

UNIVERSITI TEKNOLOGI MARA

**POSITIVE AND NEGATIVE IMPACTS OF SOCIAL
AND CULTURAL INFLUENCE ON HOSTING A
SPORTS' EVENT**

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Research Project submitted in partial fulfilment of the requirements for the degree of

Bachelor of Sports Management

(Hons.)

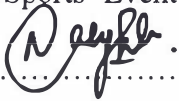
Faculty of Sports Science and Recreation

JULY 2018

AUTHOR'S DECLARATION

I declare that the work in this thesis was carried in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

This study aimed to explore the positive and negative impacts of social and cultural influence on hosting a sports' event at World Kite Festival in Pasir Gudang, Johor. The objectives of this study are; (1) To identify the main impacts of social and cultural influence on hosting a sports' event; (2) To identify the main factor of positive impact of social and cultural influence on hosting a sports' event; (3) To identify the main factor of negative impact of social and cultural influence on hosting a sports' event; (4) To examine the community gender differences on impacts at the World Kite Festival. The data were collected by using questionnaires. The sample of this study consisted of 461 community that attend Pasir Gudang World Kite Festival. Social and Cultural factors were assessed by using Scale of Perceived Social Impact (SPSI). Descriptive statistic were used for assessing the percentages, mean, rank and standard deviation. While for inferential statistic, independent t-Test were used to investigate the gender differences among community at World Kite Festival. All the data were extracted by using Statistical Package for Social Science (SPSS) version 23. Result showed there is a significant difference between community gender and impacts at World Kite Festival.

Keywords: Sport event, hosting a sports' event, sport tourism, social and cultural, tourists.

TABLE OF CONTENTS

	Pages
LETTER OF TRANSMITTAL	i.
AUTHOR'S DECLARATION	ii.
ABSTRACT	iii.
ACKNOWLEDGEMENT	iv.
TABLE OF CONTENTS	v.
LIST OF TABLES	viii.
LIST OF FIGURES	ix.
LIST OF ABBREVIATIONS	x.
CHAPTER ONE: INTRODUCTION	1
1.1 Background of the Study	1
1.2 Statement of the Problem	1
1.3 Research Questions	2
1.4 Research Objectives	3
1.5 Research Hypothesis	3
1.6 Significance of the Study	3
1.7 Delimitations	4
1.8 Limitations	4
1.9 Definition of Terms	5

CHAPTER TWO: LITERATURE REVIEW	7
2.1 Introduction	7
2.2 Sport Events	7
2.3 Impact on Hosting a Sports' Event	8
2.4 Sport Tourism Industry	16
2.5 Theoretical Framework	17
2.6 Conceptual Framework	18
2.7 Conclusions	18
CHAPTER THREE: METHODOLOGY	19
3.1 Introduction	19
3.2 Research Design	19
3.3 Sampling	19
3.4 Instrumentation	20
3.5 Pilot Study	22
3.6 Data Collection Procedures	22
3.7 Data Analyses	24
3.8 Conclusions	25
CHAPTER FOUR: RESULTS AND FINDINGS	26
4.1 Introduction	26
4.2 Demographic Profiles of Respondents	26
4.3 Descriptive Analysis	28
4.4 Inferential Analysis	32