

## RESIDENTS' PERCEPTION TOWARDS SOCIAL AND CULTURAL IMPACTS ON HOSTING A SPORTS' EVENT

Radzliyana Radzuwan\*, Nadiah Diyana Tan Abdullah, Nasyitah Tp Harun

*Faculty of Sports Science and Recreation  
Universiti Teknologi MARA, Negeri Sembilan Branch, Seremban Campus, 70300 Seremban, Negeri Sembilan, Malaysia*

*\*Corresponding author: radzliyana@uitm.edu.my*

### Abstract

Today sport and tourism are among the developed worlds' most sought-after leisure experiences and are becoming very important reflecting the host venue both socially and culturally. In this new era, many challenges were even more significant for Malaysia as she is not yet developed like other countries. Therefore, a careful selection of a potential place as a host venue for sports' event is important. In line with that notion, this study aims to examine residents' perception towards social and cultural impacts on hosting World Kite Festival in Pasir Gudang, Johor. A self-administered questionnaire was developed. A total of 461 residents were successfully surveyed and their perceptions towards social and cultural impacts were assessed by utilizing Scale of Perceived Social Impact (SPSI). All obtained data were further analyzed by using Statistical Package for Social Science (SPSS). In order to achieve the research objectives, descriptive statistic was used for assessing the percentages, mean, rank and standard deviation. While independent *t*-Test was used to investigate the gender differences among residents at World Kite Festival. The finding indicates that there was a positive impact of hosting a sports' event to the resident at Pasir Gudang although some negative impacts were witnessed. Thus, some improvement is needed.

**Keywords:** sports' event, hosting a sports' event, sport tourism, social, cultural

*Article history:- Received: 04 February 2019; Accepted: 30 October 2019; Published: 17 December 2019  
© by Universiti Teknologi MARA, Cawangan Negeri Sembilan, 2019. e-ISSN: 2289-6368*

### Introduction

Lately, the major part of the cultural and social livelihood for many individuals around the globe is sports. Sporting event is one of the components under sport that is also grown rapidly as it has their own fans. Its reputation has been endorsed to hallmark and mega events such as the Olympic Games, attracting the attention of billions through sporting event (Jönsson & Lewis, 2014). Hosting a sport event can also offer a destination create its tourism industry with an increment in the influx of tourists, length of stay and expenditures (Prayag, Sameer & Khaled, 2013). Thus, it gives impact to the social and cultural, economic and environmental on the growth of sports tourism industry among the host destination itself. Actually, the desire to host an event has become more commonplace as destinations seek to position themselves in a period changing global tourism dynamics. Furthermore, tourism known as one of the biggest and fastest mounting economic sectors in the world (World Tourism Organization, 2013). Prior to that, the statistic shows that among tourist arrivals there are sport tourist and has increase from 25.7 million to 26.7 million in 2016 (Tourism Malaysia, 2017). This increment derived from the numerous sporting event held by the government. In this manner, the points of contact between sport and tourism have expanded significantly as their relationship are exceptionally consistent.

There is no denying that sport tourism events pull in traveler of which a huge percentage are spectators and produce significant and heterogeneous streams of travellers (Higham, 2012). In this new era, many challenges are even more significant for Malaysia as she is not yet developed like other countries. One of the problems is Tourism Authority of Malaysia are not carefully in selecting a potential place as host community for sport event to attract sport tourist. Besides, economic problems are also contributing to the events suspension from the government. While economic impact of sports

tourism remains a central concern for sports tourism researchers, it is equally important to evaluate social impacts of sports tourism (Kim, Jun, Walker & Drane, 2015). In addition, majority of past studies regarding social and cultural factor have focused on smaller towns and more rural locations (Hritz & Ross 2010, found in Knott & Hemmonsbey, 2015). Moreover, most of the conducted research were focusing on benefits of mega sport events that already attract many tourists such as FIFA World Cup. Regardless of previous research, the sport tourism industry was growing and receiving big attention because of its social and economic opportunities but there were several limitations of studies conducted in developing countries, including Malaysia.

