

**UNIVERSITI TEKNOLOGI MARA**

**EVENT INNOVATIVENESS  
TOWARDS SPECTATOR'S  
SATISFACTION AND  
BEHAVIOURAL INTENTION AT  
SPORT TOURISM EVENT:  
LE TOUR DE LANGKAWI**

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Thesis submitted in fulfilment  
of the requirement for the degree of  
**Master of Science**

**Faculty of Sports Science and Recreation**

**September 2017**

## ABSTRACT

Malaysia is increasingly and actively promoting itself as an organizer and host to various world-class sports events and recreational activities with the aim of becoming a major sports tourism destination in the Asia-Pacific region (Ministry of Tourism Malaysia, 2014). Nowadays, spectators are quite different from the past. Their needs and demands become higher. Spectators are becoming more sophisticated, discerning and more inclined to complain. Spectators are always expected good quality events provided either from the government sectors or private sectors. This is because spectator's perceptions of experiences provided by the organization are closely related to the loyalty. Spectators nowadays preferred something new that gives them something that 'fresh', creative and innovated experience. Therefore, sport tourism event's organizer needs to add up some innovativeness in their events. Innovation is commonly regarded as adoption of a new idea, information, system, practice, or product (physical goods and services) within the adopting organization or among the customers. Nevertheless, there have been evidently few empirical studies being conducted in exploring the innovativeness in sports tourism events. This study aimed to determine innovativeness at sports tourism event in order to have better execution on the organizing sports tourism event setting. In addition, this study intends to investigate the relationship between event innovativeness, spectator's satisfaction and behavioral intention at sport tourism event focused for Le Tour de Langkawi. The survey adopted Events Innovativeness instruments developed by Yoshida (2009), Yoshida, James & Cronin (2012), which are Innovativeness experience (Offering; Process; Stage and Relationship), Spectator's Satisfaction and Behavioural Intention. Some hypotheses are bring up and tested in a cross-sectional study. To carry out this study, 391 of spectator at sport tourism event were surveyed during Le Tour de Langkawi 2013. The data was collected using the event intercept method and Pearson correlation was applied for data analyses and confirmatory factor analysis (CFA) were performed to reliable the questionnaire. The final results showed that there is significant relationship between innovativeness and spectator's satisfaction. The further findings offer important elements to sport organizers in order to fulfil spectator's demand and attract spectator's behavioural intention toward attending sports tourism events.

## ACKNOWLEDGEMENTS

First of all, I'm grateful to Allah the Almighty, for the wonderful life given to me and allowing me to complete this journey. Thank to Allah s.w.t for the air I breathe, the food I ate, the love that I am thankful for and the Iman that I always seek out.

Secondly, I would like to say thank you to my supervisor, Dr. Rezian-na Mohamed Kassim, for her caring, loving, understanding, valuable comments, thought, wisdom and for her assistance throughout my great time in completing this study.

Special thanks to Associate Prof. Dr. Mohd Hanafiah Bin Abidin (Dean), Dr. Mahenderan Appukutty and Mdm. Wahidah Tumijan, for their trust, time, patience and guidance too. Not to forget, thank you to all the lecturers at the Faculty of Sport Sciences and Recreation, UiTM especially to Miss Azlina Zid & Miss Maizan Mohd Nor for their helpful advice and comments. Not to forget, my thought also goes to Datin Dr. Hajah Sarina Md. Yusof and Mr. Helme Basal who always supports and gives some recommendations for my current study.

My heartfelt thanks also goes to all my family especially my mom ( ), my father (Rajli bin Idi), my siblings and their family (Yea, Wie, Nabilah, Nyin, Mamal, Pathur, Papah, Irfan, Faz, Ema, Auni, Aqil, Ammar, Aisy, Azwa, Aisya & Amnan), also to all my relatives (Aunty Mas and Aunty Sidah) for all their love, support and trust that keep me strong and never give in completing my study.

Thank you also to my best friend alias Bro Ayie, Bro Madi and Sis Idee, my close friend Bob, Hanis, Syafiq, Kinah, Bro Epol and Jamie for their love, laugh, and thought that keep me going every day.

To my colleagues at FSR UiTM, thank you for the friendship, assistance and encouragements. Whenever I needed their help, they were always there to lend a helping hand. I am thankful to my fellow friends (Zieta, Farah, Aimi, Helme, Solleh, Wan, Intan, DD Diyanah, Dastri, Bibin, Roy, Abby, Bee) for giving me the spiritual and moral support upon completion of this study.

Last but not least, to those who had indirectly contributed in completing this current research, my thanks also goes to them.

Thank you all.

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# **CHAPTER ONE**

## **INTRODUCTION**

### **1.1 INTRODUCTION**

This chapter sets forth the rationale, significance and objectives of the study. It provides an overview on the conducted study. It discusses the key elements that form the basis of the research area, research objective, hypotheses and statement of problem. The significance of the study and definitions of the term used throughout the study are also described in this chapter. Structure of the rest of the thesis is outlined at the end of the chapter.

### **1.2 BACKGROUND OF THE STUDY**

Tourism is the second largest foreign exchange earner, bringing in RM69.1 billion in 2015 (Tourism Malaysia, 2016). On reflection, this notable achievement is mainly due to Malaysia being a tourism friendly nation (Ong, 2010) and due to Visit Malaysia Year 2014. Malaysia is one of the world's top destinations, in the top 10 in arrivals and top 15 in global receipts. Tourism is our second largest industry, gained private investment contributor at RM24.5 billion in 2015. Tourism also the third largest contributor for Gross National Income in Malaysia year 2015. Tourism generated RM67.1 billion in GNI (Gross National Income) in 2015 (PEMANDU, 2016). The industry is expected to continue growing with arrivals rising from 24 million in 2009 to 36 million in 2020 (PEMANDU, 2010). In 2015, Malaysia had hosted in arrivals for 25.70 million tourists (Tourism Malaysia, 2016).

Ong (2010) mentioned this achievement is based on the character and charm of Malaysia. Our resilience as nation and our hospitality enabled us to weather the storm and to achieve greater height. Based on the statement, it is true that tourism have a big impact on our economic. In Malaysia, there are many type of tourism such eco-tourism, education tourism, agro-tourism and sport tourism.