and event legacy: time and space (Eggen, 2012). While applying the benchmarking approach it becomes important to differentiate the events on the basis of three factors. There are three different dimensions that distinguish the event from each other: Different cities, Types of

Events and time frame (Preuss, 2007). It is important to use these dimensions while using the benchmarking approaches to determine the legacies.

Different Cities have different challenges: some cities have infrastructure that enable them to stage major sports events with a very low level of investment, whereas some cities have to invest substantially in the infrastructure (Preuss, 2007).

Another example for this is from Glasgow Commonwealth Games and Delhi Commonwealth Games, "many international athletes refused to go in India because India is a developing country and in the case of the Glasgow this might be different because Glasgow is in Europe" Ndanusa, President of the Nigeria Olympic Committee (NOC) said (Nwoke, 2013). Based on the fact that events differ in size, population, structure etc., same event in two differences can create different legacies. Because there can be much difference in society.

Different events have different challenges: "Different events create different legacies if staged in the same city" (Preuss, 2007, P.214). An event has its own characteristics, some are regular event which occurs in regular time, some are onetime event which occurs at same place after the very long time period, e.g. Olympic in London occurred in 2012 after 1948 and in this time span many things in London's infrastructure changed. Other categories of the event are business events, culture event, and musical event. Each of these events has their own characteristics and legacies from the event also can be different. "Different structure requirement, different social interests, different media exposures, different spaces needed, etc. meaning that each event create different legacies by nature" (Preuss, 2006).

Different time-periods have different challenges. "The same event creates different legacies if staged twice in one city" (Preuss, 2007, p.214). The legacies from the event that is held after a long time at the same place may have different legacies from the same event. From the example of London it is clear that legacies from 1948 and from 2012 will be totally different. Along with the environment changes, an event also developed over the years (Preuss, 2007). Therefore, the same event staged for a second time in the same city requires a different infrastructure.

Figure 7 Matrix of event comparison

	Event	
	same	different
City — same	**A** *e.g. Olympics in:* St. Moritz 1928/1948 Innsbruck 1964/1976 London 1948/2012	**B** *e.g. Paris*: Olympics 1924, Football World Cup (WC) 1998, Athletic WC 2003, Rugby WC 2007
City — different	**C** *e.g. Athletic World Cup:* Stuttgart, Gothenburg, Athens, Seville, Edmonton, Paris, Helsinki, Osaka, Berlin,	**D** (not relevant)

Sources: (Preuss, 2007, p. 214)

3.5.2 Top-Down and Bottom-up Approach

(Preuss, 2007) have identified two types of measurement of event legacy done within the post-event phase: top-down and bottom-up approach.

The "Top-Down" Approach of Measuring Event Legacies: As we discussed earlier that event legacies are not easy to find out and these legacies are spread over a number of year. Undoubtedly, mega event create a strong economic impact, but they do not necessarily create an economic legacy (Preuss, 2007). In theory, the economic indicators of a host city need only be compared with the same indicators of the city if the event had not been staged (Hanusch, 1992). The event legacy is the difference between the 'event cases' and 'without case', however this is the static approach. A better method to determine the event legacy is to consider the alternative development in the city would have without the event, which is called the control case.

Control case is the method to determine the legacy (Hotchkiss et al. 2003, p.1; Baade & Matheson, 2002, p.132; Oldenboom, 2006, p.49,). Control case is determining the alternative development the city after looking at the growth path of the city- in other words long term development of the city (Preuss, 2007). Trend exploration can be used for the control case and the event legacy will be the difference of the control case and event case. In general the control case is not very easy to find because non-event related circumstances can deviate from the trend.

But the method to determine control case is with the comparison of the other same kind of cities. The average development in other cities builds the reference case (Preuss, 2007) this approach is called "Difference-in-Difference" (DD). Here the event legacy will be the difference of reference case and event case. Similar cities are in the sense of similar structure and size in the same macro economy. In this method comparison of the cities with other similar cities is done and difference between the cities growth will be the legacy to the host city. But it is very hard to find the similar kind of city to compare with the host city.

The 'Bottom-up' Approach to Measure Event Legacy: More comprehensive alternative method is an approach that evaluate legacy in a bottom up manner. In Bottom up approach all changes of structures due to the event are considered and the approach is based on the long-term development plan for a city (Preuss, 2007). The bottom-up approach measures the event legacy based on the development of a city without the event (without case) (Preuss, 2006). Within this approach all the aspects that change location factors need to be considered (Preuss, 2007). Positive and Negative, and tangible and intangible legacies must be involved. There are two types of structures that a sport event requires, hard structure and soft structure.

Soft structure like image and emotions are those event structures that are built through the momentum of the mega sport event (Preuss, 2007). This 2 soft structure can change many things in the location factor e.g. the quality. (Preuss, 2007) has given the example of 2006 FIFA world cup that was held in Germany that helped Germany to reposition or solidify the image of a country. One of the main motive to host the world cup was to reposition the stereotype of Germans as being 'conformist, time-dominated and serious'.

The other soft structure from the sport event is emotion. This event gives politician a common vision to gain international prestige. This event creates local identification e.g. because of the 2008 Olympics many Chinese companies got international exposure.

(Preuss, 2007) outlines that the bottom-up approach have both strengths and weaknesses. This approach not only includes the infrastructural changes to the city, but also includes the soft structural changes by the event. Furthermore (Preuss, 2007) outlines that this approach has the weakness of not measuring 'the without case' accurately, since it is based on hypothetical reason for alternative development in a city.

(Preuss, 2013) states, that legacy cannot be forecasted by benchmarks and case studies. A bottom-up research based on the long-term development plans of the city has to be made before bidding and this is based on the without case approach to find the legacies from the event. This approach is more suitable for finding the legacies from the event because legacy cannot be measured post event by reference models, DD approaches or trends. The change of location factors have to be analyzed and because of these reasons bottom up approach will be used in this paper to analyze the legacies from the event.

3.6   The types of different Legacies

There are many kinds of legacies which are proposed by the researchers. To have deep knowledge of that legacies I am going to explain that legacies with the examples. This legacies can be of sports, economics, infrastructure, information and education, public life, politics and culture, symbols, memory and history, urban legacy, social legacy, enhanced international reputation, increased tourism, improved public welfare, additional employment, more local business opportunities, better corporate relocation, opportunities community spirit, better inter-regional cooperation, production of ideas, production of cultural values, popular memory, opportunities for education, emotional experience and additional know-how. In second appendix there is a figure depicting the various legacies find by the researchers from the different events. Usually the legacy in the figure is showing the positive legacies, but these positive legacies stand in contrast to negative legacies, such as debt from construction, high opportunity costs, unneeded infrastructure, temporary crowding out, loss of permanently returning tourist, increase of property rental, socially unjust displacement and re-distribution (Preuss, 2007, p.210; Minnaert 2012; Woodhouse, 2013; Dickson et.al. 2011; Leopkey & Parent 2011; Eggen 2012; Cornelissen et.al. 2011; Doherty 2010).

In this part I will like to explain the different kinds of legacies in depth and for this I will explain the 4 out of 5 legacy outline by the (Chappelet and Junod, 2006). The five legacies that are proposed by them are sporting legacies, urban legacy, infrastructural legacy, economy legacy and social legacy. Urban legacies are not explained because this event is not that big event or not a mega event which need a lot of urban changes to host the event. This event is a small sport event and India does not need to develop their cities for this event, that is why urban legacies are not explained here.

Sporting legacy: Sporting legacy is the core element that is left by the event to its host city; an event has a great potential to change the sporting culture of the region. (Koenig & Leopkey, 2009), have suggested that sporting legacy should be presented within its own category. Due to the fact that in other categorizations of legacy types, sporting legacy has been included in other types of legacy, has created confusion. Acores benefit from staging major sport events promulgated by some government is that such event will motivate their play more sport (Frawely & Cush, 2011). There is also a positive finding by the (Truno, 1995). After Barcelona Olympics there is 35 % increase in women participation in sports. According to Canadian Heritage (2004) sport development must include benefits for the athletes, coaches, officials and spectators, both current and future, and is included in the social, cultural and economic goals of the event (Koenig & Leopkey, 2009). In London now 15.3 million people are playing sports once every week. This number is 1.4 million times more than in 2005 when London won the bid to host the Olympics (Woodhouse, 2013). In case of Delhi Commonwealth games, after the many disputes still it provides some legacy to the city. Ravinder Singh, founder of the Run with Me Foundation, told me: "People used to see someone running and say 'he is a crazy guy who is running, what he is going to get from running?'. Now people are supporting us with hydration energy drinks, bananas and apples when we are running in the streets" (Keane, 2013).

The impact of the event on future volunteering should be an important consideration (Doherty 2010). For example major sport events may be an opportunity for community members to get involve in formal volunteering for the first time and this experience may motivate them to participate in future.

(Sport) Infrastructure Legacy: Infrastructure legacies are those legacies which are developed for the event which includes the road and metro-rail system,

telecommunication system, and sport facilities which are used for the event, and after the event these structures can be used for many purposes. (Chappelet, 2012) also argues that an event can trigger and modern insertion of basic services, such as water, electricity and waste treatment. Long term use of this development defines the legacies from the infrastructure development. The sustainability of infrastructure investments after the hosting of a mega event remains an important legacy issue (Cornelissen et.al, 2011). As same with the urban legacies cities infrastructure will not be much effected by this event but in finding and analysis I will present the infrastructure legacies as sport infrastructure legacies, which includes construction of sport infrastructure and basic sport infrastructure which I have given the name of intrinsic sport infrastructure. These sporting legacies are important in case of small sport event because the infrastructure made for these events will be more useful and there is no chance to become a white elephant.

Economic Legacies: Economic impact is easy to determine because of the short term effects on the economy. Economic legacies are different from the economic impacts. As we differentiated the impact and legacies before in this paper, economic legacies are those legacies which have long term effects e.g. tourism increase has long term effect on the community, business extensions, these events give the opportunity to extend the business, share knowledge, skill development, make new business connection which can produce more jobs, increase in production etc. Negative economic legacy can be seen from the example of Montreal Olympics where the city residents paid the high taxes for thirty years (Koenig & Leopkey, 2009).

Social Legacies: From the literature we can have the idea that social legacies from the event are the main key point to host the event and these legacies have given the chance to Politian to overlook the other negative legacies from the event. An event can create positive image of the city all around the world, enhance the knowledge and skill of the community, change the attitude of the community toward city, give the feeling of pride and nationalism, and force the politician towards the human welfares (Beijing and Qatar is the example of this). Social legacies refer to local residents' memories of the Mega-event and can also include the skill and the experience they gain through their direct or in-direct involvement (Cornelissen et.al, 2011). The essential part of this legacy is to change the perception of the local residents about the host region. Social impacts are "intended to improve the image of an area, or to sustain tourism by increasing awareness of a destination, or they may simply be to enhance social integration and improve the

confidence of a community in itself" (Shone & Parry, 2004). Extending to this (Minnaert 2012) divided the social impacts into three category; Impact relating to Individuals; impact related to community and impact on the image. Individual Impacts related to which are linked with the sports are increase in health improvement because of the sport participation, promoting of healthy leaving, furthermore confidence, self-esteem and well-being of the individual are the important assets of a society and thus mental health also gets benefited from the sports. Skill development from the sports also helps to increase the employment in the region e.g. from this u-17 world cup new skilled young players from India may get recruited to the best clubs in Europe and become the role models for others and can create a strong network. This refers to social capital from events which in the end strengthen the community. (Mykletun 2009) States that knowledge, skill and inspiration gained from the festival experience might be invested in human capital for future project and this can inspire and motivate the nature based sports and other arrangements.

(Minnaert, 2009) said that the social capital which is the increase in relationship and network between the individuals can strengthen the society more by including the social excluding groups into the planning of sports events. Social excluding group can be motivated to increase in the volunteer activities. Usually in the planning of events, skilled people are employed, but in the planning of the event unemployed people can be given some important task to full-fill which will later become the skilled employment of the society. (Misener & Mason, 2006) said that there should be more focus given to the social capital while analysis the impact of the sporting event rather than perceiving sporting events as purely positive or purely negative impact on community.

Because 2017 FIFA u-17 world cup cannot be included into the category of the mega event where the big infrastructure is needed to host the event, social legacies from this world cup can be a key.

Environmental legacies: Mega event can attract the significant number of people globally and thus can be assumed to have a substantial negative impact on the environment (Schmied et.al. 2007). Furthermore "Sustainable events are those that can endure indefinitely without consuming or spoiling the resources upon which they depend" (Getz, 2005, p.123). Giving respect to the environment IOC has mentioned

environment as its third Pillar and London Olympics was the great success in term of sustainability.