However, according to (Giesecke & Madden 2007, cited by Gursoy, Yolal, Ribeiro, & Panosso Netto, 2017), there is an argue that sports event is likely can generate a tendency of social problems such as disturbance of quality of life, diminish in the capacity of law enforcement to police, prostitution and expanded wrongdoing. These previous researchers claimed that most of the community at the sports event afraid of the changing moral values among the society. In truth, some residents see the thought of hosting an event as a costly proposition because of the financial assets needed to construct the required framework and superstructure to have a single occasion.

Growth in sport and event tourism has directed to a significant increase in exploration on the impacts of sporting events (Gursoy & Kendall, 2006 cited in Gursoy et al. 2017). Sport events also offer in develop a goal create for tourism industry with an increment in the arrival of tourists, length of remain and consumptions (Prayag et al., 2013). Furthermore, host an event bring its own significant factor to the tourism development of destination place. Other than that, whatever the reasoning for hosting a sports event, for residents it is frequently a diverse blessing. On the one hand, events and the arrangements for them make disturbance to ordinary life. According to Presenza and Sheehan (2013), being a host destination for an event create many benefits as well as problems. This is due to the excessive tourists to the destination place or lack of attraction to the place which may cause deterioration of sport tourism industry.

The impact of hosting a sports' event has been studied by scholar's event managing, tourism management, sport tourism, and sport management. Existing studies have recommended that a host destination can use the social and cultural benefits through hosting the mega-sport events (Chalip, 2004 found in Kim et al., 2015). It also can result in different benefits to the event site such as moving life quality of residents through guest fascination and financial welfare.

The importance of understanding social and cultural impacts of hosting a sports' event have ascended from existing studies from interdisciplinary contexts. Social impacts could be more realistic benefits and concerns by various stakeholders (i.e., residents, visitors) because monetary impacts have been proved as not realistically beneficial to the hosting community and country (Gursoy & Kendall, 2006 cited in Kim & Walker, 2012). Although the economic impacts of sport events were vital, discovering social and cultural impacts could have an even more extensive influence on the sport tourism industry (Gibson, 2012). There were multiple possible benefits that was significant part for effective event and facility running from hosting a sports' event and create new sport facilities to local communities rather than economic effect. Society and culture were two conceptions that can barely be detached. While a society was a community or a wide gathering of individuals who have same traditions, educations, activities and interest, culture speaks to the hones of a society that were its standard beliefs, social parts and material objects that are exchanged or passed down from era to era. Not only to that, in each event held in a community typically had direct social and cultural impact.

Specifically, these impacts can be modest experiences in form of shared entertainment such as sports occasion. Also, events can strengthen local's pride, and also help to rejuvenate the customs of the host community. Besides, hosting a sport event can also influence in develop tourism of the host destination city in various ways. Tourism may have many numerous distinctive impacts on the social and cultural angles of life in a specific region or zone, depending on the cultural and devout qualities of that region. The contact between tourists and the host community was one of the variables that may influence a community as sightseers may not be delicate to local conventions, traditions and

standards. The impact can be either positive or negative on the host community (Mathieson & Wall, 1982 cited in Mansour & Mahin, 2013). Therefore, this study is conducted to identify the main factors of positive and negative impact of social and cultural influences on hosting a sports' event. It also comprehensively investigates the residents' perception towards social and cultural impacts on hosting a sports' event, particularly in term of gender differences.

The research hypothesis generated is:

- (i) there are significant differences on impacts of hosting a sports' event at the World Kite Festival in terms of gender group.

