
Evaluating the perceived social impacts of non-mega sport events: Comparisons of local residents' pre- and post-event perception

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Synopsis:

Abstract:

Aim of paper

Even though there is abundant social impacts research in the context of mega sport events (e.g., Kaplanidou, Karadakis, Gibson, Thapa, Walker, Geldenhuys, & Coetzee, 2013; Prayag, Hosany, Nunkoo, & Alders, 2013), little attention has been paid to the social impacts of non-mega sport events by conducting empirical studies. Therefore, the purpose of this study is to explore the influence of perceived social impacts on overall attitude, quality of life, sport involvement, and event support based on the conceptual framework of Yamaguchi, Yamaguchi, and Nogawa (2014). In particular, we have examined whether perceived social impacts related to the Kobe marathon in Japan varied in overall attitude, sport involvement, quality of life, and event support, when pre- and post-survey perceptions were compared.

Theoretical background

In this study, social impacts were divided into six factors based on the conceptual model of Prayag et al. (2013); positive socio-cultural impact, negative socio-cultural impact, positive environmental impact, negative environmental impact, positive economic impact, and negative economic impact. Social impacts need to be classified because Fredline (2005) indicated that the "Triple Bottom Line," comprising social, environmental, and economic success, is essential for ensuring successful and sustainable sporting events. In addition, Karadakis (2012) suggested that non-mega sport events provide host residents with additional benefits beyond purely economic benefits, including psychological, social, and economic advantages. Therefore, measuring six types of social impact in the context of non-mega sport events will be a valuable addition to the literature. In this study, social impact can be

defined as the manner in which non-mega sport events “effect changes in the collective and individual value systems, behavior patterns, community structures, lifestyle, and quality of life.”

The current research predicts the consequences of the social impacts of non-mega sport events in the following ways: First, social, environmental, and economic impacts are proposed to have a direct effect on overall attitude based on previous research (Prayag et al., 2013). Second, social, environmental, and economic impacts are suggested to directly influence quality of life and sport involvement, according to previous event studies (Kaplanidou et al., 2013; Yamaguchi et al., 2014). Finally, social, environmental, and economic impacts are proposed to strongly affect event support through the mediation of overall attitude (Prayag et al., 2013), quality of life (Kaplanidou et al., 2013), and sport involvement (Yamaguchi et al., 2014).

Methodology

The data collection was conducted one month before the event (October 1–16, 2014) and one and a half month after the event (January 8–27, 2015). Of the 1,080 municipal advisors approached for the pre-survey, a total of 550 (response rate of 50.9%) completed the questionnaire. Of the 1,059 municipal advisors also approached for the post-survey, a total of 466 (response rate of 44.0%) returned the questionnaire. Municipal advisors were randomly extracted from local residents aged over 20 years through the basic resident register of Kobe city. Social impact assessments were formulated using 27 items based on the scale of Prayag et al. (2013), which considered the context of the non-mega sport events from the perspective of local residents. The items were measured on a seven-point Likert-type scale. To examine the hypothesized model, this study applied a structural equation modeling, focusing on the relationships between perceived positive and negative socio-cultural, environmental, and economic impacts, overall attitude, quality of life, sport involvement, and event support for the Kobe marathon.

Results, discussion, and implications

The global indices were computed to assess how well the theoretical model fits the data. The hypothesized structural model showed an acceptable fit to the data (χ^2/df Pre = 3.42, Post = 3.03; CFI Pre = .85, Post = .86; RMSEA = Pre = .072, Post = .070). With regard to the pre-survey result, the perceived positive socio-cultural impact ($\beta = .56, p < .01$) and positive economic impact ($\beta = .28, p < .01$) had a positive influence on the overall attitude, whereas the perceived negative socio-cultural impact, positive and negative environmental impacts, and negative economic impact did not affect the overall attitude. In addition, the pre-survey result revealed that the overall attitude had a strong effect on quality of life ($\beta = .53, p < .01$), sport involvement ($\beta = .61, p < .01$), and event support for the Kobe marathon ($\beta = .72, p < .01$), whereas sport involvement and quality of life did not affect event support for the Kobe marathon.

As for the post-survey result, the perceived positive socio-cultural impact ($\beta = .61, p < .01$) and positive economic impact ($\beta = .20, p < .01$) had a positive influence on the overall attitude, whereas the negative socio-cultural impact, positive and negative environmental impacts, and negative economic impact did not affect the overall attitude. The post-survey result also demonstrated that the overall attitude had a strong effect on quality of life

($\beta = .53, p < .01$), sport involvement ($\beta = .69, p < .01$), and event support for the Kobe marathon ($\beta = .69, p < .01$). Furthermore, sport involvement ($\beta = .17, p < .01$) had a positive impact on event support for the Kobe marathon, whereas the relationship between quality of life and event support for the Kobe marathon was not statistically significant.

This study offers three main theoretical contributions to the literature on examining the impact of non-mega sport events on host residents: (1) positive socio-cultural impact and economic impact is perceived to improve overall attitude among local residents; (2) this positive overall attitude improves local residents' quality of life, level of sport involvement, and their support for non-mega sport events; (3) local residents evaluate their involvement in supporting sports differently, before and after the event. These findings suggest that an event organizer should provide research evidence regarding event impacts to local residents after the event. Additionally, an event organizer needs to enhance and attract community development throughout the event of the city marathon.

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