Vancouver winter games in 2010 first time included the green concept in their bid (Koenig & Leopkey, 2009). They will accomplish this by constructing green buildings, having solid and liquid waste management, as well as air quality and greenhouse gas management, and they will protect natural and cultural heritage. (Mykletun, 2009) describes the environment concept as a 'natural capital'. He states that leisure activity may pollute the natural resources and thus lead to conflict.

Politics legacies are discussed under the social legacies because somehow politics is the part of the social life and change in attitude of the politician because of the event may be considered as social legacy from the event.

Figure 8 Sport mega-event legacies
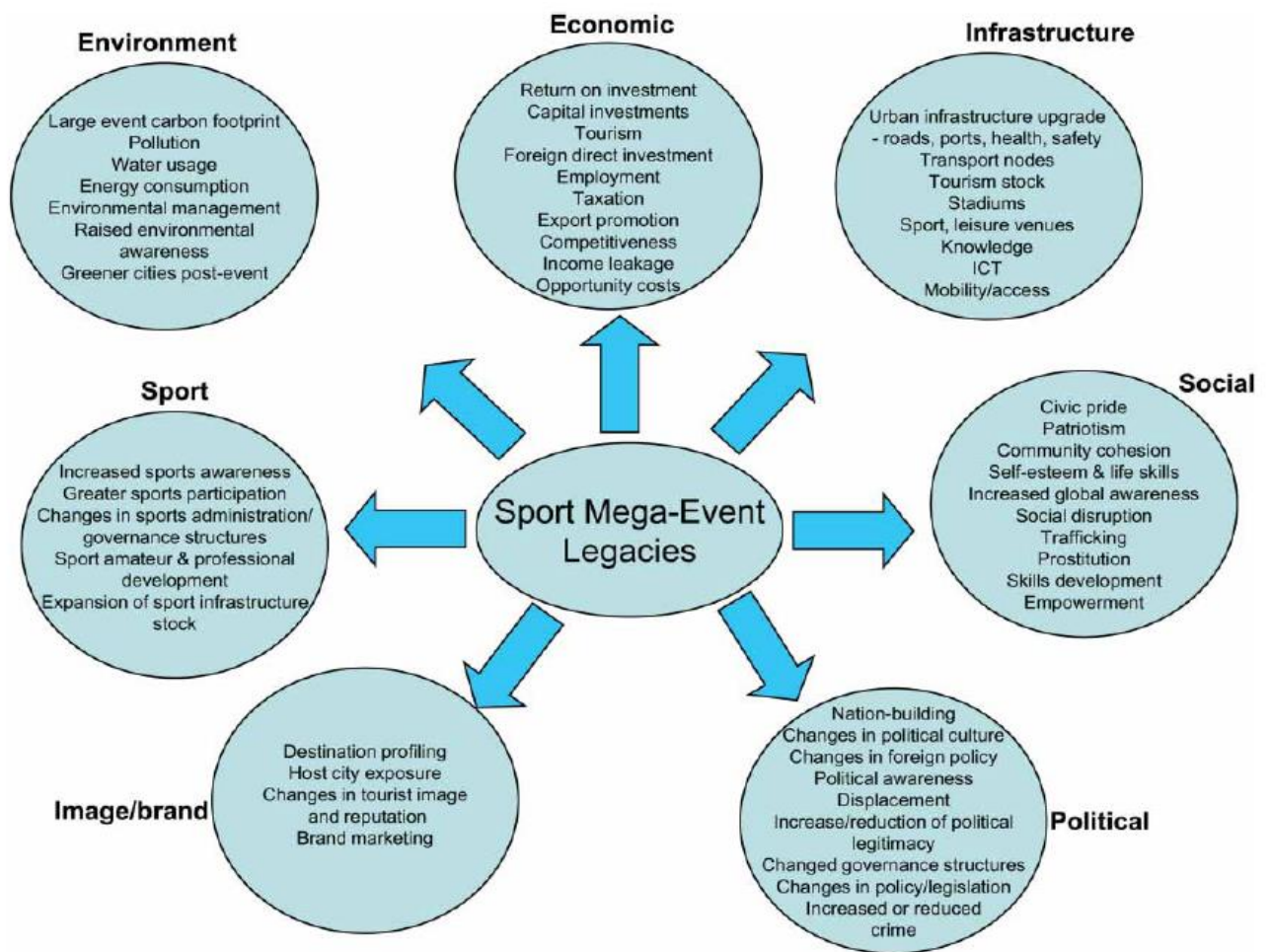
Sources: (Cornelissen et.al, 2011, p.311)

3.7 Legacy Complexity and Interconnection

As we discussed earlier that sporting legacies are the core element of the sports event. Each legacy in the paper defined earlier has connectivity with each other. "Different types of legacies are interrelated and often overlapped" (Bob & Swart, 2010, p.73). Sports event require some kind of infrastructure to host the event, this infrastructure gives an opportunity to increase in tourism an expansion of business and increase in sport network provide the athlete to improve, share knowledge, skills and the event as a whole change the image of the community and countries and involve the emotion of the region.

Urban infrastructure also has its own positive and negative legacies which are interrelated. Urban infrastructure changes the city structure, but because of the increase in coast, this leaves the negative impact on the society (Leopkey & Parent, 2011).

Legacy can be interconnected through a cause and effect relationship. For example, new infrastructure and economic legacies continue the effect on sports development, which in turn creates an enhanced social atmosphere (Koenig & Leopkey, 2009).

Social legacy from the event is most important because in the long term perspective all kind of legacies will become the social legacies.

"From the first modern games in 1896 to the candidature files for the 2016 winter Olympic Games, the notion of Olympic games legacy has become increasingly complex" (Leopkey & Parent, 2011). With the emergence of the thirteen legacy theme in the bidding paper it becomes more complex, and each of the legacies is related to each other which increases the complexity of the concept.

"Economic benefits are central to our legacy plans through interaction with the business community. Madrid 16 is working with the Madrid Global, a department within Madrid City Council which focuses on urban renewal and other key stakeholders to raise the city's profile on the world stage encourage business and tourism opportunities" (Leopkey & Parent, 2011 p. 935).

Figure 9 Olympic Legacy & Relationship between legacy types
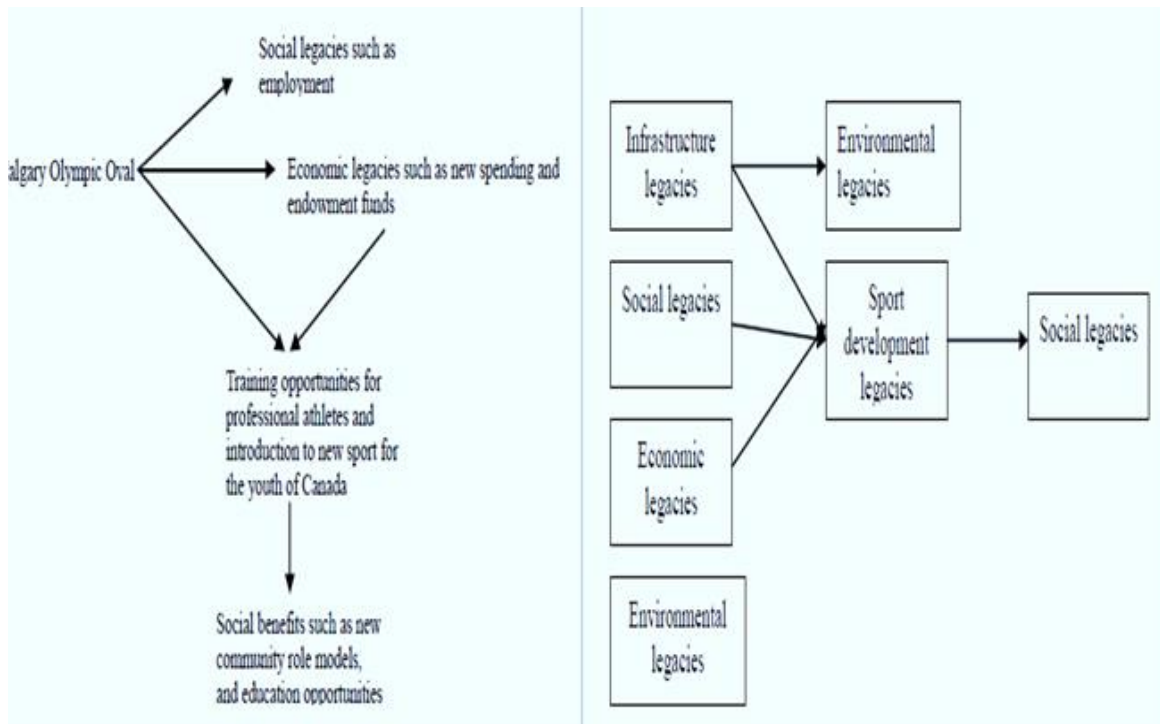
Sources: (Koenig & Leopkey, 2009, p. 13, 14)

Above definition expresses the complexity of the legacies where all stakeholders wants to increase the business and tourism opportunities with there on motive and in the end result of these will be benefited by the whole society.

3.8 Importance of Chapter for the Research

In this chapter with the help of literature I have explained the concept of legacy. It is clear from the literature that legacy is the long term benefits from the event. Not only the benefits but legacies can also be negative depending on the event circumstances. Various theories are explained in this chapter especially the legacy cube, different event structure and measurement of legacies.

Legacy cubes will be the base to analyze the various planned and unplanned, tangible and intangible, positive and negative legacies from the event. And it is the actual research question of the thesis. Three event phases which are described under the different event structure will help to analyze the event process and planning process of the event and this will help to answer the first sub research question of the thesis. This model also go in depth to find out the legacies from the three different phases and it is the most significant

thing of this model, because of this, legacies can be categorized into pre event legacies, event legacies and post event legacies.

Bottom-up approach will help to understand the scenario that if this event will not take place then what will be case of overall development of football in India. And Bottom-up approach will help to find the soft structure legacies from the event. Soft structure legacies include the society and if society attitude towards football doesn't change then the other legacies has very less value. One other approach which is defined in the literature is benchmarking approach to measure the legacies I will use this approach to compare the event with the CWG. But this approach can be used in a more appropriate way for the further research when data will be available and researcher can use this research to have more accurate result in the future.

4.0 Methodology

The purpose of this study is to explore the legacies from the FIFA U-17 World Cup that will be held in India in 2017. Literature review has highlighted the various kinds of legacies that can be achieved from an event. This study will try to find out the different legacies that can be achieved by this event by using the different research methods. As research methodology by definition is "By methods we mean that range of approaches used in educational research to gather data which we are to be used as a basis for inference and interpretation, for explanation and prediction" (Cohen 2003 et al, p.47)

In methodology chapter explanation about the research approaches towards my research and methods for collecting data and method to analyze of the data will be discussed. Later in this chapter I will explain the validity and reliability of the research.

4.1 Research Approach

"Research is a process of enquiry and investigation; it is systematic, methodical and ethical; research can help solve practical problems and increase knowledge" (Neville, 2007). Furthermore research is just not collecting the information, "Research requires the collection and interpretation of data in an attempt to resolve the problem that initiated the research" (Ormrod & Leedy, 2013). And "A research design is a logical plan for getting from here to there, where here may be defined as the initial set of questions to be answered, and there is some set of conclusions about these questions" (Yin 1994, p.20).

Qualitative and quantitative methods are the two important ways to collect the data which depends on the research question and the nature of the research. The researcher has to choose one of the methods for their research and mixed approach can also be used to collect the data. In mixed approach both the methods is used to collect the data. "Distinguish between qualitative and quantitative data in term of the difference between meanings and numbers, Qualitative data deals with meaning, whereas quantitative data deals with numbers" (Dey, 1993, p. 3).