### Methods

A non-probability sampling particularly the purposive sampling was utilized to select 461 respondents attending the World Kite Festival in Pasir Gudang, Johor. Out of 461 respondents, 173 (37.5%) were male whereby 288 (62.5%) were female. Purposive sampling was utilized where the samples are selected based on the criteria that suitable to the present research. For this study, the sample was selected by the first criteria, the age should be between 30 to 60 years old. Samples at this age range was believed to have a strong financial ability and maturity of involvement in sports' event. Secondly, the respondents must witness the World Kite Festival. This is a quantitative research. The research design includes descriptive research of non-experimental design because it was used to examine the positive and negative impact of social and cultural influence on hosting a sports' event. After all, this research design was chosen because there was difficulty in conducting research using experimental design due to inappropriate place and time. Questionnaires was used to make it easier for the researcher to have a valid result at the end of this study. All obtained data were then analyzed by using the Statistical Package for the Social Science (SPSS) version 23. The statistical significance of research hypothesis was tested using Independent Sample *t*-Tests. A significant level  $p \leq .05$  was adopted to decide the significance level of the research hypothesis.

### Result and Discussion

The result shows were based on the questionnaire of 39-items of positive and negative impact of social and cultural influence on hosting a sports' event. This list of questions has been distributed to the residents at the Pasir Gudang World Kite Festival in Johor. Table 1 display the descriptive statistic of positive impact of social and cultural influence on hosting a sports' event. The descriptive were explained using simple descriptive formula which is by mean, standard deviation and rank.

Table 1: Descriptive Items on Positive Impacts

Positive Impact of Social and Cultural on Hosting a Sports' Event	Mean	Std. Dev	Rank
<i>Promote country as a tourist destination</i>	6.08	1.01	1
<i>Generated excitement to the host community</i>	6.03	1.06	2
<i>Enhanced media attraction</i>	5.99	1.19	3
<i>Increased number of cultural events</i>	5.99	1.06	4
<i>Provide learning opportunity of a new sport</i>	5.94	.98	5
<i>Attract visitors to participate in the sporting event</i>	5.93	1.05	6
<i>Increased opportunity to create new image for international recognition</i>	5.90	1.00	7
<i>Increased interest in international sport events</i>	5.89	.98	8
<i>Reinforced community spirit</i>	5.87	1.02	9
<i>Enhanced social unity of the community</i>	5.86	1.07	10
<i>Enhanced the sense of being a part of community</i>	5.86	1.07	11
<i>Increased volunteering activity during sport event</i>	5.80	1.10	12
<i>Improved tourism industry economic condition</i>	5.80	1.10	13
<i>Increased the understanding of the other cultures of tourists</i>	5.79	1.11	14
<i>Provided tourists opportunities to meet new people</i>	5.76	1.09	15
<i>Enhanced the economy pride of local residents</i>	5.75	1.11	16

<i>Increased trade for local business</i>	5.71	1.11	17
<i>Provide locals resident employment opportunities</i>	5.64	1.14	18
<i>Increase community development investment</i>	5.55	1.11	19
<i>Increased leisure facilities</i>	5.51	1.27	20
<i>Increase shopping facilities</i>	5.31	1.29	21
<i>Increased number of lodging facilities (e.g. hotel)</i>	5.20	1.26	22
<i>Enhanced sanitation of facilities (e.g. toilet)</i>	5.16	1.33	23

As shown in Table 1 above, the highest items for positive impact of social and cultural influences on hosting a sports' event at Pasir Gudang World Kite Festival was "*Promote country as a tourist destination*" (M=6.08, SD=1.01) that obviously indicate by hosting a large sport scale events can promote the image of this country as preferred destination by the tourist. Furthermore, by hosting a sports' event, it may attract the tourists to participate and have cultural experienced with the local residents of host destination. While for the lowest mean score was "*Enhanced sanitation of facilities (e.g. toilet)*" (M=5.16, SD=1.33) because several problems may occur as they may be a misunderstood of the message being communicate between them at the sports' event.

Table 2 display the descriptive statistic of negative impact of social and cultural influence on hosting a sports' event. The descriptive were explained using simple descriptive formula which is by mean, standard deviation and rank.

