

# Exploring Small-Scale Sport Event Tourism in Malaysia

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## Abstract

The purpose of this study is to explore the potential of a small-scale sport event as tourist attraction in Malaysia using Leiper's (1990) tourist attraction system as framework. This paper reports the results of a study conducted on a small scale event sport tourism in Lake Kenyir Malaysia. Data for this study were collected quantitatively from 400 subjects using the Leisure Motivation Scale developed by Ragheb and Beard (1983). Data were analyzed using descriptive statistics and logistic regression. Visitors to sport event at Lake Kenyir fall into three categories: (1) sport excursionist, (2) active sport tourist and (3) passive sport tourists and the majority of the respondents (81.75%) were sport tourists. The results indicate factors such as competence mastery and intellectual factors are significant variables which motivate people to seek active sport-oriented vacations. On the other hand, passive sport tourists are motivated by social factors and the need to escape from over stimulating situations. The results were discussed in light of earlier findings concerning sport tourist motivations and preferred destination attributes. The potential and benefits of small scale sport events as tourist attraction in Malaysia were also discussed in this paper as well as suggestions for the local tourism authority.

## Introduction

The fact that sport events in Malaysia attract tourists is well established. Prominent examples include the Formula One Grand Prix, Commonwealth Games, South East Asian Games, and Thomas Cup Badminton Finals. Sport event generates diverse and heterogeneous flows of travelers that may include fans, athletes, coaches, media, team personnel, parents and family members (Gratton, Shibli & Coleman, 2004). Despite the significance of sport event as a form of tourist attraction, it is surprising that little attention has been given in terms of empirical research on sport event as a tourist attraction in Malaysia.

One theory that can be used as a framework to understand how sport event may function as a tourist attraction is Leiper's (1990) tourist attraction system. According to Leiper, a tourist attraction is "a system comprising of three elements: a tourist or human element, a nucleus or central element, and a marker or informative element. A tourist attraction comes into existence when the three elements are connected." (Leiper, 1990, p. 371). The first element consists of people travelling away from home in search for satisfying leisure related activities. In the sporting context, the tourist or human element is diverse and varied and may include spectator and participant-based sport events such as (1) amateurs taking part in a recreational sport event such as mountain climbing or white water rafting; (2) passive

spectatorship of professional sport events such as fans watching their favorite team; (3) athletes, coaches and team managers competing in individual or team-based sports; and (4) media official, sponsors and representatives of sport associations attending a mega sport event such as the Olympic Games.

The second component of Leiper's (1990) tourist attraction system is the nucleus or the site of a sport event. According to the author, searching for satisfying leisure experience means "a search for suitable attractions or to be precise, a search for personal (in situ) experience of attraction systems' nuclear element" (p. 371). Leiper described the nucleus as any characteristic of a destination that a tourist considers visiting or actually visits and is a place where a tourist experience is created, experienced and consumed. A tourist may wish to experience a combination of experiences and may visit different attraction while at a destination. This combination of diverse range of event attractions is referred to as a nuclear mix. The nucleus may also be described in terms of an attraction hierarchy where some sport events may be more important than others in terms of influencing the decision to travel. The nuclear hierarchy may be a combination of sport and non-sport events such as (1) primary attractions which refer to those sport events that directly influence a tourist to travel; (2) secondary attractions which are not significant in travel decisions but are known to the tourist prior to the journey and (3) tertiary attractions which are incidental in nature, visited by the tourist but are unknown prior to the visit. In the context of sporting attractions, the nucleus may consists of the attributes of sporting events such as the game form, rules of competition and physical prowess displayed by the competitors.

The final element of the attraction systems consists or markers. Leiper (1990) described a marker as "items of information, about any phenomenon that is a potential nuclear element in a tourist attraction" (p.377). In the sporting context, attraction markers is diverse and varied, and may be positioned consciously such as advertisements about visitors involvement in a destination specific event; or unconsciously in the form of live broadcasts of a sporting event. Markers can also take the form of news item or publicity regarding a competition and commercial activities of sponsors. The function of a marker is to inform and encourage travelers to attend sport events and to connect the tourist with the nuclear elements of a potential sport attraction that is being sought for satisfying leisure experience. However, this process is not automatically productive "because tourists' needs are not always satisfied (these patterns may be functional or dysfunctional, to varying degrees)" (Leiper, 1990, p. 371).

