



Evaluating the perceived social impacts of hosting large-scale sport tourism events: Scale development and validation



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HIGHLIGHTS

- Conceptualization of the constructs of perceived social impacts and to develop a valid scale.
- The Scale of Perceived Social Impacts, a six-factor model with 23 items, was developed through the scale development procedures.
- This study revealed the multi-dimensional nature of perceived social impacts associated with sport tourism events.

ARTICLE INFO

Article history:

Received 28 January 2014

Accepted 26 October 2014

Available online

Keywords:

Social impacts

Sport tourism event

Scale development

ABSTRACT

Resident perceptions of social impacts resulting from hosting large-scale sport tourism events have become important factors for obtaining community-wide event support. However, perception studies have been limited due to the lack of valid and reliable instrumentation to measure both positive and negative impacts. The purpose of this study was to develop and test a multidimensional scale to evaluate the perceived social impacts of a large-scale sport tourism event. A questionnaire was developed and tested among host community residents ($N = 1567$) for the F1 Korean GP in South Korea. The analyses resulted in a six-factor model with 23 items to assess perceived social impacts: (1) economic benefits; (2) community pride; (3) community development; (4) economic costs; (5) traffic problems; and (6) security risks. This study revealed the multi-dimensional nature of perceived social impacts and contributed to a better understanding of how local residents view the impacts associated with a large-scale sport tourism event.

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1. Introduction

Large-scale sport tourism events attract a wide range of national and international attendees (Kim & Walker, 2012; Ritchie, Shipway, & Cleeve, 2009). Accordingly, these events (e.g., Super Bowl, Rugby World Cup, Olympic Games, etc.) are generally regarded as leveraging opportunities for economic growth and urban (re) development (Konstantaki & Wickens, 2010; Soutar & McLeod, 1993). For example, increasing income and job opportunities, minimizing inflation (Homafar, Honari, Heidary, Heidary, & Emami, 2011), and enhancing the status of under-represented cities and/or countries (Bull & Lovell, 2007) are considered salient outcomes of

event hosting. These impacts aside, limited research has investigated the positive non-economic impacts of hosting large-scale sport tourism events (Bull & Lovell, 2007; Kim, Gursoy, & Lee, 2006; Kim & Petrick, 2005). Conversely, these events can also result in significant economic costs (i.e., taxes and real estate, etc.) and negative socio-psychological impacts (i.e., disorder, security issues, traffic congestion, etc.). In light of these potential negatives, event planners and government officials are beginning to tout the social benefits that accrue from hosting (e.g., civic pride, community image, fostering political consolidation, etc.). And, although the potential negative outcomes are ever-present, a high level of demand for hosting large-scale sport tourism events still remains.

In order to acquire community-wide support, event planners should better understand how residents perceive both the positive and negative impacts that events provide (Kim & Morrision, 2005; Kim & Walker, 2012; Park, 2009; Prayag, Hosany, Nunkoo, & Alders, 2012). Unlike economic impacts, social impacts can be

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difficult to quantify. For this reason, there has been a lack of research aimed at adequately capturing residents' perceived benefits and costs of hosting large-scale sport tourism events. In particular, existing scales have been developed using resident samples from under-represented events, which have mainly emanated from the event and hospitality management disciplines. As such, there has been comparatively limited research in varying event contexts. While growing attention has been placed on exploring stakeholders' psychological benefits of hosting large-scale sport tourism events, a multi-dimensional investigation of how residents develop social impact perceptions from event hosting have been somewhat ignored (Teye, Sonmenz, & Sirakaya, 2002). It is important to understand the need for balanced research between tangible impacts and intangible impacts for planning and operating a publicly acceptable event (Kim & Petrick, 2005; Kim & Walker, 2012; Prayag et al., 2012). In light of this point, the purpose of this study was twofold: (1) explore a conceptual framework of residents' perceived social impacts, and (2) develop a valid and reliable instrument to measure local residents' perceived social impacts of hosting a large-scale sport tourism event.

2. Research context: formula one Korean Grand Prix (F1 Korean GP)

The Formula One Grand Prix (F1 GP) is among the most popular racing sports in the world, and considered by many to be the highest-profile international sport circuit (Formula1, 2012). The Korea Auto Valley Operation (KAVO) was initiated to lead the bidding process for hosting F1 GP in South Korea. KAVO was the central operating organization for F1 Korean GP that successfully bid to host a round of the *Fédération Internationale de l'Automobile* (FIA) F1 GP in South Korea (Formula1). The event promoted various public events and promotions before and during the event to the local community and surrounding areas.

