

УДК 911.3.

**EURO-2012: THE IMPACT OF ELECTRONIC MASS MEDIA  
ON THE TOURISM PERSPECTIVES OF POLAND AND UKRAINE,  
LVIV IN PARTICULAR**

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**ЄВРО-2012: ВПЛИВ ЕЛЕКТРОННИХ ЗАСОБІВ  
МАСОВОЇ ІНФОРМАЦІЇ НА ТУРИСТИЧНІ ПЕРСПЕКТИВИ ПОЛЬЩИ  
ТА УКРАЇНИ НА ПРИКЛАДІ ЛЬВОВА**

The choice of Poland and Ukraine as the host nations for the European football championship in 2012 turned to be a big surprise not only for the wide public stratum and the sport analysts but also for the politicians. The UEFA representatives chose for the first time in history the sport event of such a level will be hosted by East-European countries. It imposes an exclusively high responsibility on organizers of the championship not only for preparation of places of carrying out of competitions, but also it involves the creation of a corresponding infrastructure, including additional possibilities for the tourist business. The author of article puts the problem to find out, how sports fans, potential fans and tourists, can observe (for example, on the basis of the analysis of electronic mass media) how much Poland and Ukraine are ready to carry out EURO-2012 preparation for the championship, and what kind of immediate prospects in the development of tourism in both countries may be gained. The information acquired by the means of the Internet may have a major impact on the opinion of sport fans on the decision to visit Poland and the Ukraine during EURO-2012.

*Key words:* football, championship, Europe, tourism, mass media, Lviv in tourist perspective.

**Preface**

The right to European championship carrying out on football of 2012 in Poland and in Ukraine predictably assumes the strengthened preparation of both countries for reception of a large quantity of fans that is substantially connected with forecasts in the sphere of tourist prospects. Sensational by and large the decision of members of executive committee UEFA on April, 18th, 2007 in Wales in favor of Poland and Ukraine when for the joint demand of these countries it has been given eight of twelve voices, have clearly designated east vector in development of the European football. The preference of Poland

and Ukraine has taken place in enough intense competition with Hungary and Croatia which also offered a joint carrying out of the championship, and not to mention Italy.

### **The main of work**

Sports in modern era are not simply a significant social phenomenon. The area of its spreading can be characterized as a total influence almost on all spheres of society. Creation of a sports infrastructure has led to the fact that sporting activity can be observed as a successful branch of industry which can bring significant profits. That is why there is a violent competitive struggle between countries and cities for the right to hold large sport competitions of the present times such as Summer and Winter Olympic Games, World and European football championships, where candidates spend millions of dollars on advertising campaigns. The right to hold international competitions gives an opportunity to raise the prestige of the country, to improve considerably the qualitative level of sport objects, and also to attract foreign investments to the country. Moreover, competitions themselves attract a huge amount of fans, who arrive from different countries in order to see the course of a sports struggle with their own eyes. At the same time, these fans turn into tourists.

Reasonable management and marketing in the sphere of sports industry give an opportunity of getting significant profits from holding competitions of a high international level. Without any doubts EURO-2012 refers to the category of such top-competitions. A huge amount of amateurs of football who have been foretold before will certainly use the tourist opportunities of Poland and Ukraine. Therefore, in the given article on the basis of processing of materials (mainly electronic mass media) the attempt to track process of preliminary preparation of Poland and Ukraine in sports-organizational sphere to carrying out of the future European football forum is undertaken; it is also analyzed the importance of a role of electronic mass-media at the Internet level, as most accessible source of reception of the operative information, in influence on wide social strata concerning public opinion formation about expediency of visiting of Poland and Ukraine, and, accordingly, the influences of this process on tourist prospects of both countries. The answers to the following questions are quite clear in the nearest future:

- 1) What caused the choice of functionaries of UEFA in favor of Poland and the Ukraine?
- 2) Can EURO-2012 be considered to be the present for Poland and the Ukraine or it is the result of accurate marketing or maybe it is a fatal mistake?
- 3) What is the degree of importance for UEFA concerning dilemma about holding the championship in East Europe and the possibility (or impossibility) of getting profits?

