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居民對 2009 高雄世運會衝擊之態度調查

馬上鈞¹，馬上閔^{2*}

[摘要] 本研究旨在了解 2009 高雄世運會賽前階段舉辦地區之居民對世運會所產生之衝擊的態度，並試圖將研究結果作為追蹤賽中與賽後居民態度變化之研究基礎。本研究透過問卷調查法以探討舉辦地區之居民對舉辦世運會產生之衝擊的態度，回收之有效問卷共 606 份，有效問卷回收率 87%。研究結果發現：一、採因素分析萃取之五項賽會衝擊構面中，居民同意舉辦世運會將能夠帶來「經濟與形象」的效益；二、有高達 91%的受訪者支持舉辦世運會；三、受訪者之年齡、婚姻狀況、職業及教育程度在負面衝擊構面中達顯著差異 ($p < .01$)；四、從邏輯斯迴歸分析之結果得知，「期待參與」、「知覺準備程度」與「對賽會有興趣」等變項在衝擊模型中達顯著水準。本研究結果有助於了解舉辦地區之社區居民在賽事規劃過程中的態度變化，而賽會規劃者可以利用此結果有效調整賽會策略，以提高賽會對舉辦地社區的價值。

關鍵詞：大型運動賽會、2009 高雄世運會、賽會管理、賽會衝擊。

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I.INTRODUCTION

Mega-events are widely known as one-off events that usually have the potential to generate long-term outcomes, both positive and negative, for host areas (Mihalik & Cummings, 1995; Mihalik & Simonette, 1998; Ritchie & Aitken, 1985). Over the last thirty years, the staging of major sporting events and other festivals has become increasingly recognised as part of the development strategies for cities, regions, or even countries. Behind such a phenomenon is a fierce competition which is pursued to achieve economic, social, environmental, political, cultural, and tourism benefits for the hosting areas (Gratton, Shibli & Coleman, 2005). However, events may impinge significantly on host residents' quality of life. Event tourism researchers noted that negative impacts are often ignored by local communities and event planners before staging the mega-event, while the expected benefits are promoted (Gursoy & Kendall, 2006; Kim, Gursoy & Lee, 2006). It is therefore clear that with increasing reliance on event hosting as a

powerful driver for cities' redevelopment and promotion, and with a need to establish relevant strategies, associated impacts on communities have become important (Ma, Rotherham, Egan, & Ma, 2006). More significantly, local residents are often influential groups, and the success of the event is largely dependent on a supportive and involved local community (Fredline, 2006). It is also noted that event planners and stakeholders gradually take the views of the staging community as a vital determinant of the success and sustainability of their investment (Williams & Lawson, 2001). An understanding of the nature of whether host residents support the hosting of events could well inform policy makers in planning and promotion of future events (Bull & Lovell, 2007). In this context, it is important to know the local people's views about and perceptions of hosting impacts in terms of justifying a successful sports mega-event.

The previous research focused mainly on the impacts after events, while the present study was conducted on the host residents' perceptions

specifically prior to the Games. This investigation yields outcomes related to host residents' perceptions rather than the actual impacts post-event. However, perceptions play an important part in terms of shaping community opinion (Ohmann, Jones & Wilkes, 2006). Additionally, it is suggested that perceptions of various impacts of a sports mega-event are likely to be different across resident socio-demographic profiles. This is attributed to each part which interacts with other stakeholders involved in the mega-event (Waitt, 2003). For instance, shopkeepers may welcome the hosting of the mega-event and would have positive attitudes towards the event because they foresee economic benefits. On the other hand host residents who seek a tranquil life may hold a more negative view because visitors and participants may interfere with their daily lives. Thus an exploration of host residents' socio-demographic profiles and how this relates to their views about hosting an event enables a more precise understanding of who are the 'winners' and 'losers' in holding a mega-event

