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The Impact of Sports Events Among Youth in Malaysia

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ABSTRACT

The purpose of this study is to examine the impact of sports events among the youth in Malaysia. The objective of this study is to examine the economic impact of sports events among youth in Malaysia on their interest and to examine the social impact of sports events among the youth in Malaysia on their interest. The research design of this study is a quantitative method where the researcher used a set of questionnaires to the respondents through the online survey which is Google Form and 310 respondents were chosen for this study. The data collected were analysed using the Statistical Package for Social Science (SPSS). The results show that there is a positive relationship between the impacts of sports events among the youth in Malaysia and their interest.

Keywords: *Impact, Sports, Events, Youth*

INTRODUCTION

Tourism comprises of activities of people travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes. Sports tourism is defined as travel that involves either observing or participating in sports events while the tourists are away from their usual surroundings.

Sports tourism is the fastest-growing sector of the global travel industry, with a market value of \$7.68 billion. The sports tourism market has received the most attention from tourism practitioners and researchers among tourism segments (Buning & Gibson, 2015; Faulks, Ritche, & Dodd, 2008). Its primary goal is for participants to go to other destinations to participate in physical activities such as golf, skiing, scuba diving, cycling, hiking/trekking, bicycling, canoeing, sailing, horse riding, and so on (Buning & Gibson, 2016; Tomik, 2013).

Furthermore, sports tourism events like this could have a significant impact on local tourism. In fact, unlike major sports tourism events, it can be regarded as a sustainable form of tourism in terms of economic and social implications due to direct and indirect effects on the local community. In fact, it may improve the visibility and attractiveness of mountain valleys for the benefit of the tourism industry, in addition to having a direct economic impact on the area.

This study is to examine the relationship between the economic and social impact of sports tourism among the youth in Malaysia and their interest. The economic impact of sports tourism among the youth is the employment opportunities or job creation for the youth in Malaysia. According to (Bell), a significant number of studies agreed that one of the economic benefits of hosting major sports events is the creation of jobs before and during the games, particularly in the construction industry and many service sectors. Through the sector, sports tourism also can provide jobs besides income opportunities among the youth in Malaysia. The youth can work as instructors and guides and are likely to be paid more than average for their special skills.

The sports industry will draw people, especially the youth, attention to contribute to the form of participation in sports tourism events such as extreme sports events, particularly the programmes that are linked to charity or social responsibility. Tourists from all over the world