Qualitative Research: Qualitative research is based on the observations and on verbal words, "Qualitative research always seeks to find the issues of concerns in its everyday context, and by means of interviews and/ or observations and/or accessing text, hear the voices of those involved" (Giddings & Smythe 2007 p. 37). In qualitative research, we do indeed dig deep: we collect numerous forms of data and examine them from various

angles to construct a rich and meaningful picture of a complex, multifaceted situation" (Ormrod & Leedy, 2013). Qualitative research often start with the general research questions rather than pacific hypotheses, collect an extensive amount of verbal data from a small number of people, organize those data into some form that gives them coherence, and use verbal descriptions to portray the situation they have studied (Ormrod & Leedy, 2013). In my thesis paper I will try to find out the Expected Legacies from the FIFA U-17 World Cup

Legacies itself is a complex area of study and for this I will choose the case study approach for analysis. "Case study is useful for investigating how an individual or program changes over time, perhaps as the result of certain circumstances or intervention" (Ormrod & Leedy, 2013). Legacies from this event are unknown and it will be happen in future. In this situation, case study approach will be more suitable for the paper as, (Ormrod & Leedy, 2013) is mentions that a case study may be suitable for learning more about a little known or poorly unknown understood situation. But there is also one weakness for the case study especially when only a single case in involved, we cannot be sure that the findings are generalizable to other situations (Ormrod & Leedy, 2013). There is no data available of this event, especially legacies from this event, because it is yet to happen in future. I will focus on qualitative method of collecting the data. The major focus will be on the interviewing of the stakeholders of the event and getting information from them what they think about the event. I will also analyze the documents such as newspaper article: interview published in the newspapers and magazines etc.

For the interviews I will follow the semi-structured style of taking the interviews. " A method of vetting prospective employees in person that takes a flexible approach and permits questions to arise in response to the dialog" (http://www.businessdictionary.com/ u.d.). Semi structured interviews gives flexibility because the interviewer is not restricted to ask only planned questions but can ask new questions that can be raised while responding by the interviewee. Document analysis such as newspaper article or interviews in newspaper or magazines is suitable when it is impossible to collect data, when the intent is to research cases based on others perception of the situation or when the intention is to analyze what people have to said or done (Eggen, 2012). Because this is the pre analysis of the event and no other data is available, these two forms of data collection strategy will be more useful. AIFF has given some information about the

planning process of the event on their web site and during the interviews which will be helpful for the analysis. In the end the analysis will be based on the different assumptions.

Quantitative Research: "Quantitative research involves looking at amounts, or quantities, of one or more variables of interest" (Ormrod & Leedy, 2013). Quantitative research often starts with a specific hypothesis and then theories are built to test that hypothesis (Ormrod & Leedy, 2013). The purpose of the quantitative research is to seek explanation and predictions that will generalize to other persons and places. The intent is to establish, confirm, or validate relationship and to develop generalizations that contribute to existing theories (Ormrod & Leedy, 2013). Quantitate research identifies one or a few variables that they intend to study and then collect data specifically related to those variables (Ormrod & Leedy, 2013). Data can be collected from the filed surveys, numeric data.

To strengthen the arguments and make more assumptions some numeric statistics of Indian Football will be used. I will be used mixed approach to analysis the data.

Mixed Method: For my research I will use the mixed method approach to give strength to the discussion part. For answering the research question many researchers have promoted the use of mixed method approach (Brewer & Hunter, 1989). In the mixed method approach, in qualitative exploration one could add a quantitative data to broaden the understanding of emerging patterns (Johnson & Burke, 2013).

Keeping in mind the benefits of the mixed methods approach, this thesis will use the mixed methods approach. The qualitative data will be used on primary bases because the event is to happen in future and no actual data related to this event is available. For the data collection the interview will be taken by me and some proposed documents for the planning of the event will be used to make the discussion more supportive. Historic data of previous events and quantitative data which are proposed by the organization for the event will be collected or analyzed.

4.2 Data Collection

I will take the interviews of the people those are associated with the Indian football. I have taken the four interviews personally, out of four interviews two are taken on

telephone and two interviews are taken by Skype video calling. First interviewer's name was Arunav Chaudhry, he is German based and founder of the indianfootball.com, a website which has all the historical data of Indian Football, he also worked with various media organization and sports experts particularly in Football, Arunav further delved in the communications sector and was in-Charge of International Media and TV production for the 2006 FFIA world cup qualifier between India- Japan in Kolkata, India in September 2004.

Surjit Singh's-the former Indian Football player and the Former Coach of Indian National team-interview was also conducted by me. Interview with the AIFF was also conducted and another interview was taken with Sukhwinder Singh-Managing Director at Libero Sports, Sukhvinder worked with Nike India to establish and develop their football brand in this vast country. He was critical in managing the Nike- AIFF relationship, setting up the U15 Manchester United Premier Cup and executing various on-ground sports marketing initiatives for Nike India (http://www.liberosports.com/ u.d.). One Interview was with Babua Biswas, he is the Media Manager of **Rangdajied United Football Club**. This club is one of the 14 I league club, he is also the founder of www.feverpitch.in and the chief editor of the web-site. In that web site we can find all the news of the Indian football and blogs about football. Three other interviews which are used by me are interviews done with the AIFF delegates by the different journalist and these interviews are available at AIFF official web site. These interviews were on the U-17 world cup and that is why I think that these interviews can be beneficial for the analysis. In the interviews, interviews of the people from the society and politicians are not taken because of the time-frame and distance of me, and these was really important to know the perception of people and politicians, how they think about the event and their expectations from the event. But news articles cover this limitation of data collection because some news article is the published interviews of the AIFF and FIFA presidents and other presents whole community.

Documents which are used for the analysis are: "Lakshya: One Vision, One Dream", this is the program which is made by Robert Vann, Technical director of AIFF which is focused for qualification of 2022 world cup, but it is highly focused on the youth development program which will help India to produce the competitive team for the 2017 world cup. "Lakshya: One Vision, One Dream" master plan is very detailed; however, successful bid for the U-17 world cup will help us to go beyond what is outlined here.

For instance, it will not only give our existing infrastructure a much needed boost, but will also help attract a lot of investments into Indian football" (Bann, 2012, p. 1). Here I am assuming that the plan for the qualification of 2022 world cup and the 2017 world cup are highly integrated with each other and AIFF 'Lakshya' will also help to produce the competitive youth team for the 2017 U-17 world cup. Lakshya program is highly focused on the youth development program and the coach's development plans, sport field development, match referees, etc. The whole program is consisting of 9 chapters and each chapter has planned to develop the football game in the country.

Table 2 Sample characteristics

Interview	Interviewee's Name
1	Arunava Chaudhry/ Commentator, Blog writer, founder of www.indianfootball.com. (Interviewed by my-self)
2	Surjit Singh/ Former Indian National Team coach , former national player (Interviews by my-self)
3	Babua Biswas/ Media manager at Rangdajied United Football Club-I league Club (Interviewed by my-self)
4	Sukhwinder Singh/ Managing Director at Libero Sports (Interviewed by my-self)
5	AIFF Interview (Interviewer: Debayan Mukherjee Interviewee: O'Donell, Technical Director of AIFF's Academies, We will have a dedicated technical team for the World cup) (Sources: Mukherjee, 2013) (Sources: Dutta, 2014)
6	AIFF Interview (Interviewer: Nilanjan Datta, Interviewee: Colm Toal, Head Coach, Youth Development, Game is much Better Shape Today) (Sources: Dutta, 2014)
7	AIFF Interview (Interviewer: Nilanjan Datta, Interviewee: Inaki Alvarez, It's about creating the world cup atmosphere)

Other document which will be used for the analysis Libero sports during the FICCI is "Goal 2014". "2nd International Convention of Football Business" also published one document which is presenting how FIFA U-17 World Cup has the ability to affect India's sport economy and football development. It enlists the opportunities and benefits this event entails for India in terms of viewership, broadcasting, grassroots promotion of the game, infrastructure and youth development etc. and the document of Ministry of Tourism (India), CWG games report, and the Technical analysis of the UAE U-17 world cup in 2013 will be used for the data presentation. This document will help to compare many things with this event such as commonwealth games report will provide data of volunteers, expenditure on the event which will be helpful to analyze this event. Report of ministry of tourism can help to determine the effect of CWG games and 2011 cricket world cup on the tourism industry. Technical report of UAE will be used to analyze the spectator's number during the U-17 world cup.

4.3 Reliability and Validity

"Reliability and Validity are tools of an essential positivist epistemology" (Watling, as cited in Golsfshani 2003, p. 598).

Most of the researchers state that validity and reliability came upon the methodology through quantitative research (Campbell & Stanley, 1963). "The concept of reliability is even misleading in qualitative research. If a qualitative study is discussed with reliability as criterion, the consequences are rather the study is no good" (Stenbacka, 2001). (Lincoln & Guba, 1985: Seale, 1999) used the terms transferability, dependability and trustworthiness in qualitative research which closely corresponds to the notion of "Reliability in quantitative research. Therefore in section of reliability and validity the focus will be towards the quantitative data.

(Wainer & Braun, 1988) describes the validity in quantitative research as "construct validity". The construct is the initial concept notion, question or hypothesis that determines which data is to be gathered and how it is to be gathered.

The quantitative data in this paper which will discuss the various categories of the event legacies are from the documents which are collected from the primary sources. The data

available during writing the paper may change when the actual event will take place because of the long term event change.

In this paper data is collected through the personal interviews and interviews which are published in the news after the announcement of India as a host for the event. The official planning process of the event is not yet confirmed but there are some official documents available which are talking about the planning process of the event. These interviews and documents will give the insightful information about the legacies from the event.

Because the data is trustable i think it will be able to answer the research questions. Because of the qualitative nature of the event it is important to discuss the quality of the research.

4.4 Trustworthiness

The trustworthiness of qualitative research generally is often questioned by positivists, perhaps because their concepts of validity and reliability cannot be addressed in the same way in naturalistic work (Shenton, 2004). Trustworthiness is about if we can trust the research (Rubin & Rubin, 2005). (Linclon & Guba, 1985) are outlining the four strategies to increase the trustworthiness of the qualitative work: Credibility, Transferability, and Dependability and Confirmability strategies.

Credibility involves the use of methods to analyze the data, time plan for the data collection, type of interview. I have explained all these things in this paper and I believe in the credibility of the paper. The thing that is to be questioned is, interviews are taken by telephone but there are positive and negative aspects of telephonic interview. One advantage is the fast process because through the telephone whole globe can be contacted and it is true in this paper because the research is conducted in Norway, but the topic is related to India and I have short period of 5 months to do that research. Within this research one person in Germany and other person in India is contacted. Even India is a large country and going personally and then taking interview was not possible and i.e. I found telephone interview the best way to get the data with in the short period of time and also with-in limited financial resources. But there are also some negative aspects of this kind of interview one is that social contact with the interviewer, which can limit the extra information from the interviewer other disadvantage is disturbance by the external resources during the interview e.g. when you are taking interview another call on the

phone can ring which can disturb the interview, but this did not happen with me while taking the interviews. One of the biggest advantages of the telephone interview is that the call can be recorded and afterward can be translated to transcript. After looking at the both positive and negative aspects of the telephone interview, I have found that telephone interviews are more suitable to this research.

Transferability refers to if we can transfer the research to other similar cases (Eggen 2012, p.43). In this research I am analyzing the future event and finding of this event may be different from the actual event. Dimension error of event legacies affects the transferability of this research.

In order to address the **dependability** issue more directly, the study should be reported in details, thereby enabling a future researcher to repeat the work, if not necessarily to gain the same results (Shenton, 2004). In this paper I believe that I have explained the research in a proper way, the research aims, data collection methods, limitation and the open nature of the research is discussed and in future, researchers can add some more legacies to this research.

The concept of the **confirmability** is the qualitative investigator's comparable concerns to objectivity (Shenton, 2004, p. 72). Here steps must be taken to ensure as far as possible that the work's findings are the results of the experience and the ideas of the informants, rather than the characteristics and preferences of the researchers (Shenton, 2004). There will be credible analysis of the data and transcripts of the recorded interview will be prepared to deep analysis of the data.

4.5 Limitations of the research

This event will be a focus on the pre event analysis of the U-17 World cup of 2017. Because the event has to take place in future and there is possibility to not have an accurate data due to the fact that data is not available at the time of the research. As I mentioned above that local people interviews are not considered by me for the data collection. These interviews was important for this research but this is covered by the news and other published interviews of the politicians. Other limitation of the research is uncertainty in the finding and in the analysis. Because the legacies are long term perspective and legacies like tourism, economic and social can be accurately measured during the time of thesis and that is why these legacies are surrounded by the uncertainty.

5.0 Findings of the Research

In this chapter I will discuss the finding of the paper which is based on the data collected by me by using the different method of data collection. In this chapter I will discuss the finding related to event planning process which is related to sub question one and also present the various legacies which should be achieved by this event.

5.1 Planning process of the event and Legacies From different phases of the event

The model which is explained in the theoretical frame work is based on the mega event and I am assuming that FIFA has similar kind of selection process for the host city to host the world cup.