(Kim & Petrick, 2005). Kaohsiung, the second largest city in southern Taiwan, used to be symbolic of the Taiwan economic boom in 1980s and 1990s. It now faces a post-industrial era similar to that in many Western European economies during the 1970s and 1980s. The high unemployment rate (compared to other cities in Taiwan) is strongly associated with the shift in industrial structure away from its previous reliance on production-based activities towards high tech and services. The principle factor behind this swift change is mainly China's attractiveness as a huge potential market and source of cheap labour. In this context, Kaohsiung has no choice but to adapt or suffer. In response to key aspects of the economic recession, the Kaohsiung City Government (KCG) copes with criticism by initiating a wide range of strategies such as the adoption of leisure and consumption-oriented development (rejuvenating derelict districts, waterfront development etc.), reviving the Love River and hosting mega-events. In terms of hosting mega-events e.g. the World Games, the aim was to improve

the quality of life for Kaohsiung citizens. This was revealed at the 2006 International Summit of Waterfront Cities in Kaohsiung (Ma et al., 2006). However, what is the World Games? It is an international multi-sports event hosted by the International World Games Association (IWGA), under the patronage of the International Olympic Committee (IOC) (AOC, n.d.). It focuses on sports that are not hosted in the Olympic Games. The Games are held in the year following the Summer Olympic Games. Unlike the Olympic Games, athletes participating in the World Games are selected by the International Federations (IFs) of each sport rather than by their countries. Its other characteristic is that existing sports facilities are encouraged as the venues for the Games. The Games were founded in Seoul in 1980, when a group of twelve International Sports Federations formed the World Games Council, later renamed the International World Games Association. Despite numerous studies on impacts of event tourism such as the Olympic Games, there appears to be a lack of scholarly

evidence relating to the World Games. Only a small amount of evidence was found and this is particularly based on the perspective of the host city's organisers. For example, the following provides the results describing the event tourism impacts of the Akita 2001 and the Duisburg 2005 World Games.

WIGE MEDIA, Host Broadcaster of the games, announced the balance three months after the closing ceremony of the 7th World Games, which took part between July 14th and July 24th, 2005. German TV alone had 116 million viewers and pictures of the games were shown in 137 countries around the world. Nearly 450 hours of broadcasting were listed in the report. Duisburg and its partner cities had already announced a new record of more than 500,000 visitors during the games [which created 60 million Euro benefit and additional values to the City]. (World Games 2005 GmbH, 2005)

The average number of visitors to Akita City per year is 5.5 million, with 450,000 visitors per month. During 2001 when the World Games was held, during only August the number of visitors to the Akita area was 3.85 times the monthly average at 2,110,000.

(Research, Development and Evaluation Commission, KCG, 2005)

Yet, despite such benefits, it is still questionable how these benefits are spread amongst the host residents. Research indicates that there is an absence of an overall evaluation in the case of the Akita and Duisburg World Games. This may be due to the fact that the anticipated results of economic impact help justify public investment in hosting such events and they are possibly used politically by governments to promote substantial consequences of the events to residents of the host city (Jeong, 1998; Kim & Petrick, 2005). However, economic impacts may also inform what has been spent and there is

also very little known about host residents' opinions of such events (Bull & Lovell, 2007). Furthermore, in terms of the 2009 World Games, it is worth noting that it is the first international multi-sport event to take place in Taiwan. Yet although a number of national-scale sports events have been held every year, there has been no vigorous empirical research carried out concerning the residents' attitudes towards the potential impacts of sports events hosting in Taiwan. Thus, the purpose of this study was to investigate host residents' attitudes towards potential impacts prior to the 2009 World Games. The intent of this research was to inform event tourism planning and management. To this end, the underlying objective of this study was to answer the following research questions: (1) Are there significant differences in host impacts between different backgrounds of host residents? (2) Why do some host residents support the staging of the Games? (3) Why do some host residents hold positive attitudes toward host impacts within the selected case study communities?