### **Principal (The main part)**

The basic maintenance having acquired the right to carrying out EURO-2012, Poland and Ukraine should be defined with cities in which the matches of championship of the continent will take place. As a result, in Poland such large industrial and cultural centres as Warsaw, Wroclaw, Gdansk and Poznan, and Ukraine, at the same time, have

preferred Donetsk, Dnipropetrovsk, Kyiv and Lviv. However, later the candidacy of Ukrainian Dnipropetrovsk was rejected by UEFA because the city does not meet the requirements for holding such a tournament, such as: large gaps in the preparation of the airport, transport and accommodation infrastructure [9]. In that case, the fourth Ukrainian representative has become Kharkiv.

On the territory of Poland the conditions of sports base also were determined by a different degree of readiness for EURO-championship to be carried out. In particular, in Wroclaw the games of group tournament in Olympic stadium are planned by the spaciousness of 40 thousand spectators, however, the building was only at a planning stage. The municipal stadium in Poznan for 42 thousand spectators where also matches of group tournament will take place, expects the restoration. Another situation in Gdansk, planning to accept matches of a group stage and a quarterfinal. There building “Bałtyk Arena”, with the spaciousness of 40 thousand spectators, even did not begin and was yet only in a planning stage, and the stadium delivery in operation is planned for June, 2010. However, the most uncertain situation happened with National stadium in Warsaw where is planned the match of opening, the games of group stages, and also one quarterfinal and one semifinal meeting. The stadium in the capital of Poland, calculated on 63 thousand spectators, was only in a planning stage, and the commissioning term still was not defined even though the project which was preliminary estimated to cost about \$54,5 million [15].

The stadium situation firstly looked a little better in the Ukraine. However, it yet does not applied to concern Lviv where the matches of the group tournament should take place. The stadium “Ukraine”, with the capacity of 30 thousand spectators, was in the stage of planning, and the preliminary term of commissioning was due to March, 2010. In Donetsk, which was supposed to accept matches of a group stage, a quarterfinal and a semi-final, at the National stadium calculated on 50 thousand of places, there was a building with the plan to end in May, 2008. The greatest quantity of the seats for spectators is provided on the National sports complex “Olympic” in Kyiv – 77 thousand. There will pass the matches of a group stage, a quarterfinal and the European championship finals. At stadium there continue restoration works which termination is planned for June, 2010. However, more than other cities of the countries-organizers EURO-2012 Dnipropetrovsk, which was fighting for the right to host the group matches has succeeded: on September, 14th, 2008 here, the National stadium on 34 thousand places though the early termination was planned for October, 2007, there has been a solemnly opening. Works on the erection of this modern sports construction were estimated to approximately €50 million. The total cost of building and reconstruction of football arenas of Ukraine will reach almost 700 million euro. The most expensive project is a stadium reconstruction in Kyiv – 217 million euro, for the sport object in Donetsk 175.8 mln euro was needed, the stadium in Lviv – 85 million euro. Besides that, the cost of 120 million euro will be dedicated to the arena built in Odessa, and there will be also renovated a stadium in Kharkiv at which the least estimate in 5,3 million euro, and stadiums in Odessa and Kharkiv at that moment were reserve [13].

Table 1.

