
PERCEPTION OF LEGACY OUTCOMES FOR HOST RESIDENTS' QUALITY OF LIFE: UNDERSTANDING SUPPORT FOR MAJOR SPORTS EVENTS IN TAIWAN

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Synopsis:

Abstract:

Aim of paper and literature review

The greatest attraction of sports (mega) events may be their legacies (Horne, 2007). Legacy is a concept with a multitude of meanings, including economic, environmental, social, cultural, educational, health, and citizens' psychological well-being (Grix, 2013), thus making it difficult to pin down. Generally speaking, however, a 'legacy' is what we get in return for our investment (Grix, 2013) as well as how a Games is remembered (Kaplanidou, 2012). It is therefore the host community that is most likely to gain or lose from a legacy of an event which affects their quality of life (QOL) in the long-run (IOC Olympic Studies Center, 2003). If residents perceive that legacies benefit their QOL, they will support future events (Karadakis & Kaplanidou, 2012). A long-term relationship between the hosting of events and key stakeholders could lay the foundations for positive legacy outcomes associated with their QOL. The topic of event legacies in sport, however, remains an under-explored area. The majority of research (e.g., Karadakis & Kaplanidou, 2012; Kim, Gursoy, & Lee, 2006; Ma et al., 2013) only examines the changes in the perceptions of events' short-term impacts. An inherent limitation of this approach is that it cannot justify a long-term effect or the legacy outcomes. The purpose of this study is therefore to empirically examine a model linking residents' evaluation of legacy outcomes as performing to expectations, QOL, and support for hosting major sporting events.

Methodology

Purposive sampling and a household face to face survey were used to collect the data (April, 2014) from the host communities in Taipei and Kaohsiung, Taiwan. The questionnaire was designed with reference to Preuss and Soberg

(2006) and Kaplanidou (2010, 2012). Respondents were asked to assess the legacy outcomes of two major sporting events (the 2009 World Games and the 2009 Deaflympics). Survey items were related to infrastructure (8 items), economy and tourism (6 items), environment (7 items), knowledge (4 items), sport development (3 items), culture (3 items), emotion (3 items), and social and health (5 items) characteristics. The residents' opinions on their QOL (3 items) and event support (3 items) were also measured on a 5-point Likert scale. Data analysis included structural equation modeling, cluster analysis, and MANOVA. The total number of household residents approached was N=455, from which n= 393 valid responses were obtained.

Results/Discussion/Implications

The second-order structures were constructed based on previous studies (i.e., Karadakis & Kaplanidou, 2012; Kaplanidou, 2012). Cronbach's alpha coefficients for all constructs, composite reliabilities, convergent validity, and discriminant validity were examined (Fornell & Larcker, 1981). The structural model was tested and the overall fit indices indicated that the model approached an acceptable fit ($\chi^2 = 2514.133$, $p < .001$; $\chi^2/df = 2.7$; RMSEA = 0.06; NFI = 0.96; CFI = 0.97; IFI = 0.97). The findings indicate that all kinds of legacy outcomes (the first-order) are important to QOL, and that QOL mediates the relationship between evaluation of legacy outcomes ($\beta = 0.29$, $p < 0.05$) and support for events ($\beta = 0.51$, $p < 0.05$). This is consistent with Karadakis and Kaplanidou (2012). Cluster analysis indicated two segments, non-beneficiaries (288 respondents) and beneficiaries (105 respondents). The MANOVA results reveal statistically significant differences between clusters on eight kinds of legacies and three of four demographic variables (i.e., age, occupation, and monthly income). Most of the respondents in the beneficiary group were students and others below thirty years old, with a monthly income of less than USD1000, while the non-beneficiary group was mainly composed of senior employees, with monthly incomes of more than USD1000. The findings are consistent with Kim, Gursoy, and Lee (2006) who found that students are most likely to favor major sporting events. In turn, the elder residents of higher social and economic status who seek a quality living standard certainly need interventions to upgrade their QOL by leveraging legacies from sporting events. Building on the present model, future studies may account for the multidimensionality of the QOL component (e.g., life satisfaction, happiness, experiences of life, etc.) to provide a more complete set of higher-order constructs. More work is also needed to explore strategic event leveraging to benefit different segments of key stakeholders.

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