### **Small Scale Sport Event Tourism**

Most of the literature on sport event tourism has tended to focus on mega sporting events such as the Olympic Games or World Cup (Gibson, 2002) at the expense of small-scale sport events. While some of the literature has characterized the impacts of mega sport events as positive (Gratton, Shibli & Dobson, 2000), others have pointed out that mega sporting events frequently results in huge debts for host communities (Whitson & Macintosh, 1993), corrupt practices during the bidding process (Jennings, 1996) and displacement of local residents (Hiller, 1998). Given the problems associated with mega events, Higham (1999) suggests that small-scale sport events can produce more positive impacts for host communities. Small scale sport events include regular season sporting competitions in a community such as soccer, rugby or ice-hockey or adventure/outdoor events such as cyclethon or skiing. Higham (1999) explained small-scale sport events require reduced investment of funds, usually operate within existing infrastructure and are more manageable in terms of crowding and congestion compared to mega sport events.

### **Purpose of Study**

Sport events have become an important means for the economic development of local community, region or country and are no longer merely about organizing quality activities (van den Berg, Braun &

Otgaar, 2000). In order to maximize the economic benefits of small-scale sport events in Malaysia, tourism managers must invent ways to attract as many tourists as possible to visit an event. This requires an understanding of the first element in Leiper's (1990) tourist attraction system which is sport tourist characteristics, motivations and behavior. Given the significance of small-scale sport events as generator of tourism in Malaysia, it is surprising that there is a lack of literature on sport tourists attending small-scale sport events and their travel behaviours in Malaysia. This lack of data makes it difficult for tourism authorities in Malaysia to implement effective market segmentation and targeting. In tourism marketing, the profiling of sport tourist is an important step in market segmentation. Understanding tourist motivation is important because it may help tourism managers leverage small-scale sport events for the benefit of local community (Hinch & Higham, 2004), determine those services required by tourists, plan and market tourist events effectively (Crompton and McKay, 1997), better position their work (Scott, 1996), initiate improvements for repeat visits and increase revenues (Baker and Crompton, 2000) and identify strengths and opportunities to ensure tourists' satisfaction (Lee and Lee, 2001).

Effective tourism management also requires an understanding of sport tourists' preferred destination attributes. This is also known as the nucleus element in Leiper's (1990) tourist attraction system. From a marketing point of view, it is crucial to identify those attractions and attributes of a destination which play a significant role in determining destination choice (Shifflet & Bhatia, 1999). As stated in previous studies (Hu and Ritchie, 1993), there is evidence of a relationship between perceived attractiveness of a destination and a tourist's decision to visit that destination. A knowledge of tourists' preferred destination characteristics will assist marketers to uncover what makes a destination attractive to sport tourists, help identify the most preferred events and activities as well as ensure the highest tourist satisfaction from the events and activities organized at a destination.

The purpose of this study is to explore the potential of a small-scale sport event as tourist attraction in Malaysia using Leiper's (1990) tourist attraction system as framework. The study seeks to address the following research objectives :

To examine the demographic characteristics and motives of sport tourists (tourist element) attending a small scale sport event in Lake Kenyir.

To determine the sport tourist preferred destination attributes (nucleus element).

To examine sport tourist source of information about a small scale sport event in Lake Kenyir (marker element).

## **Methodology**

### **Study site**

The study site was a mountain-bike and motor-cross event in Lake Kenyir, Malaysia. Located in the eastern state of Terengganu, Lake Kenyir is the largest man-made lake in South East Asia. The lake covers an area of 260,000 hectares and serves as another gateway to Malaysia's National Park. Consisting of about 340 islands which were once hilltops and highlands, more than 14 waterfalls, numerous rapids and rivers, Lake Kenyir is being showcased and promoted as a sport tourist destination. In addition, the lake's outdoor and recreation opportunities, which include forest reserves, forest recreation areas, mountain ranges, wildlife and natural landscapes, are becoming popular tourist attractions. Lake Kenyir has hosted several sporting events such as the Kenyir Mountain Bike Challenge, the Kenyir Regatta and the traditional long-boat race, Kenyir Motocross Championship, Kenyir Lake Triathlon, Kenyir 4X4 Challenge and Kenyir Treasure Hunt.

### **Sample**

A self-administered questionnaire was distributed to tourists attending a mountain bike race and motor cross event in Lake Kenyir in Malaysia. Out of the 1,000 that were given the surveys, a total of 425

respondents participated in the study. The response rate for the entire sample was 42.5%. From this sample size, a total of 25 subjects had more than 10% missing or incomplete answers. These subjects were excluded from the sample leaving a final sample size of 400 subjects (40.0%). The majority of the respondents were males (59.6) and aged between 15-55 years (mean=29.7 years). With regard to ethnicity, about one-third of the respondents were Malays (36.5%) and the majority was foreign ethnic groups (outside Malaysia). As expected, most of the respondents were foreigners, with the majority coming from ASEAN countries (43%). Majority of the subjects were single and never married (52%).