## Degree of readiness of stadiums in the cities which have acquired the right of carrying out EURO-2012\*

| POLAND   | UKRAINE   |
|--|---|
| <b>Warsaw</b> , The National stadium, 63 thousand seats: carrying out of a match of opening, games of a group stage, a quarterfinal and a semi-final is supposed; building is in a planning stage, commissioning term is not defined | <b>Dnipropetrovs'k</b> , National stadium, 34 thousand places: matches of a group stage are planned, the stadium is put in operation in September, 2008   |
| <b>Wroclaw</b> , Olympic stadium, 40 thousand places: carrying out of matches of a group stage is supposed, building is in a planning stage, commissioning term is not defined   | <b>Donetsk</b> , National stadium, 50 thousand places: matches of a group stage, a quarterfinal and a semi-final are planned; building is conducted, commissioning term has been defined for May, 2008    |
| <b>Gdansk</b> , "Bałtyk Arena", 40 thousand places: carrying out of matches of a group stage and a quarterfinal is supposed, building is in a planning stage, commissioning is planned for June, 2010                                | <b>Kyiv</b> , NSC "Olympic", 77 thousand places: carrying out of matches of a group stage, a quarterfinal and the final is supposed; restoration is planned, commissioning term is planned for June, 2010 |
| <b>Poznan</b> , Municipal stadium, 42 thousand places: carrying out of matches of a group stage is supposed; restoration is planned, commissioning term is not defined   | <b>Lviv</b> , stadium "Ukraine", 30 thousand places: carrying out of matches of a group stage is supposed, building is in a planning stage, commissioning is planned for March, 2010                      |

\*The facts are taken in October, 2008

All mentioned Polish and Ukrainian cities are also well-known as tourist centres. It seems that only Krakow and Odessa have fallen out from the number of the most popular places of visiting among the lovers of the mass rest.

A very important aspect of preparation to the EURO-2012 is that the final of European championship has got the state support in Poland as well as in Ukraine. So, for example, the Ukrainian government confirmed the guarantees of transport infrastructure and has worked out its building in details. The prepared projects are important not only for EURO-2012, but also for the future development of the whole Ukraine. At present, it is necessary to mark all the priorities and to fully concentrate on them. The example of such an activity is the first concessive road that will join the west border with Lviv [7]. On the whole, the Ukraine State budget in 2009 suggests spending of nearly \$600 million on reconstruction of roads of the municipal property. The same sum from the State budget is planned to be devoted to the preparation of airports in the cities which take matches of European championship, and additional \$1 milliard of private investments [8]. However, the problem of accommodation for tourists is still a difficulty in Ukraine. Though the State guarantees about hotel rooms of the corresponding categories have increased from 20 thousands to 30 thousands, it is still not enough. As the alternative option of accommodation of guests EURO-2012 it is suggested to use even cruise liners,

which will be in the harbour of Odessa [7]. The Minister of Ukrainian Family, Youth and Sports Affairs, Viktor Korzh, said that the investors are ready to deposit more than €5 milliard in the building of airports, roads, hotels and into the development of the State sport infrastructure [5].

The investments in Polish economy are also impressive, because it can get a €37 billion, including €16 billion on building of hotels and the development of tourist infrastructure, €14,7 billion on building of motorways and modernization of railways, €2 billion on building and reconstruction of stadiums [2].

In general, the estimates of the rate of Ukraine’s preparation for EURO-2012, according to a survey of Ukrainian Football Federation, are alarming and are as follows.

Table 2.

Readiness of Ukraine to the EURO-2012 in a survey of public opinion

| Category     | 2008*       | 2011**       |
|--------------|-------------|--------------|
| Very bad     | 44% (1.497) | 26% (7.365)  |
| Bad          | 36% (1.251) | 33%, (9.476) |
| Satisfactory | 15% (500)   | 29%, (8.334) |
| Good         | 6% (192)    | 12%, (3.341) |

Sources: \*[10]; [11]\*\*.

However, in 2011, there were changes in the estimates of public opinion in Ukraine compared to those of 2008. If previously almost 80% of respondents were inclined to the opinion that the readiness of Ukraine to the EURO-2012 is “very bad” and “bad”, then later, their number had dropped to 59%. At the same time 41% of respondents appreciated the efforts to prepare for euro championship as “satisfactory” and “good”. The positive dynamics in the period from 2008 to 2011 and notes the readiness of stadiums in the city who qualify for EURO-2012.

Table 3.