The FIFA U-17 World Cup will be consisting of the same three phases as shown in theoretical framework: Idea and Feasibility: Candidature process: Construction and organization of the event.

I assume that the **Idea and feasibility** phase began in September 2012 when the FIFA secretary general Jerome Valcke visited India and motivated India to host the 2017 U-17 world cup (Hindustan Times, 2012). To give the push to Indian decision Valcke said that "FIFA believes if there is one country in Asia that we need to focus, it is India. The U-17 world Cup would be a perfect milestone. We would ask the executive committee to let India host the U-17 WC in 2017" (Hindustan Times, 2012). For India it was not easy to obtain the status of host nation because in January 2013 Indian bid was rejected due to the insufficient insurance from the government (NDTV Sports, 2013). But in June 2013 Indian government assured the AIFF and FIFA to support this ambitious plan. Indian Government assured the total sum of 95[1] crore INR (1 crore = 10 Million) to develop the Infrastructure of sport and a sum of 25 crore INR is being kept as a contingency to ensure smooth conduct of the tournament (NDTV Sports, 2013). For this U-17 World cup AIFF has proposed five different states to host the event- Delhi, West Bengal, Maharashtra, Karnataka and one among Assam, Goa and Kerala (NDTV Sports, 2013). Further from this 5 States, 8 cities have shortlisted to host the world cup matches and out of 8 cities, 6

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[1] Instead of Millions or Billions words Lakh and Crore is used to count the Money in many countries of South East Asia.
100,000= One Lakh
100,00,000 = One Crore

cities will be selected according to the capabilities of the host city and the requirement by the FIFA (Times of India, 2014).

Candidature process for the event also started when the AIFF had decided to go for the bid. Candidature process is about telling the international body how they will implement the event with in their host city. For this event three other nations also showed their interest to host the games these countries were Ireland, South Africa and Uzbekistan (AIFF Media Team, 2013).

Figure 10 Map of India with 8 proposed cities for the world cup

The bidding countries are required to submit written guarantees on

1. Tax Exemptions for broadcasters
2. Foreign Exchange remittance
3. Security
4. Transport, Accommodation and Visa among others.

For this each nation has to make their own bid book which should implement how the host city will deal with these areas. India first submitted their bid in sept 2012 which was discussed by the FIFA and then rejected by the FIFA because of the insufficient assurance by the government, and then in June 2013 Indian government and AIFF had given assurance to FIFA regarding the financial plan for the event. And finally in November 2013 AIFF had announced that India has successfully submitted their bid for the U-17 World cup (NDTV Sports, 2013). And on 5th December 2013 India as a host for the 2017 U-17 world cup was announced by the FIFA. Winning the bid over the nations like South Africa and Ireland could be understood as the legacy for India. South Africa hosted the major World Cup in 2010 and Ireland is also much better than India in terms of football.

The last phase of pre event planning process is **construction and organization of the event**. For infrastructure development of the event there was an inspection done by the FIFA to select the six venues out of the eight. These venues not only include the major cities of the India but also include every corner of India. The report was submitted to the FIFA by this three member team and the team found positive attitude from both national and state government officials (Ibnlive, 2014). This positive attitude is much important for the Indian football because most of the infrastructure is owned by them. As per now for the event there is no organization established, but on 8 May 2014 there was one meeting between president of AIFF and FIFA where the matter regarding the organizational structure was discussed (AIFF Media Team, 2014). AIFF will host this event, but they need a structure organization which can be able to host this event, and in this meeting issues regarding to this event has been discussed.

Above event process is called the pre event phase and next phase is the event phase when the actual event will take place. For this I am assuming that from the previous event, the event will consist of approximately 20 days. The last event in UAE in 2013 was run for 20 days and for this event the exact time plan is yet to be announced. During this phase

the event will be implemented. The planning of the pre event phase and the implementation of U-17 world cup during the event-phase will create the premises. There are many uncertainties to both these phases: first is that the event is yet to be occurred and third phase of the post event is not specified in any document and not in any interview. Within this thesis paper the 10 year plan for the legacies will be used from 2017 to 2027. In the next chapters I will explain the different legacies that can be achieved from this event.

5.2 Different Legacies from the Event

In the theoretical framework we have studied the different types of legacies that can be the result of an event. In this chapter I will explain the different legacies that should be achieved from the event. The finding of the thesis is based on the data collection done by me from the interviewers, news article and from the documents.

In the theoretical frame work legacies like Social Legacies, Sport Legacies, Infrastructural Legacies, Economic Legacies, Tourism Legacy and Environment Legacies are discussed and explained. The most important thing to note for this chapter is that the finding of the thesis is discussing the pre event results of the event and most of the discussion will be based on the assumptions.

Sporting Legacy: As sporting legacy explained in literature review is the core element that is left by the event to host nation and it has great potential to change the sporting culture in the region. During the idea and feasibility phase of the event AIFF had introduced an initiative program called "Lakshya 2022". This program is focused on the development of Indian football national team to qualify for the 2022 world cup game. But this program is highly focused on the development of the young players in the country and overall development of the game. During the planning of this program the U-17 world cup was also considered. In this part quantitative data will also presented to explain and discuss what kind of legacy within sport development we can expect through this event.

Lakshya "One Vision, One Dream": This program suggests that AIFF is more focused on the youth development program and having good determination to develop a competitive team. "Currently we have 26 boys in that age group at our Regional Academy in Goa and we also have 28 boys from the recently concluded U-14 National

Championships in Kalyani" (Interview 5, AIFF). Further he states that all stakeholders need to play an active role in scouting process, we need a strong scouting (see figure 5 in appendix for proposed scouting system) network as well to pick the best from every corner of the country. For this in April 22, 2014 AIFF had launched 'AIFF Academy Certification' which aims to set a standard of youth development in the country through a certification model. During the inauguration of this AIFF technical director said the process is the "next milestone" in the development of youth Football in the Country (AIFF Media Team, 2014).

Youth development programs that are started by the government can be the biggest legacies from this event. 'Lakshya' program which is an initiative program of FIFA has the mission to develop the common ground whereby all stakeholders of Indian Football are able to share a common roadmap to excellence (Bann, 2012). Further the master plan (see figure 4 in appendix) of AIFF explained the youth development program, "Proposes to develop a national curriculum to help us to define a typical "Indian Style of Play". It also proposes a new national talent Identification plan and a National Youth Development Program (see figure 6 in appendix for youth development program) which, it is hoped, will form the basis for future results" (Bann, 2012, p.4). NYDP is focusing on all stakeholders, which can help to develop the youth football players in the country such as youth players, coaches and referees, schools, students and their parents, academics and football schools etc. (Bann, 2012). We are focused on well-structured pathway for our young to realize their dreams of becoming professional footballers (Bann, 2012). This world cup will help to create the young talent pool and the youth development will boost in coming years (Libero Sports India). AIFF has focused on development of the football from the grassroots level which is clear from this figure.

AIFF has mentioned that these programs are not only for the talented players, but give chance to all, with abundant and limited talent players. And it is very important to develop these things for that game which is not the first rated sport in the country. We cannot look for just some talented players; we have to develop a pool of talented players. This program is focused on the grass root development of the game and then there is planning for the youth leagues and tournaments, certification courses and by this talent identification will be done. Next stage is to give proper training to this talent and then players will be selected in the regional academies and for the national team. The program will have two age group to focus on one is 6-12 year old for the grass root level

development and second is 12 to 19 level years old for the junior players. Further two categories involve the identification of Community players and the Elite players. Community players will be those players who are playing only for the fun and enjoyment and elite players will be those players who are

Fig: 11 National Youth development Plan in Lakshya
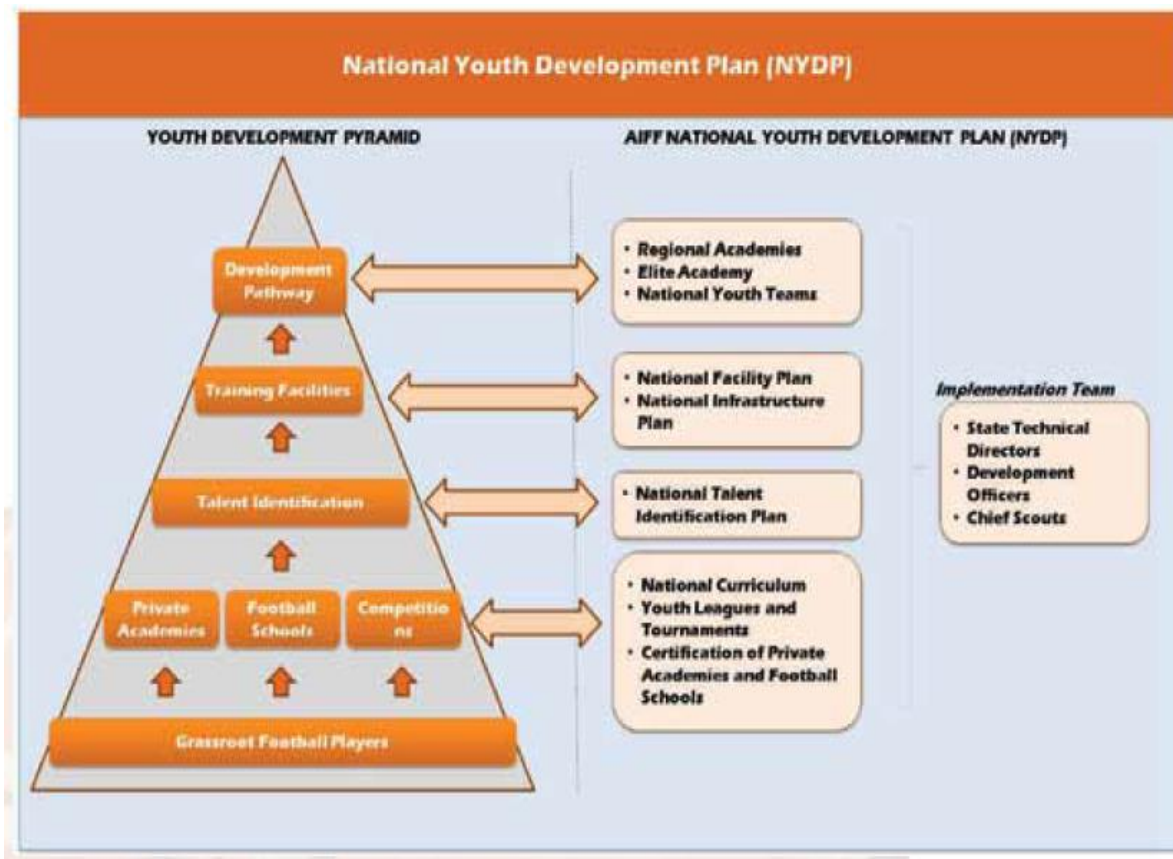
Fig Source (Bann, 2012, p.12)

Serious to choose football as a career option and different strategies will be adopted to develop these two categories (Bann, 2012). These kinds of strategies have never been found to develop the football in India and this program is introduced when the idea to host the world cup had first come in the mind of the policy maker. So this program can be considered as the legacy of this event.

(Interview 3) States that there is enough talent in India, even some kids aged between 6-10 years are more talented than the European kids, but after this age these European countries have good infrastructure to develop this young talent into the world class professional players, but in India we don't have any infrastructure for our kids. And

actual difference between Indian kids and kids from other football nation starts from the age of 13 years and this program is correctly focusing on this. He also said that there is big difference in nutrition's, coaching, fitness level as compared to the other nations and AIFF also considered all this aspects in there master plan for the development of football in the country.

Furthermore AIFF is more focused to develop the young players in the country and from the document it can be assumed that they will implement it as soon as possible. The launch of the AIFF Academy Certification can be seen as the first step towards this goal. They have more plans like:
National, State and district champion ship which will help to have talented players from all over the country. They will build the teams of u-8, u-10, u-12, u-14, u-16, and u-18 (see figure 7 in appendix for development pathway for young players).

1. These pools of young players will play in three different levels and will be the base for the national team (Bann, 2012)
2. Street Soccer Competition: AIFF has focused on developing the game in the hearts of the kids, and off course in big cities in India kids don't have enough place to play and this kind of innovative thought can play handy role to develop the football at the grass rote level. Even we have seen that many International renowned players have developed playing in streets (Bann, 2012).
3. Soccer Clinic: This program is for the regions where football is not that popular and kids of 3-5 years will be offered to play football and given football kits to increase the interest of the kids (Bann, 2012).
4. School Football: First time kids start playing at school. School football program will focus on to create a better understanding between school and clubs, Coaches from different schools will be encouraged to take good coaching training and then train their kids (Bann, 2012).
5. Team Scout: After having academies and different initiative program at different level for the young players, Team scout will be responsible to collect data of the young players and then will make a database of the young players. Currently AIFF don't have any data base for the young players (Bann, 2012).