**Table 1:** Demographic Breakdown of respondents attending a small scale sport event in Lake Kenyir

Gender	Males	239(59.6%)	Females	161(40.4%)
Age:	Range	15-55 years	m=29.73	
Race :	Malay	146(36.5%)	Chinese	32(8.0%)
	Indian	13(3.3%)	Others	209(52.3%)
Marital Status :	Married		171	(42.8%)
	Single		208	(52.0%)
	Divorce		21	(5.3%)
Place of Residence :				
Peninsular Malaysia			121 (30.3%)	
Sabah/Sarawak			9 (2.3%)	
ASEAN			172 (43.0%)	
Asia			45 (11.3%)	
USA			8 (2.0%)	
Australia/New Zealand			29 (7.3%)	
Europe			16 (4.0%)	

## Instrument

The survey instrument was divided into several different sections. The first section asked respondents whether they are: (1) non-tourist (2) active sport tourist and (3) passive sport tourist. In this section, a tourist is identified as a person who spends more than 24 hours from home for the purpose of watching (passive sport tourist) or taking part (active sport tourists) in events at Lake Kenyir. Section two examines the demographic element of Leiper's (1990) tourist attraction system. The socio-demographic factors examined were (1) demographic characteristics such as age, gender, marital status, ethnicity and place of residence, (2) socioeconomic factors such as education, occupation and income, and (3) trip-related information such as number of people travelling in group, trip length, trip expenditure, mode of transport and number of trips per year.

Section three consists of a shortened version of the Leisure Motivation Scale developed by Ragheb and Beard (1983) measuring the following dimensions of travel motivations : intellectual (the extent to which an individual is motivated to travel to be involved in activities such as exploring, discovering or creating), social (the extent to which an individual travels because of the need for friendship and interpersonal relationships), competence-mastery (the extent to which an individual engages in tourism activities that is challenging, achievement-oriented or competitive in nature), and stimulus-avoidance (the extent to which an individual needs to escape and get away from over-stimulating situations).

**Table 2:** Profiles of Sport Tourists attending a small scale sport event at Lake Kenyir

	Active	Passive
Male	108	111
Female	55	53
Single	106	101
Married	43	50
Divorced	14	
Malays	51	40
Chinese	18	16
Indian	5	0
Foreigners	89	108
Age	15-55	10-55
Mean age	26.26	27.11
Below 17 years old	16	16
17-22 years old	52	54
23-27 years old	34	29
28-33 years old	28	21
34-39 years old	18	20
40-45 years old	11	18
Above 45 years old	4	6

The fourth part of the instrument measures destination attributes or the nucleus element. It consists of a 23 pair semantic differential scale which measures various tourist destination attributes developed by Attle (1996). The fifth section of the instrument contains several socio-demographic questions. The socio-demographic factors examined were (1) demographic characteristics such as age, gender, marital status, ethnicity and place of residence, (2) socioeconomic factors such as education, occupation and income, and (3) trip-related information such as number of people travelling in group, trip length, trip expenditure, mode of transport and number of trips per year. The final part of the instrument examine the marker element where subjects were asked their source of information on the sport events at Lake Kenyir

## Results

Data were analyzed using SPSSx frequencies, correlations, t-test, ANOVA, stepwise regression and logistic regression. In the first analysis, data were analyzed for demographic characteristics according to type of sport tourists (active vs. passive). A total of 163 subjects (40.75%) were classified as active sport tourists (Table 2), while 164 subjects (41.0%) were classified as passive sport tourists. The rest of the subjects (n=73, 18.25%) were non-tourists. These visitors were classified as sport excursionist based on Nogawa, Yamguchi & Hagi (1986) who suggested sport excursionist as visitors to sport events who spend less than 24 hours at the site visited. For active sport tourists, there were 108 males (66.3%) and 55 females (33.7%). The age of the active sport tourists ranges from 15 to 55 years old with a mean age of 26.2 (S.D. 8.47) and most of the active sport tourists were singles (n=106, 65.0%). About two thirds of the passive sport tourists (n=111, 67.7%) were males while there were 53 (32.3%) females. The age of the passive sport tourists ranges from 10 to 55 years old with a mean age of 27.11 (S.D. 9.51). The majority of the passive sport tourists were single (n=101, 61.6%). With respect to age, the majority of active and passive sport tourists were in the 17-22 years age group. The negative correlation coefficient (Table 3) suggests that