II.METHODS

Data was collected from host communities near four competition venues (i.e., the Main Stadium, the Kaohsiung Dome, the Lotus Lake, and the Love River) in Kaohsiung City. Those citizens who reside close to the selected survey sites were chosen to receive questionnaires because they are seen to be more exposed to the impacts, e.g. the preparatory work (e.g., construction work, the hosting of pre-events etc.) and the competitions taking place during the Games. Distribution of a total of 700 face-to-face questionnaires was undertaken to gauge host residents' views in late January and early February 2007, with 606 useable questionnaires returned. Purposive sampling was selected to be the technique for the survey since an accurate sampling frame was unavailable largely due to ambiguous boundaries between host and non-host zones. Finn, Elliott-White and Walton (2000) indicated that since an accurate sampling frame does not exist all the time, non-probability samples which are usually found in visitor

attractions and sporting events are used. In order to minimise sampling errors and any potential bias to an acceptable level, various influential factors such as timing (e.g., weekdays vs. weekends; office hours vs. non-office hours), exact locations (e.g., precise streets and block), weather and residential proximity (e.g., tourism zone vs. non-tourism zone), were carefully considered. For example, due to the variation in the number of members of each household available on weekdays and weekends, the weather and also the residential proximity, site visits to survey locations were scheduled to help reach as many households close to competition venues as possible. Most of the questionnaire distributions were completed on the weekends in the tourism zone whilst in non-tourism zone most were undertaken after office hours during weekdays. Moreover, an almost even distribution was shown, with 48% in non-tourism zone and 52% in tourism zone. Further to this, the investigators were directed to seek an equal proportion of male and female respondents, yielding a response rate of 55% from males and 45% from females.

This sampling plan is designed with a specific purpose to reflect the characteristics of the residents and their relevance to the topic of the investigation (i.e., host areas) (Denscombe, 2003).

The questionnaire was designed to explore residents' attitudes of the perceived potential impacts of the 2009 Kaohsiung World Games and comprised three sections. This included the verified tourism impact attitude scale (VTIAS) as the dependent variable, items regarding specific topics as the independent variables, and demographic questions. With respect to VTIAS, a total of twenty-seven items were adopted based on the Tourism Impact Attitude Scale (TIAS) and a number of sources in event tourism literature (Getz, 1997 & 1991; Hall, 1992; Lankford & Howard, 1994; Ritchie, 1984; Shultis, Johnson & Twynam, 1996; Twynam & Johnston, 2004). In terms of TIAS, it was developed by Lankford and Howard (1994) and has been used for assessing residents' attitudes toward tourism. However, it is also noted that the event impacts are quite similar to those of

tourism generally (Fredline & Faulkner, 2002). There might be a part TIAS can play in assessing and interpreting residents' perspectives of event tourism (Twynam & Johnston, 2004). VTIAS measured various dimensions of the 2009 World Games, including five statements on economic impacts and the remaining twenty-two on social and environmental impacts. Responses to the items of VTIAS were given on a five-point Likert scale where 1 was equivalent to "strongly disagree", 3 was equivalent to "no opinion", and 5 was equivalent to "strongly agree". Besides, items concerning specific topics encompass residential proximity (tourism or non-tourism zone), period of residence (less or more than ten years), adapted lives or not (yes or no), involvement in tourism (yes or no), aware of hosting the event (yes or no), support for hosting the event (yes or no; reason), expect to attend (yes or no), perceived level of preparation (poor, fair or good), interested in event (low or high) and age (younger than 20, 20-29, 30-39, 40-49, and older than 50). Basic demographic items measured gender,

marital status, age, occupation, the highest education, and annual personal income.

A pilot study was carried out when analysis techniques, including Independent-Samples T Test, exploratory factor analysis (construct validity) and reliability analysis (Cronbach alpha coefficient), were specifically performed to test and refine VTIAS. The final twenty-four items included various positive and negative 'host impact' items. The Cronbach alpha coefficient on the total scale was .887, where an ideal standard is above .70 (Nunnally, 1978). Data were analysed using SPSS with descriptive statistics, factor analysis, independent t-tests, ANOVAs, and logistic regression. Specifically, independent t-tests and ANOVAs were run to determine if there were statistically significant differences in host impacts between different backgrounds of host residents. Descriptive statistics was performed to explore a profile of the respondents and to determine the reasons for the support of staging the Games. Logistic regression was run to examine the

reasons why some host residents were more likely to take 'positive attitudes' (positive attitude= score above 50% of total score on the scale; 'negative attitude'= score below 50% of total score on the scale) toward host impacts. The type of model chosen in this research is also defined as binary logistic regression. This equation to be fitted is: $\text{Logit}(\text{perceived impact}) = \beta_0 + \beta_1(\text{residential proximity= non-tourism zone}) + \beta_2(\text{period of residence=less than ten years}) + \beta_3(\text{adapted or not=no}) + \beta_4(\text{involvement in tourism=no}) + \beta_5(\text{aware of hosting the event=no}) + \beta_6(\text{expect to attend=no}) + \beta_7(\text{perceived level of preparation=poor}) + \beta_8(\text{interested in event=low}) + \beta_9(\text{age=older than 50}) + \varepsilon$