Figure 12 Master- Plan for Football Development in India

Sources: (Bann, 2012, p.5)

All These programs which are discussed above can be seen as the legacy from this event. All these initiative programs in the time plan of this thesis from 2017 to 2027 can be analyzed in the future when the actual event legacies will start to occur.

Infrastructural Legacies: In the case of 2017 FIFA world cup I am assuming that there will be no need to make the youth village or something like that to accommodate the football players from the different nation, because this event is not that big event where many disciplines of sport is being played. If we assume there will be 24 teams which participate in the event and approximately 800 delegates from these 24 nations will come for the event, then the assumption of the 800 people has been made from the document of Regulations: FIFA U-17 World Cup UAE 2013. In the last event in UAE total number of 29 delegates was allowed by the FIFA which consists of 21 players and 8 officials (FIFA, 2012, p.34). If we calculate this $21+8 \times 24 = 696$ then we can assume the number of 800 people including the AIFF delegates and the FIFA delegates. For the 800 people I assume that the 8 venues which are selected are not needed to be build new hotels rooms and city infrastructure will also not be very much affected by this event. Delhi has changed

dramatically because of the commonwealth game, but this event is much smaller than that event and these cities have the basic infrastructure to host this event. So the legacies on this factor from this event will be limited.

Sport Infrastructure Facilities: India does not have the football infrastructure and because of it India has failed to produce the world class players. The example of this can be seen from the regional academies in Navi Mumbai which started last year. Academy can accommodate 30 young players, but the academy has found only 18 boys with good football skills. Technical director of the academy said that we are unable to find the 30 player those can play at least at national level (Bera, 2013). It is because of the football infrastructure for the nation of more than 1 billion people, there is only 13 national club and these national clubs don't have any policy to develop the young players. Even in India we have only three stadiums which can host the world cup matches (Vivek, 2014). This is the reason why India is ranked at 156th place in International football. From this world cup India has a chance to develop the infrastructure and that is why everyone is saying that the event can be the game changer for India.

This world cup will be hosted in six different venues so in the end India will have the six venues which will be able to host the International matches which is more than double than the current scenario and here we are assuming the least possibility of development that India must have to do to host this event. (Interview, 3) said that practice pitches will also develop for the players, he said six practice pitches will be made with the venues, I assume that the quantity of the practice pitches will be more because for the 24 teams one practice pitch with one arena will not be well enough and AIFF must have this issue in their acknowledgement. These six venues which are going to develop for this world cup with the practices pitches will definitely help the Indian football for the long period of time and this will be the important legacy from the event. Recently FIFA had done the inspection of the 8 venues for the world cup and they seemed satisfied with support of the local authorities (Interview 7, AIFF). And all the other interviews which were taken by me have also said the same thing that this event will help to improve the sports culture in the country.

In sports infrastructure the youth development program is very important. AIFF has planned for the two world class U-17 academies and competitive team for the tournament. They also want to start immediately u-14 and u-16 leagues (Ibnlive, 2014).

Making a step forward to it they have launched the AIFF Academy Certification program which will be primarily based on these issues:

1. Coaching Staff and Qualifications
2. Facilities
3. Youth development and team Supported
4. Training schedule, training sessions
5. Curriculum
6. Scouting Network
7. Medical Facilities, Schooling, Accommodation, travelling, kitting etc. (AIFF Media Team, 2014)

Indian National team Coach Wim Koevermans expressed the confidents that the AIFF new initiative would benefit Indian Football in a big way. "These academies providing which are football education are equipped with the Knowhow and also know what is required for development of players" (AIFF Media Team, 2014).

Intrinsic Sport Infrastructure: I have analyzed the youth development program in the program of Lakshya that is the master plan of the AIFF for the 2022 world cup qualification and for U-17 world cup. But that program has wider area to develop the overall football in the country. AIFF will introduce a new license called 'Youth Development License C' to have the good coaches for the young players (Bann, 2012). In addition to that AIFF will have 3 Goalkeeping courses: Level 2, Level 1 and 'Advanced'.

Level 2: Goalkeeper trainer/coach at youth community level; lower amateur level'

Level 1: Goalkeeper trainer/coach at youth elite level

Advanced: Goalkeeper trainer/coach at seniors professional level (Bann, 2012)

Other program to improve and produce well trained coaches is that the best three coaches will be rewarded with the scholarship of 2-3 lakh rupees and will travel abroad to have experience with the other international clubs, and after the travel they will have to submit a report and suggestion for future will be discussed with that report. This program will not only motivate the coaches to do better, but also take their knowledge at international level which will in the end be beneficial for the Indian football and in the end will leave the greater legacies for the youth of India to train under highly educated coaches.

(Interview, 1) has stated that there is a need of good coaches without, better coaches all the development program has no value. (Interview, 2) has stated that there is need to have the local coaches because they both players and coaches can understand each other very well and India does not have the well trained coaches, and we are looking for the international coaches. (Interview, 3) said that we cannot ignore the value of the international coaches, because until we don't have our local coaches we have to depend on them, but for the overall development we must need the local coaches. The important thing is that most of the interviewers have raised the issue of local coaches and these various program will help to produce the good local coaches who can serve the Indian football for a long period of time.

Players and Coaches are the more significant part to develop a sport in the region, but with both of them referees are also important for the overall sport structure. Japan got a success at the international level because they have developed the overall sport in the country. Currently India has a total number of 2000 referees with all grades, on the other hand Japan has 250,000 referees, and there is much difference between the populations of the countries (Bann, 2012, p. 47). For the referees development program AIFF will launch the Elite academies same like the youth development program and there will be scholarship for the best referees same like the Coach Development program. Club football is very important to develop the game in the country, we can see that in Europe and South America clubs are having a big fan following and it is the actual reason for their success. But Club football is not so popular in India because of some reasons, such as,

1. 80% of the club matches are played in just three stadiums.
2. 8 out of the 14 clubs are from Kolkata and Goa.
3. Only 4 clubs have the fan following base and are community oriented.
4. TV coverage is Goa and Kolkata oriented and matches are played in day time.
5. Financial strength and lack of incentive for the clubs: due to unattractiveness of the league for investment (Bann, 2012, p. 53).

To unlock these issues AIFF will focus on to attract new investors and delocalize the club football in the country. They will impose some criteria for the clubs to participate in the main league such as they must have a stadium of international standard, medical team for the players, accommodation facilities etc. If the club football will be able to attract the spectators, then the interest of the young players will increase in football and with this

football will be recognized in all the parts of the country. For this AIFF has planned to start the new league from this year and that league will be same kind of Indian Premium League which is a highly successful league of the cricket and also in the world sport. This league will be a focus on to increase the attractiveness of the game, increase the investment in football, delocalization of the sport etc. This world cup will provide a great chance to India to develop the football structure in the country and will have the long time impacts on the Indian football. The biggest legacy that we can assume is that the focus on the youth development program is proposed by the AIFF. "We are excited to host the youth world cup since India has not been so much in focus where youth development is concerned," Butia said. "I think the youth will become the prime focus" (NDTV Sports, 2014).

It is important to **differentiate between the sports infrastructure and intrinsic sports infrastructure**. There is no theory proposed in the literature regarding to this but base on the data analysis, I found this differentiation is important to develop a game. Sport Infrastructure facilities means the hard structure for the sports which includes stadium, academies, medical and fitness center etc., but for this infrastructure we need to have young players who are willing to participate in the sport and want to make their career in the respective sport. And we also need trained coaches for the training of the players and we have to develop the game from the every corner if we are looking for the best results. And we have seen that AIFF is not able to admit 30 students to their academy (Bera, 2013). If we don't have young people for the sport what will we do with the big sport infrastructure facilities. The development of the sports from every corner which includes youth development, coach development, referees, encouragement for women to take part in the sports are the intrinsic sport infrastructure and equally important like the sport infrastructure facilities.

Economic Legacy: Here, it is very important to understand the difference between economic impact and economic legacies, and differentiation between them is also presented in the theoretical framework. Economic impact are short term analysis which happen during the event or for a short period immediately after the event, but economic legacies are long term processes which can occur in long term basis. In this part I will discuss the economic legacies which will occur on the sport of football in India.

During the bidding of the event, once the Indian bid was rejected because of the doubtful guarantees by the government. But in the end the issue was solved. Now government of India in contributing the amount of 95 crore INR for the stadia up gradation and 25 crore INR is kept as a contingency to ensure smooth conduct of the tournament. And for hosting the event entire expenditure will be beard by AIFF and FIFA. The amount required for this will be raised through sponsorships and other commercial agreements (Press Information Bureau, 2013). This investment on the stadia development will have a long term impact on football which can be seen as an economic legacy from the investment.

Apart from this after the AIFF plans to bid for the U-17 world cup, some more investments have been seen in the sport. Newly introduced Super league which will commence from the end of this year will definitely attract investors towards the sport. This league is designed on the basis of IPL which is a highly successful sport league in the world. For this league IMG Reliance will invest 700 crore INR in 15 years. It ensures AIFF Rs. 35 crore a year which will go up to 50 crore INR rupees in future. This huge investment in the game will attract more young people in football. FIFA is also investing 500,000 $ into the sport under the FIFA's Goal program. After the decision to bid for the u-17 world cup, a big flow of money has started to flow towards Indian football (Cheeran, 2014).

Employment legacies refer to increase in job creation because of the event. This legacy should be analyzed in the period of ten years from 2017 to 2027. Because this is the pre event analysis and the organization committee still has to be formed. But the development of coaches, referees, new Super League, and administrative employees for managing the world cup will create the new job possibilities.

Because the employment legacies are based on the job creation by the event, therefore measurement of the event legacies should consider the unemployment rate. Quantitative perspective will give us an idea of the total employment of U-17 world Cup. But there are many factors that can affect the unemployment issue. For the measurement of employment legacies we have to assume that the other factor will be remain constant. But it is ignorant that the society will remain constant for 13 years from 2014 (time when paper is written) to 2027 (10 year period for measurement of legacies from the event).

Tourism Legacy: In the theoretical frame work we have studied that tourism is one of the major outcome form hosting the major event. Increase in tourism is one of the reasons for the cities to host these events and these mega events have the potential to increase the tourism flow in the host region. But while measuring the tourism legacy we have to understand that increase in tourism during the event should be measured as impact not as legacy, because legacy is a long term perspective and long term tourism impact on the region will be considered as a tourism legacy. Therefore economic tourism legacy must be centralized around the long term aspects.

But while measuring the tourism legacy the problem is to identify the actual tourism increase created by the event. We have to keep in mind that the tourist those are coming to the region is because of the event or for other reason such as business purposes, for leisure and recreation etc. In 2011 India had co-hosted the cricket world cup and in 2010 India hosted the CWG games and in these two years India has seen the increase in tourism growth rate. In 2010 the growth rate was increased by 11.8% compared to previous year where the growth rate was in negative, and in 2011 growth rate was 9.2% and in 2012 it was decreased to 4.3% (Market Research Division of Ministry of Tourism, 2012, p.10). In 2010 and 2011 India has seen increase in overall tourism growth and in both the years India has hosted one mega event. The growth rate seen in these years can be assumed as a result of these events, but U-17 football world cup is a much smaller than this event and may have lesser tourism impacts on the region. Because the size and nature of the sport event is different therefore it is hard to evaluate of such similar tourism legacies which would occur.

Other kind of tourism legacy that we can except from this event is increase in business tourism. Recently FIFA team visited India to inspect the arenas and in future there will be a chance to increase in the sport network of the Indian clubs because of the event and many new young players will get the chance to play in other countries and same with other world which do not know about Indian football will travel to India (Interview 3). Later this will help to increase the business tourism in the region.

Social Legacy: Social legacy form the event has wider range. Social legacies can include the effect occurred through an event, to individual or communities through a social perspective. Social legacies include the Culture awareness, increase in volunteerism, and increase in pride of the community; enhance the knowledge and skill of the community

etc. In this part of the thesis social legacies from the U-17 world cup will be discussed. As we discussed the legacy cube in the literature review, the legacies can be of two types tangible and intangible. Tangible legacies are those legacies which can be measured in quantitative way, and intangible legacies are those legacies which are measured in qualitative way. Social legacies are examples of legacies that are to the least difficult to measure qualitatively. Therefore in this thesis social legacies will be presented qualitatively.