**Table 3:** Pearson Correlation between Age and Active/Passive Sport Tourist Roles

	Age	p
Active	-0.392	.01*
Passive	-0.297	.01*

\*p &lt; .05

active and passive sport tourists are more likely to be people of younger age. As shown in Table 2, the majority of active sport tourists (n=89, 54.9%) were foreigners (non-Malaysian racial group). As for socio-economics, most passive sport tourists earned a monthly income (Table 4) between RM2,000-RM3,000 (n=33, 20.2%) and were employed with the government (n=54, 33.1%) or were students (n=53, 32.5%). Similarly, active sport tourists were mostly foreigners (n=89, 65.9%), earned a monthly income between RM2,000-RM3,000 (n=47, 28.7%), and were students or employed with the government.

**Table 4:** Monthly Income & Occupation of Sport Tourists attending a small scale sport event at Lake Kenyir

	Active	Passive
Less than RM1,000	21	13
RM1,000-1,999	9	18
RM2,000-2,999	47	33
RM3,000-3,999	19	16
RM4,000 or more	19	23
Missing values	57	52
Student	53	56
Government	54	47
Own business	9	10
Corporate/Private	29	33
Retired	12	13
Others	6	5

**Table 5:** Distance traveled, mode of transport, length of stay and expenditure of Sport Tourists attending a small scale sport event at Lake Kenyir

	Active	Passive
Distance traveled		
100-200km	6	9
201-300km	5	2
301-400km	9	3
More than 400km	143	150
Bus	24	11
Airplane	77	85
Taxi	13	17
Boat/Ship	7	7
Car	35	37
Others	7	7
Length of stay		
1-2 days	12	12
3-4 days	27	25
4-6 days	15	6
More than 7 days	109	121
Expenditure		
Less than RM400	83	102
RM401-RM600	38	34
RM601-RM800	18	8
More than RM800	24	20

**Table 6:** Stepwise Regression of Active Sport Tourists Motives

Variables	B	Sig	Increm R2
mastery	0.956	.001	0.541
Intellectual	0.162	.004	0.01

R-square = 0.551

Adjusted R-square = 0.549

As shown in Table 5, both active & passive sport tourists traveled more than 400 km to Lake Kenyir with flying as the most popular mode of transport for both groups of tourists. During the Lake Kenyir events, the majority of active sport tourists (n=109, 66.9%) and passive sport tourists (n=121, 73.8%) spent more than 7 days at the site and spent less than RM400 on food, travel and entertainment. Stepwise regressions were performed to examine the factors which motivate active and sport tourists to attend the small scale sport events at Lake Kenyir. The results (Table 6) indicate that competence-mastery contributes 54% of the variance in the dependent variables for active sport tourist followed by intellectual motives. The results suggest the need to achieve, master, challenge and compete played a major role in motivating active sport tourists to participate in sport events at Lake Kenyir. It is also interesting to note that intellectual motive is also statistically significant. This suggests factors such as exploring new outdoor adventure, discovering new places or learning new sports skills are also important motivators for active sport tourists to participate in the events at Lake Kenyir.

**Table 7:** Stepwise Regression of Passive Sport Tourists Motives

Variables	B	Sig	Increm R2
mastery	0.546	.001	0.344
social	0.433	.001	0.031
stimulus avoidance	-0.249	.001	0.041

R-square = 0.416

Adjusted R-square = 0.412

Table 7 shows the results for passive sport tourists. Competence-mastery contributes the most variance (34%) in the dependent variable followed by the dimension of social (3%) and stimulus-avoidance (4%). The primary motivation for passive sport tourists at Lake Kenyir is to be involved in vacation activities that involve some form of competition. Even though passive sport tourists might not be a participant in an activity, their motivations are similar to a committed soccer fan that regularly travels to watch their team play. As for the social and stimulus avoidance factors, the results suggest passive sport tourists also travel to Lake Kenyir because of the need for friendship and the need to escape and get away from over-stimulating situations. Logistic regressions were performed to determine tourist preferred destination attributes. The results (Table 8) showed positive coefficient for the following attributes: developed, familiar, hot, active and modern. This suggests that Active Sport Tourists prefer tourist destination which are modern and developed in a hot & sunny environment (weather) with familiar surroundings. On the other hand, the negative coefficient for coastal, family, safe and natural suggests active sport tourists prefer destinations which are inland with risky and adult-oriented activities in a man-made surroundings.

