



**SPORT TOURISM EVENT IMPACTS TO THE HOST COMMUNITY:
A CASE STUDY OF PADAWAN INTERNATIONAL 4X4 OFF-ROADERS
EXTREME CHALLENGE 2015**

**FEBVIANIE FIZZIE ANAK JOHPARY
2012886068**

**BACHELOR OF BUSINESS ADMINISTRATION (HONOURS)
(MARKETING)
FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
SARAWAK**

JUNE 2015

APPENDIX D

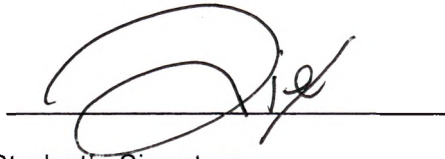
UNIVERSITI TEKNOLOGI MARA

ORIGINAL LITERATURE WORK DECLARATION

Name of Student : Febvianie Fizzie Anak Johpary
Registraion Matric No : 2012886068
Name of Degree : Bachelor in Business Administration (Marketing) Hons
Title of Research Project : ("this work"): Customer's Acceptance of Islamic Pawn Broking in Sarawak
Field of Study : Marketing

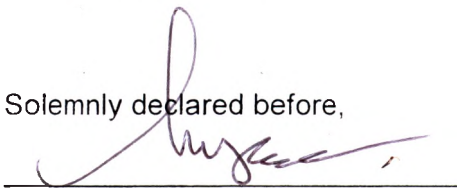
I do solemnly and sincerely declare:

- (1) I am the sole author/writer of this work;
- (2) This work is original;
- (3) Any use of any work in copyright exists was done by way of fair dealing and for permitted purposes and any excerpt or extract from, or reference to or reproduction of any copyright work has been disclosed expressly and sufficiently and the tittle of the work and its autorship have been acknowledged in this work;
- (4) I am fully aware that if in the course of making this work I have infringed any copyright whether intentionally or otherwise, I may be subject to legal action or any other action as may be determined by UiTM.



Student's Signature

Date: 30 June 2015

Solemnly declared before,


Advisor's Signature

Date: 30/6/2015

Name :

Michd. Ghazali Daud

Pensyarah

Designation :

Fakulti Pengurusan Dan Perniagaan
Universiti Teknologi Mara Sarawak

TABLE OF CONTENTS

	Page
LIST OF TABLES	i
LIST OF FIGURES	ii
CHAPTER 1	
INTRODUCTION	1
Background of the Study.....	1
Statement of the Problem	3
Research Questions	4
Research Objective	5
Significance of the Study	5
Scope of the Study	6
Limitations of the Study.....	6
Definition of Terms.....	7
CHAPTER 2	
LITERATURE REVIEW.....	8
Tourism Development.....	8
Sport Tourism Market	9
Nature Environment	10
Impacts on the host community.....	11
Social Impact	11
Economic Impact	12
Environmental Impact	12
Theoretical Framework.....	13
CHAPTER 3	
METHODOLOGY	14
Research Design.....	14
Sampling Frame.....	15
Sampling Technique.....	16
Data Collection Procedures.....	17
Data collection Technique and Research	17
Procedure Data analysis Technique	18
CHAPTER 4	
FINDINGS AND DISCUSSION	18
Respondent Demographic Background.....	19
Reliability Analysis.....	27
Descriptive Statistical Analysis	28
Correlation Coefficient Analysis	40
CHAPTER 5	
CONCLUSION AND RECOMMENDATION	46
Conclusion	46
Recommendation	49
REFERENCES	50

ABSTRACT

Purpose – The purpose of this study is to identify the relationship between social impacts, economic impacts and environmental impacts of sport tourism event to the host community and the benefits of the sport tourism event to the host community.

Literature Review - This chapter will review both independent variable and dependent variable. Independent variable of this study is Social impacts, economic impacts and environmental impacts and dependent variable is the Benefits of the sport tourism event to the host community.

Methodology- This study use stratified random sampling to select the sample size of respondent who are consists of organising committee the Padawan Municipal Council (PMC) staffs and the host community at the Bengoh Resettlement Scheme (BRS). Data will be collected using structured questionnaires which divided into three sections. Section A will focuses on demographic background of respondent, section B will be focus on respondents perceptions and the last section will focus recommendation on the sport tourism event. The data will be analysed using statistical analysis consist of mean, minimum, maximum, standard deviation, reliability and correlation analysis.

CHAPTER 1

INTRODUCTION

1.0 Background of the study

Tourism is one of the largest and leading industries in the world today. Tourism also became tools of development especially in the infrastructure development, job opportunities, earning foreign exchange, regional development and at the same time its generates benefits for local community (Md. Anowar, Chamburi & Shahrudin, 2013). One of the growing tourism leisure activities is sports tourism event. Sport tourism event has become increasingly popular and the forecast for the international tourism will continue growing at the average annual rate (World Tourism Organization, UNWTO). There are several types of sport events tourism such as Football World Cups, Olympics, Asian Games, and also Racing sport event. According to the Kurtzman & Zauhar, 2003, sport tourism event refer to those sport activities that can attract tourists on a large percentage to come and at the same time it also can attract others such as media, athletes, rider or racer, non-residents and also other sporting officials

In Malaysia, the Ministry of Tourism trying to promoting the sport tourism events by organizing and become host to the various world-class sports events such as Formula 1 Championship, Le Tour de Langkawi and also F1 Powerboat Championship. Besides that, Malaysia is one of the beautiful country with the natural environment and suitable for various adventures sports especially in Borneo Island, Sabah and Sarawak. In Sarawak, the sport-based tourism is considered as a new phenomenon and the Ministry of Tourism was trying to promote sport tourism event in Sarawak as a tourist destination. According to the Bong Nyat Nee, (2004), Sarawak may have potential to be promoted and developed as a sport based tourism destination. Besides that, state tourism operators also aim to offer and organized the international level of sport tourism event in Sarawak. It is because they start to realize that; sport tourism event can contribute on the social, economic and also environmental economic. So, now a day most sport activities are based on the nature and adventure such as Sarawak Regatta and Kapit Raft Safari which being organized as yearly event in Sarawak (Boon Nyat Nee, (2004).