Table 2: Descriptive Items on Negative Impacts

<b>Negative Impact of Social and Cultural on Hosting a Sports' Event</b>	<b>Mean</b>	<b>Std. Dev</b>	<b>Rank</b>
<i>Increased hardship for finding parking spaces</i>	5.49	1.69	1
<i>Traffic congestion occur</i>	5.46	1.77	2
<i>Increased road disruption</i>	5.44	1.79	3
<i>Damage on local road due to increased traffic</i>	5.14	1.76	4
<i>Increased the amount of litter and waste</i>	5.08	1.91	5
<i>Increase local product prices</i>	5.04	1.76	6
<i>Possibility of bad weather may disturb the event</i>	4.75	1.72	7
<i>Construction of new facilities increased pollution</i>	4.65	1.86	8
<i>Increased crime during event held</i>	4.58	1.73	9
<i>Increased disturbance from visitors (e.g. vandalism)</i>	4.51	1.68	10
<i>Increase price of real estate</i>	4.49	1.79	11
<i>Increased local and national governments' debt</i>	4.37	1.83	12
<i>Increased risk of terrorism (e.g. bomb threat)</i>	4.08	1.80	13
<i>Local residents is not a primary consideration in the sport event</i>	3.80	1.97	14
<i>Disrupted the lives of local residents</i>	3.71	2.05	15
<i>Conflict occur between visitors and local residents</i>	3.65	2.00	16

As shown in Table 2 above, the highest mean for negative impact of Social and Cultural influences on hosting a sports' event at Pasir Gudang World Kite Festival was "*Increased hardship for finding parking spaces*" (M=5.49, SD=1.69). This shows that main issues every event had was difficulties to provide a big parking space to their visitors. While the lowest mean score for negative impact was "*Conflict occur between visitors and local residents*" (M=3.65, SD=2.00) that indicate the community perceptions towards conflict were at their lowest thought.

Table 3 shows the descriptive statistic of main impacts of Social and Cultural Influence on hosting a sports' event. The descriptive were explained using simple descriptive formula which is mean and standard deviation. The result shows were based on the two dimensions of Scale of Perceived Social Impacts (SPSI) which is between positive and negative impact variables of social and cultural.

Table 3: Descriptive Statistic On Main Impacts of Social and Cultural

<b>Main Impacts of Social and Cultural</b>	<b>Mean</b>	<b>Std. Dev</b>
<i>Positive Impact Variable</i>	5.75	.68
<i>Negative Impact Variable</i>	4.64	1.34

As shown in the Table 3 above, “*positive impact variable*” have the highest mean with (M=5.75, SD=.683) because the resident of Pasir Gudang World Kite Festivals tends to perceive on positive factors that can improved their tourism industry. Hence, they saw a benefit received as hosting a sports’ event may bring positive to them as Malaysian. While the lowest mean score was (M=4.64, SD=1.34) the “*negative impact variable*” of the social and cultural factor. Differing from positive, negative dimension received less response due to the several factors that may be not related or had a significant impact on the event.

Table 4 shows the Independent *t*-Test analysis of research objective which to examine the community gender differences on impacts at World Kite Festival. The dimension of SPSI Model which is positive and negative impact variable has been used to determine the gender differences among community that attend this event.

Table 4: The Residents Gender Differences On Impacts at The World Kite Festival

	<b>Gender</b>	<b>N</b>	<b>Mean</b>	<b>Std. Dev.</b>	<b>t-value</b>	<b>df</b>	<b>p-value</b>
<b>Positive Impact</b>	M	173	5.88	.52	3.018	459	0.003
	F	288	5.68	.75			
<b>Negative Impact</b>	M	173	4.99	1.01	4.436	459	0.000
	F	288	4.43	1.47			

In order to analyze for this comparison study, the Independent *t*-Test was used to conduct the comparison on impacts of social and cultural. Therefore, for the positive impact variable which is the comparison based on gender, male (M=5.88) shown slightly higher mean score compare to female (M=5.68). The result of the positive impact variable in term of gender showed that  $p = 0.003 < 0.05$ . Hence, the null hypothesis was rejected. As a result, it can conclude that there is a significant difference between the resident’s genders and positive impacts at the World Kite festival.