Readiness of stadiums in the cities having the right of EURO-2012

| Poland  | Ukraine   |
|---|---|
| <b>Warsaw</b> , National Stadium, 53.224 seats: completion date – November 2011               | <b>Donetsk</b> , “Donbass Arena”, 50,055 seats: commissioned in August 2009                 |
| <b>Wroclaw</b> , the city stadium, 40.610 seats, the period of commissioning in November 2011 | <b>Kyiv</b> , NSK “Olympic”, 63.195 seats: Completion date is scheduled for October 2011    |
| <b>Gdansk</b> , “Arena Gdańsk”, 40.818 seats: commissioned in August 2011                     | <b>Lviv</b> , stadium “Ukraine”, 40.610 seats:, commissioning is scheduled for October 2011 |

|   |  |
|---|--|
| <b>Poznan</b> , Municipal Stadium, 42,004 seats: after reconstruction was put into operation in autumn 2010 | <b>Kharkiv</b> , stadium “Metalist”, 38.500 places: after reconstruction was put into operation in winter 2009 |
|---|--|

\*Source from August 2001 (more:[14])

The questions about the capability of both Poland and Ukraine to organize and hold EURO-2012 are constantly controlled by the UEFA corresponding services. The Executive Committee of this organization advanced a number of conditions, which the hosts of the championship must fulfill, and the main factor for the successful completion of the project is putting into operation stadiums in two capital cities – Warsaw and Kiev.

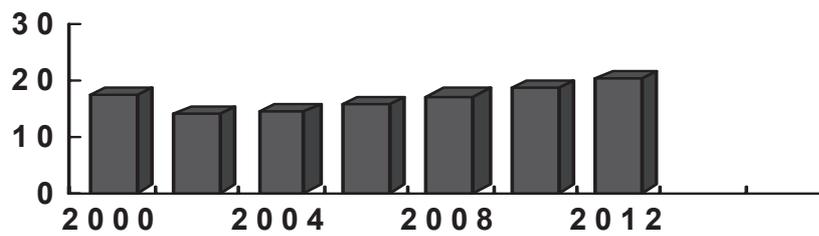
The most important from the point of view of football functionaries is:

- Poland and Ukraine must continue to take necessary efforts, because any delay can call in question the realization of tournament in these countries;
- Decision of the number of stadiums (and therefore – cities) where exactly the matched of the tournament will take, is left in the competence of UEFA. The minimum is six and the maximum is eight, taking into account the contracts were signed with eight stadiums, cities and airports;
- The number of stadiums (cities) is not obligatory and will be equal in two countries. The end of works on the stadiums in Kiev and Warsaw is the key of the whole project.
- The governments of the two countries should support their national associations and fulfill obligations, given by UEFA in relation to the project especially those ones, which concern accommodation and transport infrastructure [6].

According to the words of Zygmunt Kryczek, “Ukraine as a young state is in condition of economical and social crisis, doesn’t have an important place in the international tourism” [1, p.174.].

But on the other hand Poland, having joined the European Union, is getting imposing profits from foreign tourism. In the first quarter of 2008, more than 13 million foreign tourists visited Poland [16].

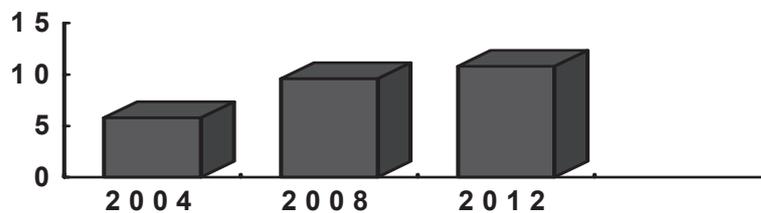
According to the facts of Polish Institute of tourism in 2007 there was 16,3 million tourists from abroad, and a year before, in 2006 there was 15,7 million. The investigation shows that the foreigners left in Poland nearly \$7,2 billion in 2006, and \$7,9 billion in 2007. Thanks to the organization of EURO-2012, which is of a great importance for the prestige of the country, by estimation Poland will visit about 20,6 million foreign tourists [17]. As to the price policy, it undoubtedly will change, and most likely towards the increase of payment for the goods and services. Though today for a double room in a four-star hotel for days in Gdansk, one has already to pay about \$330.



**Fig 1. Foreign tourists in Poland (million people).**

Source: Estimations and forecasts of Institute of tourism [16].