Culture Awareness: For this world cup AIFF has given all the focus towards the youth development program in India. In India, traditionally, football or any other sport has been often viewed as either an ordinary recreational activity or simply a waste of time. Parents strictly want their children to do best in their studies and sports have never been priority for the parents. But in recent years the things have changed, especially because of the launch of IPL in the country. This cricket league has given many domestic players chance to play cricket as professional players. In cricket IPL is playing a good role to produce new young talents. Especially this league will also have international players which could help the young players to understand the other culture and learn more about the sport. In football India has I league which has international players but the many clubs are in losses and they are not able to pay good salaries to the players. But recently AIFF announced that they will start Super League on the basis of IPL which can increase the football culture in the country. While talking to the interviewers, everyone was saying that off course in the past parents did not want to choose sports as profession for their kid, but now because of much involvement of money in the sports parents are encouraging their kids to take sports as a career option.

Football is one of the most effective methods to inculcate in children the values of team work, disciplines and fair play. Football game is always restricted by rules and players learn to follow rules and respect each other at a young age. AIFF has promoted the Fair play and discouraged the foul play. The benefits that are identified by the AIFF will increase the sports culture in the country. In this world cup there will be 24 nations which will compete with each other, this world cup will give the international platform to the kids and they can learn from the competitor teams. Here winning is not that important, but showing the sport culture, determination on the field, team work, coordination between the authorities will be the key factor, because people now for first time are playing at FIFA recognized level, and much expectation from the team will be more

optimistic, but the better sports culture can not only boost the morale of the young players, but also help to increase the interest of the people (Interview 4)

It is important to mention that the academies opened by the AIFF for the u-17 program will increase the knowledge of the young players. But for an event the core element is the audience. Social legacies of the spectators include the awareness about the sport among tourists and residents. This is a youth world cup so there is uncertainty about the attendance, but u-17 world cup had enjoyed the huge spectator present at the stadium. In previous u-17 world cup 10 times the spectator attendance had been passed the mark of 70000 for a single match (FIFA, 2013, p.57). If this event will be planned carefully, these legacies can be achieved through this event and these spectators can be turned into fans. If the AIFF will show the dedication and seriousness to host this event, then these legacies of the u-17 world cup can be taken to the next level where Indian football can again regain its lost glory. Currently AIFF project Lakshya is covering the youth development program, coach's development program, referees development and women football development. All these development in the long term will affect the community awareness regarding the sport.

Participation, increase in **volunteer** activity can be one of the leading legacy of the event. Volunteerism can increase the value of contributing to the society. This event can play a big role to increase the volunteerism in the country. During the Commonwealth games in Delhi there were almost 14,565 volunteers who had participated (Delhi Organizing Committee Commonwealth Games, 2010, p. 170), that means Indian have volunteer attitude but this event can increase the volunteerism in the community especially in the young people because this event is dedicated to the youth and youth can be motivated for the volunteerism which can increase their knowledge and skills. Sport Networking**:** Here sport networking means the increase of sport network with-in the country and internationally to develop the sport and to develop the sport awareness in the society. Currently I league in India is not very much connected with the audience, only four clubs have the fan base and even they have no policy for the young players. With their program Lakshya they are planning to re-arrange the I League and make it essential that every club must have one of their arenas for the players, medical team, fitness coach and coach training center etc. AIFF is trying to work with all the stakeholders so the sports can be developed in the country and knowledge and skill can be increased both of the players and coaches.

6.0 Analysis

In this chapter I will explain how the theories explained in the theoretical part is used to answers the research questions. Because this paper is focused to discuss the expected legacies from the U-17 world cup and it became important to discuss how these theories help to answer the research questions.

6.1 Event Process

Within the theoretical framework, the event legacy process has been explained in sub chapter 3.4. In that model (Preuss, 2007) has explained the three phases of the event and legacies related to that event. These three phases are: pre event phase, event and post event phase. Pre event phase is further divided into three categories: Idea and Feasibility: candidature process: construction and organization of the event. This model is proved to be very useful tool for this thesis because with the help of these models I not only find the legacies from the three different phases of the event, but this model also helps me to understand the planning process of an event. And based on this event I used my data to find out how will be the planning process of the event and this is the exactly the same as the first sub question of the research.

This model also helps to explain the importance of event legacies throughout the whole process. And within this chapter different expected legacies from the event will be explained and discussed. Due to the fact that this is a pre event analysis and the event is yet to be happen in future, negative and unplanned legacies will be neglected, because these legacies can only be measured after the event.

There is no doubt that U-17 world cup 2017 has the three phases which are explained in theoretical framework and legacies in these three phases are presented in the finding chapter. In theoretical framework (Preuss, 2007) has discussed the compulsory and optional measure in the pre event phase. Compulsory measures are those structures which are needed to construct for the event and for this event India have planned to develop the six venues. These six venues have to be developed by India to host the event, so these six venues can be the compulsory measure from this event. Then there is optional measure discussed in the theory that is included in the bid for the better position from the competitor cities. For this world cup India was having three nations to compete, but

because the bidding report is not published and it is very hard to say that India is promised something which is not directly related to the event.

I assume that India wouldn't include any optional measure for this event, because one reason that the motto of this U-17 FIFA's world cup is to spread the game in all over the world, and South Africa and Ireland already have much better infrastructure than India, and in last decade FIFA has given attention to develop the Football in India, even the FIFA president said that India is a 'Sleeping Giant of Football'. India is much ahead in the priority list of FIFA than Uzbekistan. One more reason for this assumption is that for the infrastructure development Indian Government gave the fund security after, once the bid application was rejected by the FIFA because of the insufficient security. So it can be assumed that AIFF tries to make the expenditure as much as low to get the government support for this world cup. One pre event legacy that I found and that was not discussed in the (Preuss, 2007) is that after getting the announcement to host this world cup, there is an increase in desire to host the event more. E.g. now India decided to bid for the Club Football World Cup for 2016-2017. The increase in desire to host the more events can be seen as a positive legacy and more beneficial for the sport development. Here it is important to note that the desire to host the more events because of this event is considered one of the important pre event legacies by me, and this legacy from the event has never been discussed in the literature studied by me.

6.2 Different Expected Event Legacies

Expected Sport Legacies: In literature review three approaches are given to measure the event legacies. He states that only the bottom-up approach can be used to find the actual legacies from the event which is based on the without case model. Which means if this event will not take place then what will be the total development?

The first legacy from this event that should be achieved is the international recognition. (Interview 3) states that this event will definitely help the football in the country. He said that now no one knows about Indian football but this world cup will tell to the whole world that India has the infrastructure for football and India is playing at the international level. Further he said that like most of the Indians don't know that Brazil has a Cricket team and it is the same with football, most of the Brazilians don't know that India has football infrastructure. That is why this world cup will give the International exposure to

the Indian football and I agree with him because as I am a big fan of cricket and don't know anything about Brazil cricket team's existence. I started searching for that after listening from him, and it can also be the case for the Indian football. International exposure for the Indian football can be one of the biggest legacies from the event. Without this event it was very hard for Indian football, because India is playing international matches with the Asian teams in different tournament, but Indian audience is more interested in FIFA's project or tournament. (Interview 2) has added to this, India is doing well from the last 15 years and India has produced some good players and this world cup will boost all that development which Indian Football has experienced in last ten years. The legacy of international recognition can be achieved only if AIFF will implement its policy as it is proposed in their documents. To make this legacy of international recognition more appealing Indian footballs needs a time plan of 10 years after the world cup, because once the world cup will be over it will become more important to keep the development program on. Qualification for the 2022 world cup can be achieved if the plans will be implemented.

Previously this thesis has discussed the youth program which is planned for this event under the project of "Lakshya" which will help the football. But under the chapter of story of Indian football I have explained the similar kind of program which was given to AIFF, but not implemented by the AIFF. In this case we have seen some development e.g. opening of 'AIFF Academy Certification', recruitment of young players in regional academies etc. this can be the direct result of this event and this managerial and political commitment is one of the legacies from this event. In theoretical framework it is mentioned that sport events help to increase the sport participation, increase in community pride, improvement in mental and physical health and these are soft structure of the events. And these legacies can be achieved through the proper planning and implementation of the event. If the proposed program will be implemented as it is given, then it will increase the sport participation in kids and youth, if team India will perform well during this event, then it will create national pride which is at this moment only associated with the cricket and with some other exceptional sports.

To measure something we need to have quantitative data or some number to present, but because it is a pre event analysis and data during the analysis is not available. But I have collected average number of spectators who are attending the club football matches in India. Data of I league spectators is available and number of average spectators in

previous U-17 world cup is available. If we look at the average attendance of Club football matches in 2012-2013 in India that was around 3000 spectator in every match (Sarkar, 2013) which is not a good number for a sport in a country of more than 1 billion people. On the other hand the average attendance for the previous U-17 world cup which was held in several countries is like this.
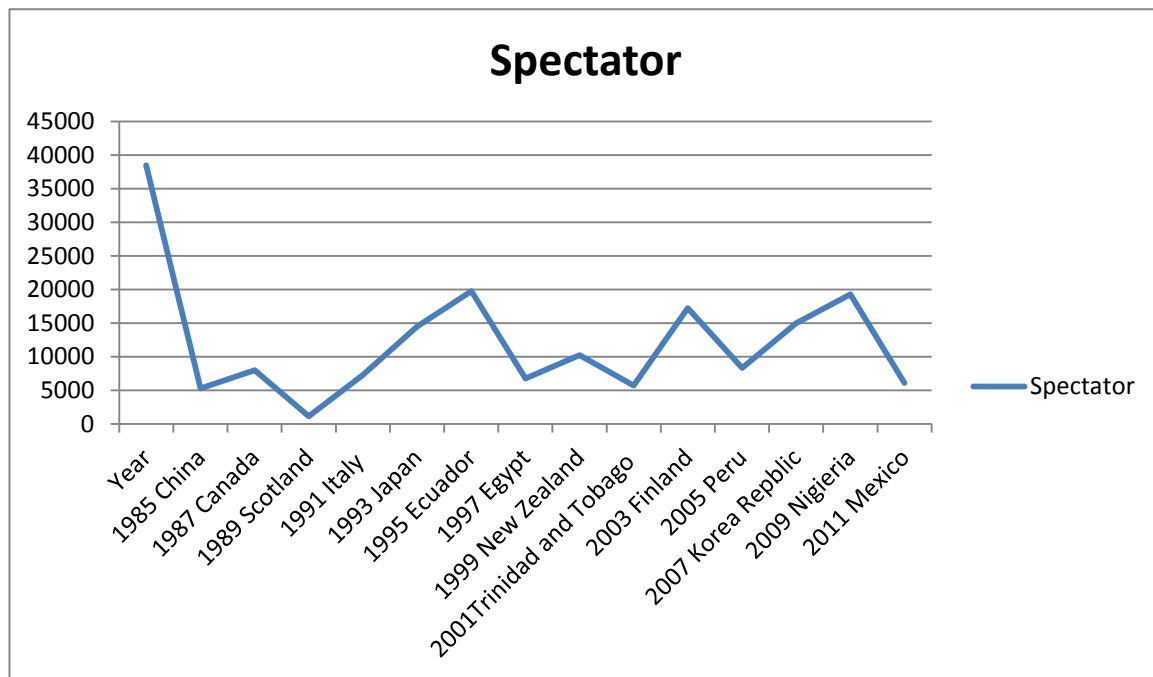
Sources: (FIFA Technical Study Group, 2013, p. 114)

We can see that the average attendance during the 2013 UAE U-17 World Cup was around 6,000 per match and it was much higher than the average club matches attendance in India. Here we can see that only in 1991 the attendance of the spectator was very low and after that it never went down from the average of 5000 spectator every match. And even UAE has the population of just around the 9 million which is less than the 10% population of India. Before starting the data collection process and on the basis of some article I am assuming that there is a lack of nationalism in India but after taking the interviews i found the contradiction with the literature and Interviewees perception. (Interview 1) has rejected all the issues of the nationalism in Indian football, he states that there is nationalism in India, even when there is an international match played in Delhi around 25000 to 30000 people were going to see the match. And U-17 Football world cup which is off course the international tournament, which can boost average number of

spectators in the game of football in the country. The awareness regarding to structured football can be created through this world cup. As Novy Kapadia a sport journalist was saying in TV show that kids are playing football in India, but they are not playing structured football, they are playing just for the fun. This awareness regarding the sport can be achieved through this world cup.