Furthermore, for the negative impact variable which is the comparison based on gender, indicate that male (M=4.99) have higher mean score than female (M=4.43). The result of the negative impact variable in term of gender showed that  $p = 0.000 < 0.05$ , thus, the null hypothesis was rejected. Thus, there is a significant difference between the resident’s genders and negative impacts at the World Kite festival.

The study conducted has yielded some conclusions based on the findings that were summarized in the previous section. Therefore, it was found that the objective was achieved and the researcher has reject the null hypothesis. The impacts of social and cultural bring success to the World Kite Festival as it influences the factors to maximize the long-term benefits from hosting the event. Hence, hosting an event can bring social and cultural benefits to the community and thus, improved the sport tourism industry development in Malaysia.

Finally, the objective of event leverage was not only to evaluate what was done, but to learn from the event in order to enhanced future leveraging of sports’ event. In conclusion, hosting sport event not only produce positive impacts but also cause negative impacts to the hosting community, residents and local government. Overall, respondents recorded that higher levels of positive social and cultural

impacts were produced from hosting large-scale sport events compared to negative social and cultural impacts.

### Conclusion

Based on the result in this study, there were a number of recommendations need to be considered along with an understanding of its limitation for the future studies. First and foremost, this study focusses on community that attend the World Kite Festival. Therefore, for future research suggestions, the scope need to be widened in which researcher should focus on tourists on bring impacts toward the economic, environmental and social of the event. Other than that, the nature of the sample limits generalization of the findings. Since the researcher used a quantitative approach, the study was not able to obtain a richer and in-depth dataset that could be obtained by using a qualitative approach. For future researcher, a qualitative approach might provide an understanding of other perceived benefits and costs that were not taken up into this survey. In addition, since there are few studies that have focused on major sport events that have a very limited physical hosting impact, the conclusions of this study should be treated with caution. More research is needed on the impact of these types of events before overall conclusions can be drawn. Therefore, future researcher should be emphasized on exploring more comprehensive constructs regarding social impacts including security risks, sustainability issues, and various socio-psychological benefits (e.g. political impacts, sport-specific outcome, etc.) in sporting event in Malaysia.

### References

- Gibson, H. (2012), Small-scale event sport tourism: A case study in sustainable tourism. *Sport Management Review*, 15, 160-170.
- Gursoy, D., Yolal, M., Ribeiro, M. A., & Panosso Netto, A. (2017). Impact of trust on local residents' mega-event perceptions and their support. *Journal of Travel Research*. 56(3), 393-406.
- Jönsson, C., & Lewis., C. (2014). Impacts of hosting a sport event in tourism high season. Retrieved from <https://www.researchgate.net/publication/267525172>
- Kim, W., & Walker, M. (2012). Measuring the social impacts associated with Super Bowl XLIII: preliminary development of a psychic income scale. *Sport Management Review*. 15, 91-108.
- Kim, W., Jun, H. M., Walker, M., & Drane, D. (2015). Evaluating the perceived social impacts of hosting large-scale sport tourism events: Scale development and validation. *Journal of Tourism Management*, 48, 21-32.
- Knott, B., & Hemmonsbej, J. (2015). The strategic value of sport for an African city brand. *African Journal of Physical, Health Education, Recreation & Dance*. 21(1), 191-204.
- Mansour, E. Z., & Mahin, E. Z. (2013). The impacts of tourism industry on host community. *European Journal of Tourism Hospitality and Research*. 1(2), 12-21.
- Prayag, G., Sameer., H., & Khaled, O. (2013). The role of tourists' emotional experiences and satisfaction in understanding behavioural intentions. *Journal of Destination Marketing & Management*. 2 (2), 118-127.
- Presenza, A., & Sheehan, L. (2013). Towards a model of the roles and activities of destination management organizations. Retrieved from: <https://www.researchgate.net/publication/255597442>
- Tourism Malaysia (2017), Annual Report. Retrieved from: <https://www.tourism.gov.my/activities/view/tourism-malaysia-2017-annual-report>
- World Tourism Organization (2013), UNWTO Annual Report 2013, UNWTO: Madrid.