In Poland in 2007, each foreign tourist spent on the average 65 euro per day. Mostly there were the tourists from Germany, the USA and Great Britain. For example, an average German spends daily 82 euro. As a rule, they choose the highest standards.



**Fig 2. Incomes of foreign tourism in Poland (billion dollars).** Source: [17]

Austria, for example, has earned 321 million euro on organization EURO-2008. As the predictions of tourism Institute estimate, thanks to organization EURO-2012 there will arrive 21,4 million tourists to Poland from abroad leaving about \$17,7 million in the country [12].

### Conclusions

EURO-2012 in many respects is unusual. First, it is spent in the Eastern Europe which has never happened earlier. Secondly, its organization is entrusted to two countries concerning different sociopolitical systems. Thirdly, EURO-2012 looks as an original experiment which calls into question financial success of each of the countries-organizers.

Already during the preparation for carrying out of the finals of the European championship of 2012, questions concerning real possibilities as Poland, and Ukraine concerning the organization of competitions began to arise. First of all, it was a question of a construction of modern expensive sports objects. However, with the introduction of new stadiums into service and renovation of the existing sports facilities, the process has begun becoming more active. Nevertheless, there are some more serious questions

which demand the urgent decision. It not only a sharp increase in the quantity of places for accommodation of potential tourists, creation of a corresponding infrastructure, but also it is the decision of communication problems, the safety organization, conducting a visa policy by the authorities of Ukraine, forecasting of tourist streams, creation of positive image of the countries-organizers in mass media, granting of the possibilities of realization cultural and informative requirements, etc.

At the same time, a negative influence on the image of the European football championship is formed by a gamble appearing from time to time in carrying over of superiority to another country because of the inability of the organizers to cope with the powers assigned to them. Such situation arises owing to, for example, governmental crisis in Ukraine, interventions into the affairs of the Polish Football Union, or the government officials, etc. And the headlines of some news agencies focus their primarily attention more on the negative aspects of preparation to EURO-2012 rather than positive, for example: "Ecologists: highways of EURO-2012 are dangerous to wild animals", "Ukrainians doubt in the need of preparation of the country to EURO-2012"; "Lviv can drop out being the first from the list of applicants for matches EURO-2012" [3]. Therefore, there is nothing surprising that owing to promulgation of various such sorts of facts, the polls fix their concern on the process of organization of the tournament. For example, the considerable part of Ukrainians doubts in the need of preparation of the country for EURO-2012. According to the data of All-Ukrainian, the sociological research spent by the request of the Institute politicians in September-October, 2008, only 43,9 % of the questioned consider Ukraine being able to prepare adequately for the event. The number of skeptics claim that preparation to EURO-2012 is conducted in the unseemly way equals to 45,2 %, and 15 % of the questioned in general heard that in Ukraine will take place the European championship football final for the first time [4].

For Belarus, the carrying out of EURO-2012 in Poland and in Ukraine is extremely attractive on set of the reasons, first of all thanks to affinity of an arrangement of both countries, and for the trips to Ukraine of the Belarusian citizens, because the visas are not required for them. Therefore, it is possible today to assume that the significant amount of the Belarusian fans intends to use a convenient situation to be able to observe the game of the best soccer teams of continent personally. Especially it concerns these games which will pass in Kyiv and Lviv.

For the south-west part inhabitants of Belarus, Lviv is the most attractive place to visit the Euro 2012 matches. The distance between the border in Makrany (on the Belarusian side) and following a 320-kilometer route through Volodymir-Volynsky, Novovolynsk and Chervonohrad, it is possible to break the distance in around five hours. However, the football fans may come across with a range of problems on their way. The first problem to occur is the sudden border queues which may significantly slower the boarder-crossing process. In addition, the customs control itself may turn out to be

problematic. Next, the movement on the router described is the problem in nature as it is followed by the extreme feelings caused by the road conditions in Ukraine. Moreover, it is important to notice the specific understanding of the traffic laws by Ukrainian road police officers. Finally, the problem may occur in case of a potential overnight stay booking, which apparently may turn out to be extremely expensive. Whatsoever, the main part of Belarusian football fans are in favour of Lviv Euro 2012 matches.