For this world cup 24 nation will come which will help to increase the skills and education of the young players and without this event it looks like impossible for Indian youth to get this opportunity to learn. These legacies can only be achieved when the AIFF will take it seriously; otherwise this world cup can also be the disaster. "Heavy defeat in the youth tournament could have a detrimental impact on the development of football in India if players, fans and sponsors lose confidence in a country where cricket is all-pervading" (NDTV Sports, 2014). Interview 1 also mentioned this side of fact, if the policies are not implemented in a way it should be then it can be the disaster for Indian football and we have experienced this carelessness of the politicians in the 2010 CWG games.

One sporting legacies which is already achieved or can be measured as direct legacy from this event is the desire to host more International events. Once the inspection of stadiums is done by the FIFA, AIFF announced to bid for the 2016 and 2017 FIFA club football world cup. Interestingly this legacy from the sport event is not described in any literature review studied by me for this thesis and this can add value by me for the concept of the legacy. Legacy of this world cup can bring more international sporting events to the country and these sporting events can be from the other sports. That's means football world cup not only leave the legacy on the Indian football, but may also leave its legacy on other sports.

In an overall development of the game this event can be the milestone event but there is a need to be taken it as a serious event by the federation and by the government. This event is important even it will leave the positive or negative legacies, but those will definitely have the longer impact on the Indian football. And this can be seen from the statement of the Inaki Alvarez the member of two person team who came to India for inspecting the venues "India has the potential to not only host a tremendous world cup, but also set a legacy for the sport in the country and youth football as a whole" (AIFF Media Team, 2014, p.4)

Expected Sport Infrastructure and Intrinsic Sport Infrastructure Legacies: In sport Infrastructure legacies I have found that the tournament will be played in six different cities and these cities require having sport facilities. If this event will not take place then there will be a least possibility that AIFF will do some renovation work to make these arenas up to the international level. Either I can say it is the desire of the AIFF or the obligation to develop these arenas will never be seen before, this event at least previous experience says so. The venues which are made for the event is the direct legacies for the event which will have long lasting impact on sport, but other legacies which should be achieved through this event is the use of these arenas after the event. After the Commonwealth games that arenas are not used and are now filled up with the litter (Daily Mail Reporter, 2012). Good use of these arenas after the event should be the major goal of the event and this should be achieved.

Intrinsic sport infrastructure that I discussed earlier is also the legacies that can be achieved. For now AIFF is only to start the Academy Certification program and the coach is saying that regional academies are failed to fill up with talented players, if this will continue and AIFF will not take it seriously then it will turn into the negative legacies and off course negative we cannot expect from this event at this moment. Other program associated with coach and referees training and development through this program should be achieved in a given period of time. So the good competitive team should be ready prior to the event and coaches can give long term services to the young players. Now in India only two clubs have the youth development program, and domestic club level football is not that popular with this event can increase awareness about football and can be transferred to club level football, but for this some importance step has to be taken and this Lakshya program has given important to club football and discuss various issues regarding this e.g. reach to some specific audience, no club owned infrastructure etc. All these legacies can be achieved through this event. In the end it should be said that much focus on the development of sport in India has never been seen for a long period of time and if these program will be implemented same as it is they have proposed, then these programs will definitely leave the long lasting legacy on the Indian football.

Expected Economic Legacies: Investment by the FIFA and by the Indian government will help to rebuild the infrastructure in the country which will have long lasting impact on the sports. This world cup will help to increase the sport network of the Indian football, Indian

youth for the first time will be watched by the experts and these players will get the chance to play in Europe and South American Clubs which will bring money in to the sport. Apart from the players, there will be individual economic legacies like long economic benefits for coaches, referees. Clubs will also get some good quality players which will improve the quality of the game and attract more investors. These economic legacies can be achieved through the proper planning and implementation of the event. The league which is described in the economic legacies is not the direct outcome of the event because it was pre-planned, but because this league is new and much corporative families are investing in this league. Both this league and u-17 world cup together can make an environment in the country so that the youth can have a feeling of safe career with football in long term. At these times economic measurement will be dubious because we can assume that there will be changes in the society and market will be affected by these changes. Because of these uncertainties it is difficult to measure the actual employment legacies from the event but these legacies can be achieved if AIFF will show the determination for the sport.

But the direct employment in the three different phases of the event can be considered as the event employment legacy. Because the organization committee is yet not established and that is why this time it is impossible to say that how much jobs will be created. But it is sure that there will be growth in job creation because of this event. And these jobs may have short period impacts because the committee formed for this will be disbanded after the event. All the interviews taken by me have mentioned that it is highly speculative to talk about this but it can be assumed that employees who will work here can help the Indian football for the long period of time.

Expected Tourism Legacies: Tourism Legacies are hard to measure because increase in tourism and decrease in tourism may have many reasons and spectators during the event will be considered as impact rather than the legacies. Spectators during the event will have shorter impact on the economy and also on sports. But the tourism legacies that can be achieved from this event are by making more fans of football with-in the country. So that these fans later themselves associates with clubs and then travel to watch the clubs games. Other tourism legacies that can be achieved are international tourism or business travel which is associated with sport industry, if the AIFF successfully arrange the event, and then in future this kind of sport related tourism can grow. These tourism legacies can be achieved through this event in a long term and will benefit the game.

With this event AIFF have a chance to increase the fan base for the sport. If the fans of the sports will increase, in the future these fans will follow the game and travel to watch the football events in the country or even international fans of the football can be targeted in the future. The clubs will also enjoy the benefits of this fan base because in the end fans have to associate themselves with the clubs which will help to increase the club football in the country.

Expected Social Legacies: Social legacies are not easy to measure because these are soft structure of the people which includes emotion, mental and physical health, skill development, increase in sport participation, change in attitude, increase in volunteerism, development of social excluded group. This event can create great social legacies as Novy Kapadia said in TV show that Football is suitable for Indian conditions because football is a cheap game compared to cricket. What kids need are a football and some bamboo pool and in cricket you need much equipment. In India with this event socially excluded group can be targeted for the long term development. Social excluded group is not only included in the active sport but also included in the management of the game through volunteerism. Development of social excluded group can be achieved through this world cup. Other social changes through this world cup is change in society set up, as in theory it is written that Indian Kids and parents are more focused on the studies because they think sport is not a good career. With this event and Indian soccer league this perception can be changed. Because football is the biggest sport in the world and young players will have better career in this sport and international recognition will also attract the interest of people. This legacy can be achieved with proper time plan and with the planning for the future.

This event will definitely increase the skill and knowledge of the Indian players which will help the coming generation. Managerial people can also learn the skill of hosting the event which will help to host more events in the future. National pride can also generate through this event. As Interview three said, only the competitive challenge to other teams can create the national sport for the young team because they know more expectations from the young team will be optimistic. Mental and physical health of the athlete can be improved from this event. E.g. in past Indian athlete did not perform well at big international level and this team should be made in such manner so they can handle the last minute pressure which will help all the sport discipline in India. Legacies of volunteerism participation among the youth and mature people can also be achieved through this event. In commonwealth game India has seen the desire of volunteerism

among the Indian people and that experience can be utilized for this event and then experience of this event for the next event. So the chain of experienced volunteers can be made by this event which will help the Indian sport industry for the long period of time.

Table 3 Expected legacies from the event

	Planned	Unplanned	
Tangible/ Positive	1. SPORT INFRASTRUCTURE 2. Intrinsic Sport Infrastructure (Academies for young players, program for coaches and referees) 3. Economic Investment 4. Increase in Spectators through the event 5. Increase in players Individual Income because of increase in Network 6. Increase in Direct Employment	1. Desire to host more sporting event	Tangible/ Positive
Intangible/Positive	1. Improvement in Physical and Mental health through the proper training. 2. Community pride by producing competitive team 3. International Recognition 4. Skill development and Structure game 5. Positive Management Legacies 6. Increase in Indirect Employment 7. Business Tourism 8. Development of Social Excluded Group 9. Change in society mind set up regarding to sport 10. Increase in Sport Participation 11. Development of game in every corner of the Country	1. Management failure of implementing the policies will lead to disaster for the sport.	Intangible / Negative

The right side of above table is listing the planned, tangible and intangible legacies from the event that should be expected from the event and left side is showing the unplanned positive legacies which is already achieved and in left down side unplanned, negative intangible legacy is shows which should be avoided through the proper planning of the event.

6.3 Benchmarking

Preuss (2007) said that benchmarking is not a suitable approach to find the legacies from the sport event. Because benchmarking is based on the comparison of two events and Preuss (2007) said that two different events cannot be compared because of time space between the events, because of the different nature of the two events and because of the same event at different cities. These three reasons are explained in the theoretical framework.

But for this event I would compare this event with Delhi Commonwealth-Game which was held in India in 2010. The reason behind this is that 2010 Commonwealth Games was the last mega event which was hosted by India and legacy from the commonwealth games can be compared with this event. In the literature I do not find this kind of comparison between two events. The reason for this may be because of the nature of event, Commonwealth Games is a multi-discipline mega sport event and held at one city but on the other hand this youth world cup is very small event compared to that event and will be held at several places of the country. Delhi CWG is well known for its poor management and the arenas were built just before the events and left a negative legacy for the country. Volker Bernardi Executive Director of World Flying Disc Federation and co-host of our Switzerland tour told to me during the Swiss trip that because of CWG India will not get any mega sport event to host for the next 50 years. Other negative legacy form CWG games were not proper use of the sport arenas (Daily Mail Reporter, 2012), and the positive legacy which was given by CWG games is Delhi's infrastructural development, which includes Delhi metro transport, water and sewerage solutions etc. In sports CWG also left its legacy, in 2010 CWG India won 36 Gold medals and ranked 2nd. But this legacy of the event cannot go longer because in 2012 Olympics Indian was not able to win any Gold medal and England which was ranked three in term of Gold medals at Delhi's CWG games retained its position in Olympic games at London.

With this event AIFF can have a chance to leave a positive management legacy and can show the world that India can host the international sporting events. With this event as I discussed earlier there is a less chance that it will have any impact on infrastructure facilities of the cities but because it is a smaller event covering all over the India, it can a leave big social legacy. This event can give the chance to increase the integrity of the nations because now day's north-east India always has the complaint of ignorance from

the policy maker. And this unhappiness can be seen in the video links which are given in the appendix where the people of north east are trying to improve their nationality among the other part of the Indian citizens. So this event can leave a legacy on social unity in different demography of the country. This kind of national legacy was missing in CWG. This event can also help to improve mental health of Indian young athlete as we see that most the Indian athletes is fail to perform their best in big competitions. A special kind of mental training for the young players can also leave the legacy on the other sports discipline.

7.0 Conclusion

Measuring the legacies from an event is a difficult task especially when the event has to happen in the future. Measuring the legacies for the pre event is complex, because of the many uncertainties with in the chosen time frame. In this part I will explain the important finding of the paper and make a conclusion of this research.

In this research thesis the focused area is football in India. In brief description of Indian football, I have found many reasons for downfall of football in the country, and around this research question is formulated. Which is focuses on expected legacies from U-17 world cup. Issue regarding the planning of the event is also raised under the sub question.

I found during the research that social perception regarding to sport in India in not good and in social life sports is never be considered as a career, and this event can leave a big social legacy for the country's sport culture. This event will give a chance for skill development and increase the education level of Indian young players. As I found that unrecognition at international level is a reason that football is not popular in the country and with this event social legacy related of national pride can be achieved and also increase in sport participation will be increased through this event, beside the social legacies I have found that sports legacies from this event is also very important and there are sport legacies form this event which can have long lasting impacts. Infrastructure development through this world cup, various youth development programs, intrinsic sport infrastructure development of overall sports are important sport legacies which should be achieved through this event. Economic employment legacies and the tourism legacies are highly speculative at this moment to say. But this event can give increase to business tourism related to sport, which have long economic impact on the society and as well as on sport industry.

Proper planning of the event is very important to achieve the legacies from the event. In this research I found that candidature stage was not that planned and once the bid was rejected. One legacy which is achieved in the candidature process is desire to host more event and surprisingly this legacy is not discussed by the researchers. This can be the add value from me to the research area of legacy.

This research is an open research and in future more specific results can be found. At this moment many findings of the papers is speculative because of the pre event analysis and in future when the actual event will take place then the actual result can be compared with the

current expected results of the research. In future negative and unplanned legacies can be added and as well as the planned positive legacies which are missing in this research also can be added to the research. During collecting the data I have found that there is very few research paper is available those are discussing the importance of the games which are lesser scope then the hall mark mega event, especially on youth games there is very limited research has been done. And in future there is need to give importance to youth games in term of research because these games use fewer resources and give more benefits to the society.