The event location was assigned to a rural area of South Korea, where KAVO and local and national government agencies jointly began infrastructure and venue construction for the event. However, the national government halted financial support for the event due to varying political issues. Therefore, the local government of the Jeollanam-do province and KAVO worked jointly to develop necessary infrastructure and associated venues (i.e., Korean International Circuit in Yeongam County). Jeollanam-do province and KAVO spent approximately \$275 million to build the Korean International Circuit (KIC), which accommodates up ~130,000 spectators with ~16,000 seats in the main grandstand. The event location has been a contentious issue for hosting the event because it is located 200 miles from Seoul, the capital of South Korea. Due to its isolated location and lack of infrastructure, the F1 Korean GP event has faced numerous criticisms from the public and economists (Kim, 2010). In light of these criticisms, the F1 Korean GP has been successfully held at KIC since 2010, which has helped the event garner significantly more attention from both national and international media outlets. However, the F1 Korean GP is still struggling with its lack of financial stability due to inconsistent financial support from the South Korean government. In addition, local residents have constantly complained that their opinions have been ignored during the event planning and development process, which has resulted in public dissension towards the event.

3. Theoretical framework

Social Exchange Theory (SET) comprises psychological and sociological perspectives that offer a lens to view social change and stability through stakeholder exchanges (Ap, 1990; Emerson, 1976).

Since this particular theory allows for "... the examination of large-scale social issues by means of the investigation of small-scale social situations" (Stolte, Fine, & Cook, 2001, p. 388), community residents are likely to shape their event hosting perceptions from the expected value exchange prior to an exchange occurring (Ap, 1990; Kim et al., 2006). From this perspective, the theory holds that individuals interact with others for profit, or the expectation of profit from their acceptance of an anticipated activity. Accordingly, stakeholder behaviors are derived from seeking rewards and avoiding punishment from expected exchange processes (Bandura, 1977). Individuals have access to abundant information regarding social, psychological, and economic aspects of interaction that push them to seek more profitable situations over and above their present condition (Ap, 1990; Bandura, 1977; Mill, 1985), which can be explained using a basic economic formula: $Profit = Reward - Costs$ (Mill, 1985). This formula is used to reveal individual motives to act in the group for seeking their own benefits (Homans, 1958; Mill, 1985).

Studies in tourism, sport management, and hospitality management have examined stakeholders' perceived impacts from hosting sport tourism events using SET (Ap, 1990; Gursoy, Jurovski, & Uysal, 2002; Kim et al., 2006; Kim & Petrick, 2005). In sport management, the theory has been used to emphasize how host community residents shape their perceptions of events based on the expected benefits from hosting (Gursoy et al., 2002; Kim & Petrick, 2005). For example, local residents who reside in a host region tend to form their event perceptions by evaluating the anticipated benefits before the exchange (Kim et al., 2006). This initial perception serves as a "reference point" or "pre-criteria" for evaluating the event-related impacts (Kahneman & Tversky, 1979). This exchange leads to an evaluation whereby, if the resident is not satisfied, negative perceptions and unsupportable behaviors for future events will result. On the other hand, if residents are satisfied with the perceived benefits from the event, they will form positive perceptions and supportive behavioral intentions toward future events (Ap, 1990; Kim et al., 2006; Kim & Petrick, 2005).

Research has revealed a variety of factors that influence resident evaluations of possible benefits and costs of event hosting. For example, residents generally form their perceptions of hosting based on prior experiences (Baloglu & McCleary, 1999) and socio-demographic information (Kim & Petrick, 2005; Ritchie et al., 2009; Wait, 2003). Additionally, researchers have argued that attitude differences can be derived from resident heterogeneity (Kim et al., 2006). For instance, organizers of the 2012 London Olympic Games focused on generating positive consensus from local residents toward hosting the event. During this process, they executed a variety of social leveraging campaigns focused on enhanced well-being of the local community and cultivating positive attitudes from local residents (Gursoy et al., 2002). If residents perceived benefits from the event, they would be supportive of hosting in the future. Conversely, if they lacked a satisfied exchange after the event, residents might revise their perceptions toward future hosting endeavors (Fredline & Faulkner, 2002; Kim & Petrick, 2005). Hence, it is important to investigate the perceptions of residents on social impacts toward hosting large-scale sport tourism events in order to generate supportive attitudes toward future event hosting.

4. Literature review

4.1. The impact of hosting large-scale sport tourism events

It is widely known that hosting large-scale sport tourism events such as the Olympic Games and the FIFA World Cup garner

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