Quite probably, organization of EURO-2012 will be financially unprofitable. The predicted flows of tourists for some reasons, in particular of political or economic characters, can appear to be small. The results of qualifying competitions, as it happens upon termination of elimination matches to EURO-2008 when in the end there was an English national team, also can affect the given process. Nevertheless, only the subsequent multilevel analysis will help to make corresponding generalizations of the project under name EURO-2012.

Стаття надійшла до редколегії 05.10.2011

Прийнята до друку 22.11.2011

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## **ЄВРО-2012: ВПЛИВ ЕЛЕКТРОННИХ ЗАСОБІВ МАСОВОЇ ІНФОРМАЦІЇ НА ТУРИСТИЧНІ ПЕРСПЕКТИВИ ПОЛЬЩІ ТА УКРАЇНИ НА ПРИКЛАДІ ЛЬВОВА**

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Вибір проведення фіналу чемпіонату Європи з футболу 2012 року в Польщі та Україні став великою несподіванкою не тільки для широких кіл суспільства і аналітиків спорту, але і для політиків. Функціонери UEFA надали перевагу цим двом країнам, відхиливши заявку Італії, а також спільну пропозицію Угорщини і Хорватії. Вперше змагання такого високого рангу будуть проведені у Східній Європі. Це накладає на організаторів чемпіонату високу відповідальність не тільки щодо підготовки місць проведення змагань, але і вимагає створення відповідної інфраструктури, включаючи додаткові можливості для туристичного бізнесу. Автор статті ставить своїм завданням з'ясувати, яким чином любителі спорту, потенційні вболівальники й туристи, можуть стежити, наприклад, на основі аналізу електронних засобів масової інформації, за тим, наскільки Польща і Україна готові до проведення EURO-2012, яким чином проводиться підготовка до чемпіонату, і які найближчі перспективи розвитку туризму в обох країнах. Отримана за допомогою Інтернету інформація може значною мірою вплинути на формування громадської думки в середовищі любителів футболу на ухвалення рішення щодо відвідання Польщі та Україні під час проведення EURO-2012.

*Ключові слова:* футбол, чемпіонат, Європа, туризм, засоби масової інформації, Львів у туристичній перспективі.

## **ЕВРО-2012: ВЛИЯНИЕ ЭЛЕКТРОННЫХ СРЕДСТВ МАССОВОЙ ИНФОРМАЦИИ НА ТУРИСТИЧЕСКИЕ ПЕРСПЕКТИВЫ ПОЛЬШИ И УКРАИНЫ НА ПРИМЕРЕ ЛЬВОВА**

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Выбор проведения финала чемпионата Европы по футболу 2012 года в Польше и на Украине стал большой неожиданностью не только для широких слоёв общественности и аналитиков спорта, но и для политиков. Деятели UEFA предпочли эти две страны, отклонив заявку Италии, а также совместное предложение Венгрии и Хорватии. Впервые соревнования столь высокого ранга будут проведены в Восточной Европе. Это накладывает на организаторов чемпионата исключительно высокую ответственность не только относительно подготовки мест проведения соревнований, но и влечёт за собой создание соответствующей инфраструктуры, включая дополнительные возможности для туристического бизнеса. Автор

статьи ставит своей задачей выяснить, каким образом любители спорта, потенциальные болельщики и туристы, могут следить, - например, на основе анализа электронных средств массовой информации, - за тем, насколько Польша и Украина готовы к проведению EURO-2012, каким образом ведётся подготовка к чемпионату, и каковы ближайшие перспективы развития туризма в обеих странах. Полученная с помощью Интернета информация может в значительной степени повлиять на формирование общественного мнения в среде любителей футбола на принятие решения о посещении Польши и Украины во время проведения EURO-2012.

*Ключевые слова:* футбол, чемпионат, Европа, туризм, средства массовой информации, Львов в туристической перспективе.

Стаття надійшла до редколегії 02.10.2011

Прийнята до друку 17.11.2011