III.RESULTS

Across the sample of 606 respondents, males comprised 55% of responses and females 45%. Just a slightly over half (51.4%) were single and 48.6% were married. The majority of respondents were aged between 20 and 50 (68.9%), while the youngest

group and the groups aged above 50 made up 31.1% of the responses. Occupations of the respondents included shopkeeper (23.6%), student (21.1%), employed (39.9%), unemployed (4.5%), retired (4.5%), and others (6.5%). The majority (88.2%) of respondents received at least senior high school or above education, while only 11.8% were educated at the junior high school level or below. Annual personal income below NT\$600,000 (\approx US\$20,000) accounted for 82.5% of the respondents, while only 17.5% were above the income level of NT\$600,000.

To answer the first research question, a combination of statistical analyses was used. Factor analysis of twenty-four potential impact statements on VTIAS recognised five impact dimensions. These included *economic and image benefits* ($M= 3.98$), *event support* ($M= 3.97$), *community involvement* ($M= 3.66$), *local development benefits* ($M= 3.50$), and *negative impacts* ($M= 3.30$), with the average mean score for the five factors being 3.77. This indicated that host residents tended to show a certain level

of agreement on the potential positive impacts factors while they were uncertain about potential negative impacts. The results of the independent t-tests and ANOVAs (Table 1) revealed that respondents differed significantly on the negative impact factor of the Games depending on their marital status, $t(587) = -3.686, p = .000$; age, $F(5, 583) = 7.625, p = .000$; occupation, $F(5, 584) = 4.484, p = .001$; and education, $F(4, 585) = 4.638, p = .001$. In terms of question two, the extent to which host residents supported staging the Games was examined by using descriptive analysis and the reasons provided by the respondents. Results for the assessment of the level of support suggested that 91% were favouring the staging of the 2009 World Games, assuming that the Games would bring about profound benefits in the economy, tourism, environment, social, psychological, political and others factors. Conversely, reasons to oppose the hosting of the Games were concerned with issues such as inadequate human resources and facilities, with negative impacts, noise, and traffic jams outweighing the positive.

Only a few respondents doubted but actually support the stage of the Games, that whether support or not, the city government has made the decision. To answer the third research question, a proposed impact model was analysed using logistic regression to examine the host residents' attitudes toward overall host impacts. The regression model containing all predictors was statistically significant (Table 2): $\chi^2(9, N = 556) = 82.554$ ($p < .001$), indicating that the model was able to distinguish between respondents who held positive or negative attitudes towards host impacts. The model as a whole explained about 20% (Pseudo R^2) of the variance in attitude towards host impacts, and correctly classified 84.8% of cases, demonstrating that 'expect to attend', 'perceived level of preparation', and 'interested in event' made a statistically significant contribution to the impact model. 'Perceived level of preparation' was the most influential explanatory variable, accounting for around 17% of the explanatory power of the model. The group that 'perceived poor level of

preparation' was found to be over 4.5 times as likely as the 'perceived good level of preparation' group to take a positive attitude toward host impact. Those who 'do not expect to attend the event' were over 7 times as likely as those who 'expect to attend the event' to take a positive attitude toward host impact. The influence of 'expect to attend' is the weakest among explanatory variables, contributing 14% of the explanatory power of the model. Those with 'low interest in the event' were over 6.8 times as likely as those with 'high interest in the event' to take a positive attitude toward host impact. The final model was presented in Figure 1.