**Table 8:** Active Sport Tourists preferred destination attributes using logistic regression

Attribute	Coefficient (B)	Sig. level
developed	0.601	.002
coastal	-0.389	.040
familiar	0.533	.002
hot	0.440	.018
family	-0.687	.001
safe	-0.702	.001
active	1.226	.001
natural	-0.398	.026
modern	0.386	.029

Passive sport tourists (Table 9) on the other hand prefer destinations which are familiar in a hot and sunny environment but in an urban surroundings. The negative coefficients for expensive, domestic, family, indoors and natural suggest passive sport tourists prefer foreign destinations which are cheap with an outdoor and adult oriented type of activities but in a man-made surroundings. Table 10 reports the source of information about the small scale sport events in Lake Kenyir for both active and passive sport tourists. It is interesting to note that word of mouth from friends and relatives was the main source of information for both active (n=70, 49.1%) and passive sport tourists (n=84, 51.3%).

**Table 9:** Passive Sport Tourists preferred destination attributes using logistic regression

Attribute	Coefficient (B)	Sig. level
familiar	0.795	.001
expensive	-0.410	.048
hot	0.764	.001
domestic	-0.456	.001
family	-0.275	.049
indoors	-0.402	.009
urban	0.391	.031
natural	-0.487	.006

**Table 10:** Source of information about the small scale sport events in Lake Kenyir

	Active	Passive
Media advertisements	26	26
Newspaper articles	17	26
Brochures and leaflets	15	5
Travel guidebooks	5	3
Tourism Malaysia publications	20	20
Word of mouth	70	84

## Discussion

Sport tourists in this study represent the human element in Leiper's (1990) attraction system. They are the people who travel to Lake Kenyir in pursuit of leisure. In this study, visitors to sport event at Lake Kenyir fall into three categories: (1) sport excursionist, (2) active sport tourist and (3) passive sport tourists. The majority of the respondents (81.75%) were sport tourists and from this figure, a substantial number (n=163, 40.75%) were tourists who participated in the mountain bike and motor cross events at Lake Kenyir. With respect to demographic factors, a significant number of sport tourists at Lake Kenyir were from foreign countries (n=197, 49.25%). Most sport tourists in this study were young (17-22 years old), males (n=219, 54.75%) and single (n=207, 51.75%). The sport tourists tend to travel more than 400km (73.2%), spent more than 7 days (57.5%) at Lake Kenyir and the most popular mode of transportation was the airplane (23%) Besides engaging in sport-related activities while on

vacation, the extended length of stay suggests sport tourists also participated in other non-sporting activities such as sightseeing, visiting historic sites, and shopping. This findings suggest that there might be some overlap or similarities between sport tourism with other tourist roles such as the organized mass tourist or the educational mass tourist.

Based on the results of the study, we recommend that the district tourism authority which is the Central Terengganu Development Board (KETENGAH) target the following market segments : (1) Persons in the 17-22 age group who are single and (2) individuals working with the government and students. In addition to sport tourists, other types of tourists should also be targeted. Specifically, visitors who are attracted to natural, outdoor and rural vacations. These tourists include the adventurer and explorer who prefer outdoor activities, the seeker who might be attracted to the peaceful and tranquil setting, and the educational tourists who might be attracted to the culture, traditions and history of the place. The tourists should also be introduced to other attractions such as historical homes, museums, theaters, parks and forests so that they are encourage to stay longer and spend more money while they are in the area.

It is possible that the attractions that Lake Kenyir has to offer is unknown to people from out of state. For this reason, there is a need for KETENGAH to advertise in out of state travel/leisure publications to promote the attractions of Lake Kenyir. In addition, the public awareness of Lake Kenyir's attractions can be increased by sponsoring public relation programs that generate significant press releases. KETENGAH need to work with the state tourism agency to encourage programs designed to attract more visitors to Lake Kenyir. KETENGAH can also work directly with out of state tour operators or travel agents. Incentives can be given to these tour operators to organize vacation packages to Lake Kenyir. KETENGAH can also take advantage of the popularity of nearby attractions such as the islands off the coast of Terengganu. By creating startegic alliances and working directly with these popular attractions from nearby district, perhaps some of the visitors that visited these islands could be encouraged to visit Lake Kenyir. For example, the operators of Perhentian and Redang Island Resorts can organize short trips to Lake Kenyir.