In last, for the implementation of the AIFF need to be more focus. As in the thesis I found now AIFF is going to work on same kind of model for the grass-root development which was proposed by Hammond in 2001. AIFF should learn from the past and can leave a managerial and political legacy for football and the other sport of the country. This world cup is life time chance to regain the glory of Indian football and AIFF do not want to lost it, just there is need to show the real commitment.

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9.0 Appendix

Interview Question

1. Informant Background

   1.1 Experience

   1.2 Time and Positions

2. What do you think about Sport as a profession in India?

   2.1 What is the Attitude of the people toward the sports? Attitude of the parents, attitude of the kids, attitude of the society, and attitude of the teachers?

   2.2 What factors are hindering the youth to be a sportsman?

3. What do you think about football in India?

   3.1 Why India is disappeared from the international Football? And countries like Japan, Korea and Australia have shown the immense development in the Game.

   3.2 Do you think that India has lack of Talent in Football? If not then what are the obstacle that are preventing talent to come and show?

   3.3 What is the future plan for the World cup? What we can expect from Indian team in the world cup?

   3.4 Do you think because the Govt. of India do not accept the dual citizenship is a somehow reason behind the small development in Indian Football?

4. What can Indian football expect from this world cup?

   4.1 Do you think that this world cup will help to improve the Football related Infrastructure?

   4.2 What kind of Legacy this event will leave on sport network and on volunteerism in India?

   4.3 Will there be any kind of economic legacy from this event?

   4.4 What kind of social legacy from the event we can expect from this event?

5. What are the Challenges regarding to this event?

6. What kind of Sport Development we can see from the event.

   6.1 Is there any youth development program is started in the country?

   6.2 What about the coach development program?

These are the list of Interview question that I asked to interviewees to obtain the data for the research. I assume that this interview questions have covered all the essential aspect of the data collection. Interview conducted by me was semi structured interview and some new questions was raised during the interview that are not listed here.

Figure:1 Published material on Olympic and Paralympic Games (!986-2008)

Table 1. Published material on Olympic and Paralympic legacies (1986–2008)

Authors and year of publication	Summer events cited	Winter events cited	Legacies discussed
Johnston (1986)		Calgary, 1988 (pre games)	Olympic venues
Hall and Hodges (1996)	Sydney, 2000 (pre games)		Housing, social impacts
Engle (1999)	Atlanta, 1996		Case law
Hiller (2000)	Cape Town, 2004 bid		Revitalisation of urban areas
Ritchie (2000)		Calgary, 1988 and Salt Lake, 2002 (pre games)	Facilities, programs
Toohey et al. (2000)	Sydney, 2000 (pre games)		Educational
Andranovich et al. (2001)	Los Angeles, 1984 and Atlanta, 1996	Salt Lake City, 2002	Local economic growth, urban development
Sturzaker and Godhard (2001)	Sydney, 2000		Legal
Owen (2002)	Sydney, 2000		Social & political (urban entrepreurialism)
Darcy (2003)	Sydney Paralympics, 2000		Accessibility
Malfas et al. (2004)	Barcelona 1992-Athens 2004		Literature review: recreational facilities, social impact, urban regeneration
Cashman (2006)	Sydney, 2000		Various
Bridges (2008)*		Seoul, 1988	Political, image, economic
Cashman and Darcy (2008)	Sydney Paralympics, 2000		Various re: access
Chappelet (2008)*		Winter Games (1972–1998)	Environmental
Darcovich and O'Meara (2008)	Sydney, 2000		Environmental – frogs
Dyreson and Llewellyn (2008)*	Los Angeles 1932, 1984		Modern bid process, athlete village model, profitability, iconic architecture
Girginov and Hills (2008)*	London 2012 (pre games)		Sports participation
Gold and Gold (2008)	London 2012 (pre games)		Urban regeneration, city rebranding
Gratton and Preuss (2008)*	Manchester Commonwealth, 2002 and Athens 2004		Structures, tourist capacity
Jinxia and Mangan (2008)*	Beijing 2008 (pre games)		Economic, urban development, sport development
Kissoudi (2008)*	Athens 2004		Olympic venues
MacAloon (2008)*			Semantics and pragmatics of legacy discourse
Macrury and Poynter (2008)*	London 2012 (pre games)		Socio-economic, cultural
Maguire et al. (2008)*		Celebrate Humanity Campaign (launched January 2000)	Consumption, building markets, brand awareness
Terret (2008)*		Albertville, 1992	Economic
Toohey (2008)*	Sydney, 2000		Economic, social, environmental, knowledge, sporting, political

Sources: (Tracey J. Dickson 2011) Developing a Framework for evaluating Olympic and Paralympics Legacies, Journal of Sport and Tourism

Figure:2 Description of Legacy themes identified in bid documents and Final reports

Description of legacy themes identified in bid documents and final reports.

Legacy themes	Examples (both tangible and intangible)
Cultural	Legacy elements related to cultural programming and opportunities
Economic	Includes financial legacies such as jobs, tourism, funding, hosting opportunities and marketing
Environmental	Environmental legacies are comprised of aspects such as environmentally friendly architecture and engineering, policy, and education
Image	Legacies associated with heightened international awareness and image enhancement of the host destination and region
Informational/ Educational	Informational and educational legacies are ones that embrace opportunities for gaining experience, knowledge, personal development, research and governance capacity/processes
Nostalgia	Takes into account personal experience and memories associated with the event
Olympic Movement	Embraces impacts important to the Olympic Family such as global harmony, and influence on youth
Political	Encompasses policy and policy development instruments
Psychological	Includes personal and community wide feelings of national pride, enthusiasm and emotions
Social issues	Legacies related to these issues consist of social progress, health, impact on the general population and special populations, new opportunities and civic engagement
Sport	Sport related legacies are sport development, sport facilities, increased participation and health improvement
Sustainability	Includes long term planning, environmentally friendly, and economically viable legacies
Urban	These legacies include rejuvenation of sport facilities, transportation, city services, planning, and recreation spaces

Sources: (Parent & Leopkey, 2011)

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Figure:3 Research on Legacy
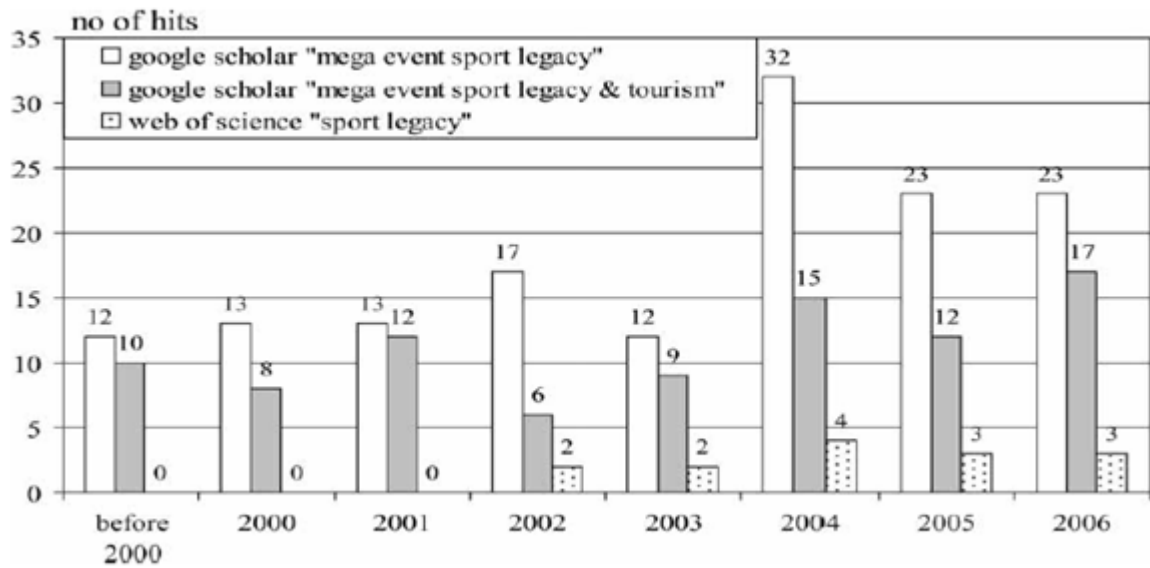
Sources: (Preuss, 2007)

This figure is presenting the increase interest of researcher on the topic of legacy in 2000 when legacy was researched two different website the number of pop-up article was very less but it in 2004 there is a big increase in the research article that may because of Athens Olympics and even for my research I have found enough number of research article for my thesis.
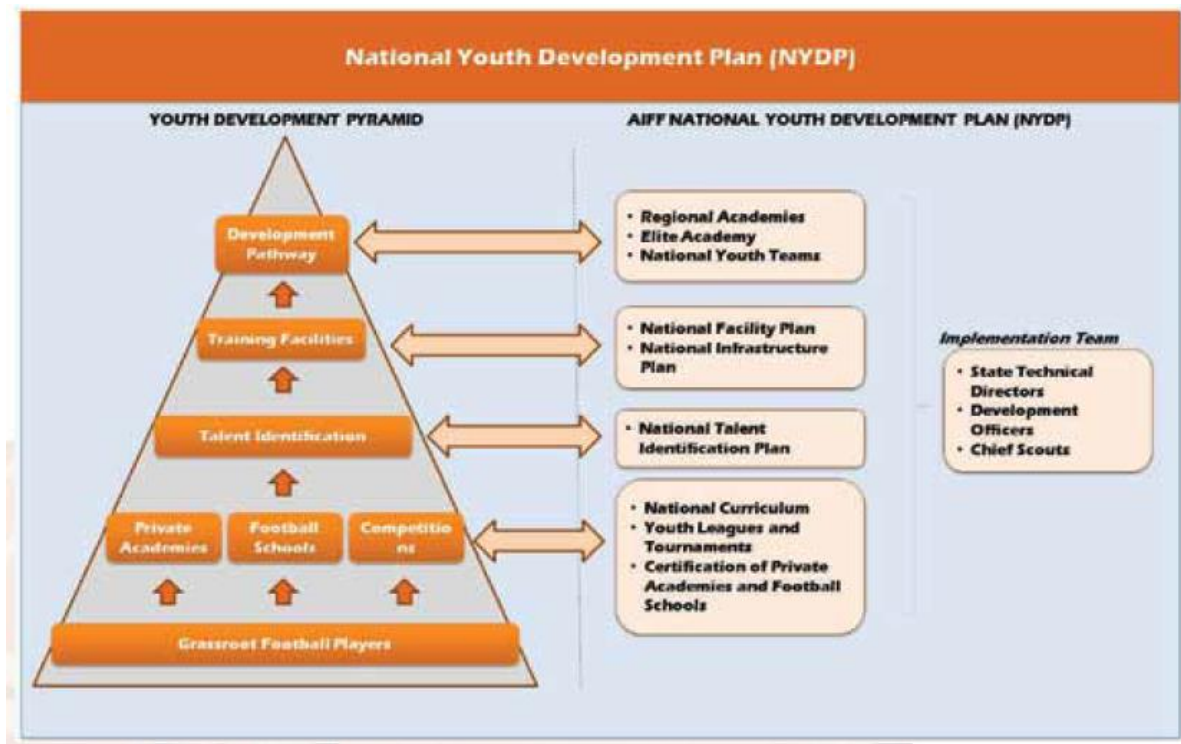
Figure: 4 Master Plan for Development In India

Sources: (Bann, 2013, p.4)

Figure:5 Proposed Scouting system

Sources: (Bann, 2013, p. 16)

Figure: 6 National Youth Development Plan.

Sources: (Bann, 2013, p.20)

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Figure:7 Development Pathway for Young Players

Sources: (Bann, 2013, p.23)

Figure:8 Pathway to senior National Team

Sources: (Bann, 2013, p.30)

Fig: 9 Venues for the world cup with capacity to accommodate the people.

Venue	Capacity	Location
J.N Stadium New Delhi	75,000	New Delhi
Cooperage Football Stadium,	30, 000	Mumbai
Salt-Lake Stadium	80,000	Kolkata
KSFA Stadium	40,000 (will be 25,000 after renovation)	Bangalore
Jawaharlal Nehru Stadium	22,000	Margao
Jawaharlal Nehru Stadium	67,000	Kochi
Jawaharlal Nehru Stadium	22,000 to 25,000	Guwahati
Balewadi Stadium	20,000	Pune