

UNIVERSITI TEKNOLOGI MARA

**THE RELATIONSHIP OF CROWD MANAGEMENT
STRATEGIES AND SAFETY PERFORMANCE
AMONG SPORT TOURISM EVENT VENUE
ORGANISERS IN KUALA LUMPUR AND
SELANGOR**

NORAZLINA BT RAHMAT

Thesis submitted in fulfillment of the requirements
for the degree of

Master of Science in Tourism Management

Faculty of Hotel and Tourism Management

June 2009

ABSTRACT

The purpose of the current study was to examine the current crowd management practices among sport tourism event venue organisers in Kuala Lumpur and Selangor. Along with this exploratory and descriptive investigation of crowd management practices among sport tourism event venue organisers, relationships with safety performance were also being examined. A total of 23 sport tourism event venue managers in Kuala Lumpur and Selangor were approached to answer self administered questionnaires in this study. Relationships were determined using coefficient correlation, multiple regressions and chi-square. The findings revealed that sport tourism venue that hosted several sport tourism events annually practiced the crowd management strategies recommended in the literature. Evidently, many crowd management practices were carried out, as to ensure the general safety of spectators or visitors from accidents and incidents. In addition, the study found a strong relationship between crowd management and safety performance. Larger capacity event venue practices better crowd management than the smaller venues. Surprisingly, the study revealed that none of the sport venue managers had any qualification in Occupational Health and Safety even though it is highly related with the safety aspects for any organization.

ACKNOWLEDGEMENT

A dream comes true. No better words could describe the feeling of completing this master thesis. My deepest appreciation goes to those people who have been supportive and encouraging throughout my study.

I would like to express my sincere gratitude to my principal research supervisor, Dr. Lim Lay Kian who has been my guardian angel throughout my study at the Faculty of Hotel and Tourism Management, Universiti Technology MARA. Without her guidance, encouragement and insightful professional assistance, I would not have made it through. Her belief in me gave me energy and motivation to pursue higher standards of works.

I would like to give my special thanks to my Graduate Studies Coordinator, Dr. Norain Othman who has always been there where I needed her. Without her encouragement and wide and diverse knowledge about tourism and the event industry, I would not even thought about modifying the research instrument of my study.

My additional gratitude goes to Prof. Dr. Muhamad Naim b. Kamari, my tutor throughout my study. He is the greatest tutor I have ever had. He read, corrected and gave me feedback on the report. With his help, I could always concentrate on putting ideas and words without worrying in making any mistakes since it is very clear that we learn new things in our life through our mistakes

I wish to acknowledge Sub Inspector Bustamam Bukhari from the Federal Reserve Unit (FRU), Royal Police Malaysia in Bukit Aman Kuala Lumpur for supporting my study and providing me with valuable and useful information for my study.

Most importantly, I want to thank my lovely parents and family for their continuous support and believing in my ability to complete my studies in Universiti Technology MARA.

TABLE OF CONTENTS

	Page
ABSTRACT	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	v
LIST OF TABLES	viii
LIST OF FIGURES	xi
LIST OF APPENDIX	xii
CHAPTER 1: INTRODUCTION	
1.1 Background	1
1.2 Needs of safety in crowd management	2
1.3 Problem Statement	6
1.4 Purpose of the Study	7
1.5 Research Questions	8
1.6 Operational Definitions	8
1.7 Significance of study	10
1.8 Theoretical Framework for the Study	10
1.9 Proposed Model	12
1.10 Hypotheses	13
1.11 Organisation of the Study	17
CHAPTER 2: REVIEW OF LITERATURE	
2.1 Introduction	18
2.2 Sport Tourism Event	18
2.3 The history of crowd management at sport venue	21
2.4 The need of crowd management	24
2.5 Crowd Management versus Crowd Control	25

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND

Sport tourism events have been increasing significantly over the past ten years and further growth is expected in the future. It has become a key means of generating various benefits for society in the 21st century (Lee, 2003). Every year throughout the world, sport tourism events are witnessed by millions of people. From small football games in school to World Class Events such as FIFA World Cup, there are several reasons to live around sport events like to watch their favorites teams compete, to train or coach the athlete and to run or organise these events. Sports are already attractive and interesting for people but their attractiveness are realised through combinations of competition and events which have to be organised at a particular time and place.

“Sport tourism events are leisure-based travel that takes individuals temporarily outside of their home communities to participate in physical activities, to watch physical activities, or to venerate attractions associated with physical activities” (Gibson, 2003:207)

A number of researchers agreed with this definition (Hinch & Higham, 2001; Bjelac & Radovanovic, 2003; Shonk, 2006). They hold similar views that sport tourism events are characterised by a creative and complex content of sports-like, recreational activities, of entertaining character, performed in accordance with a particular predetermined program. They say that the