Since the majority of the visitors that we surveyed were government servants and students, we suggest that KETENGAH should target organizations such as government departments, schools and universities. To encourage more visitors from these market segments, KETENGAH should organize special vacation packages for these groups. For example, by working with hotels and convention centers in the area, a special business cum pleasure vacation package can be organized for out of state organization to have conferences, meetings or other events in Lake Kenyir. To increase visitors, outside tourists visiting the east coast of Malaysia should be encouraged to stop for a short visit to the area. In order to do this, incentives must be given to the tour operators organizing these trips.

Attractions that appeal to different types of tourists should be identified and promoted. For example, Lake Kenyir has several places of interest which can be used to attract the environmental, the adventurer or the seeker types of tourists. Attractions such as Saok and Lasir Waterfalls, Bewah & Taat Caves, Herbal Island, Mount Chergau and Mount Gagau are unknown to tourists. Perhaps by advertising in outdoor and nature magazines, these tourists will be attracted to visit Lake Kenyir. The rivers and lakes in Lake Kenyir can also be used to attract more visitors. Activities such as fishing competitions or canoeing trips can be organized to attract fishing enthusiasts or outdoor tourists. By identifying and promoting new and additional attractions, Lake Kenyir can offer lots of different things to do for the potential tourists. The perception that Lake Kenyir has a lot of attractions to offer is important in attracting visitors to come and visit Lake Kenyir. In addition, a visitor will be more likely to stay longer and spend more money if he has lots of different things to do while on vacation.

In order to increase tourist spending and encourage overnight stays, existing amenities such as hotels and restaurants must be improved. Visitors will not stay overnight in Lake Kenyir if there is a lack of accommodation. Tour operators will not be encouraged to organize package tours if there is no place for the tourists to sleep, eat or stay. In addition, KETENGAH needs to work with event promoters and business owners to improve the level of services or tourism products which they are

currently offering. The support of the public is also needed to turn Lake Kenyir into a major tourist attraction. With the cooperation of the community leaders, the public need to be educated about the economic and employment benefits of the tourism and leisure industry. Negative comments such as "We don't need tourists here" elicited from the local population during the visitors survey should be changed to an attitude that is more positive towards tourists and tourism.

Lake Kenyir faces competition from other tourism districts in the state. The tourist attractions in the other districts such as Kuala Terengganu, Redang and Perhentian Islands are more popular with better facilities. These resorts received huge tourists traffic from out of state. KETENGAH should take advantage of the popularity of the nearby competition since Lake Kenyir is offering a product which is different from those offered by the competitors. Some of the tourists traffic visiting the competitor's attractions can be targeted to encourage them to take a short visit to Lake Kenyir. For this reason, we are suggesting a marketing strategy which is not to compete with the competitors, but to create alliances or to work together with them. In order to accomplish this strategy, KETENGAH need to create a different market position than those of the competitors. By creating a different position, the competitors will not perceive Lake Kenyir as a threat but as an alliance. In addition, the consumer will be able to perceive the attractions offered by Lake Kenyir as different to those offered by the competitors.

KETENGAH should consider advertising in selected magazines that appeals to different types of tourists such as the adventurer or the educational tourists which the KETENGAH is trying to attract. For example, KETENGAH should promote the natural and rural beauty of Lake Kenyir by advertising or submitting articles to outdoor magazines. This might attract readers who are the adventurer and explorer who prefer outdoor activities, or the seeker who might be attracted to the peaceful and tranquil setting. Articles about local customs and traditions should be written in nature and educational magazines which in turn might attract more visits from readers of those magazines. By working with local businesses, several incentives can be given to tour operators organizing package tours to Lake Kenyir. We suggest that Lake Kenyir work with local hotels and restaurants so that these businesses can give a percentage of sales commission from package tours directly to the tour operators who organize the tours. For example, if a tour operator book a hotel in the area as accommodation for a tour group, a 10% sales commission can be given to the tour operator.

This study examined how this interaction motivate tourist behavior in relation to a variety of sport tourist profiles. The final conclusion that can be drawn from this study is that sport events are not just for big cities and much benefit can also be realized through small amateur sporting events similar to hosting a mega sporting event. More importantly, the small scale sport events at Lake Kenyir are an effective means of securing economic benefits in a rural community that might have limited attractiveness otherwise. However, we know little of the social, environmental and economic impact of small scale sport events in Malaysia. The lack of knowledge on these matters warrants additional and further research.

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