

UNIVERSITI TEKNOLOGI MARA

**PERCEPTION ON THE SOCIAL, ECONOMY,
AND ENVIRONMENTAL IMPACT OF SPORT
TOURISM EVENT TOWARDS LOCAL
COMMUNITY**

**A CASE STUDY OF WORLD DISABLED DAY
WHEEL, WALK & RUN 2015**

**CHE NOR AZITA BINTI CHE OMAR
MUHAMMAD SALEHUDDIN BIN MAHADI SABRI**

Dissertation submitted in partial fulfilment
of the requirements for the degree of
Bachelor of Science (Hons) Tourism Management

Faculty of Hotel and Tourism Management

December 2015

AUTHOR'S DECLARATION

We declare that the word in this thesis/dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and 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 qualification.

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

Name of Students : Che Nor Azita Binti Che Omar 2012750113

Muhammad Sallehuddin Bin Mahadi Sabri 2012439564

Program : Bachelor of Science (Hons) (Tourism Management)

Faculty : Faculty of Hotel and Tourism Management

Thesis/Dissertation : Perception on the Social, Economy, and Environmental
Impact of Sport Tourism Event Towards Local
Community A Case Study Of World Disabled Day
Wheel, Walk & Run 2015

Signature of Students :

Date : December 2015

ABSTRACT

Tourism is an industry that requires ability to adapt constantly to customer's changing needs and desires, as the customer's satisfaction, safety, and enjoyment are particularly the focus of tourism businesses. The tourism industry offers many specialised forms of tourism in order to meet the increasingly diverse and the unique request of a demanding public. People able to choose from a variety of options based on to their needs and desires. There are different types of tourism and Sport Tourism is included in the industry. Sport Tourism defined as leisure-based travel that takes individuals outside their home communities to participate in physical activities, to watch physical activities or to venerate attractions associated with physical activities. This definition can explain that sport tourism is a very broad market and because of its economic potential sport tourism has been created not only a developed country but also in developing countries. Sport Tourism is growing nowadays in Malaysia. So, there are some reasons why our local people need to anticipate the in a sport and those who travel to watch a sports event. Local Community plays an important role during the event was held. It will overlook the social, environment and the economic impact.

Keywords: Sport Tourism, Host Community, Social Impact, Environment Impact, Economic Impact

TABLE OF CONTENT

	PAGE
AUTHOR'S DECLARATION	i
ABSTRACT	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv
CHAPTERS	
CHAPTER ONE: INTRODUCTION	1
1.1 Background Of Study	1
1.2 Problem Statement	3
1.3 Research Objectives	4
1.4 Research Questions	4
1.5 Scope of the Study	5
1.6 Theoretical Framework	5
1.7 Significance Of Study	6
1.7.1 Academic Perspectives	6
1.7.2 Pratical Perspectives	6
CHAPTER TWO: LITERATURE REVIEW	
2.1 Literature Review	7
2.1.1 Sport Tourism	8
2.1.2 The Sport Tourism Events	8
2.1.3 Relationship of Local Community and Sport Events	10
2.1.4 The Social Impacts	11
2.1.5 The Economy Impact	12
2.1.6 The Environment Impact	13

CHAPTER THREE: METHODOLOGY

3.1 Research Design	14
3.2 Population and Sampling	15
3.3 Data Collection Method	15
3.4 Data Analysis	16
3.5 Instrumentation	16
3.5.1 Questionnaires	17
3.6 Pilot Study	20

CHAPTER FOUR: DATA ANALYSIS AND RESULTS

4.1 Respondent Profile	22
4.2 Reliability Analysis	24
4.3 Perception On Urban Host Community Towards Sport Tourism	25
4.4 Perceived Social, Economic And Environmental Impacts of Sport Event In Putrajaya.	26
4.4.1 Objective 1 Answer	29
4.4.2 Objective 2 Answer	30
4.5 Summary of Finding	31