Table 1 Abstract for One-way ANOVA (T-test) on VTIAS within marital status, age, occupation and education

Factors	Group	Frequency	Mean	S.D	F or T Value	P Value	Multiple Comparisons
^a Negative Impacts	Single	303	12.73	2.95	-3.686	.000***	
	Married	286	13.67	3.26			
^b Negative Impacts	younger than 20	589	11.64	2.87	7.625	.000***	30-39***, 40-49***, 50-59***, and 60+ *> younger than 20
	20-29		12.69	2.82			
	30-39		13.57	3.11			
	40-49		13.48	3.18			
	50-59		14.30	3.22			
	60+		13.66	3.18			
^c Negative Impacts	shopkeeper	590	13.92	3.00	4.484	.001**	Shopkeeper> student*** Employed> student*
	student		12.14	2.78			
	employed		13.25	3.18			
	unemployed		13.41	3.20			
	retired		13.12	3.17			
	others		13.38	3.54			
^d Negative Impacts	No formal & primary	590	13.84	3.46	4.638	.001**	Professional school>senior high school** University/college and above>senior high school*
	Junior high		13.84	3.46			
	Senior high		12.28	3.34			
	Professional school		13.64	3.14			
	University/college and above		13.37	2.82			

*P<.05 **P<.01 *** P<.001

Note: a: marital status; b: age; c:occupation; d:education

Table 2 Logistic Regression results

Analysis	Final Model	Proportion of Cases Correctly Classified	Percentage of Variance Explained (Pseudo R ²)	Variables	B	Odds Ratio Exp(B)
Positive/ Negative	$\chi^2(9, N=556)=82.55^*$	84.8%	~20%	Expect to attend	-1.97	0.14
				Perceived level of preparation	-1.51	0.22
				Interested in event	-1.93	0.15

Note: 1. Reference Group = Respondents who perceived poor level of preparation have low interest in and do not expect to attend the event; 2. all values significant at the 5% (*) level.

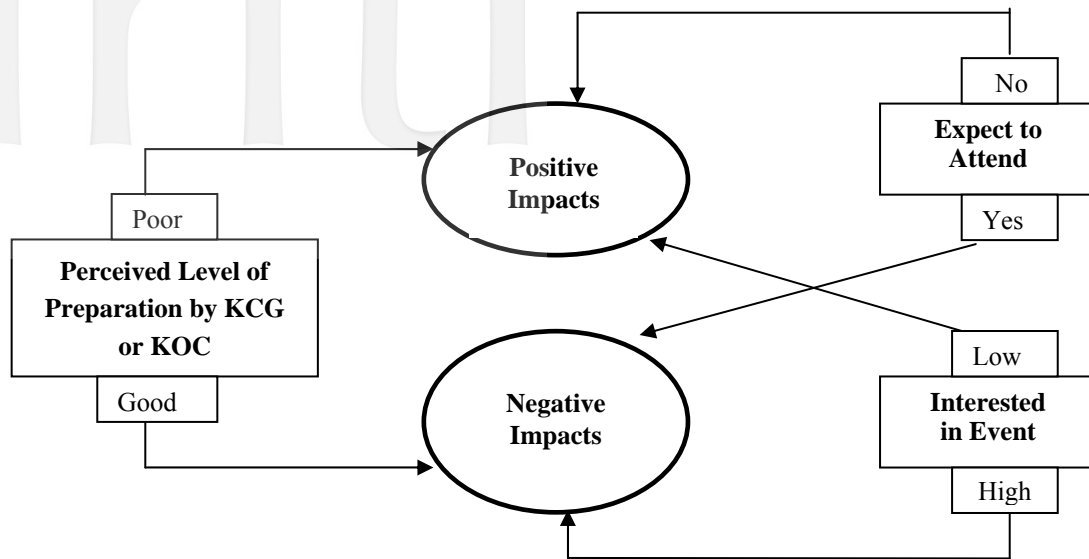


Figure 1 The impact model of pre-event stage: 2009 Kaohsiung World Games

IV.DISCUSSION CONCLUSIONS

The results of the descriptive analysis indicated that host residents highly expected benefits relating to 'economic and image benefits' and enthusiastically 'supported' the hosting of the Games. But they were uncertain about whether hosting the Games will cause negative impacts such as political turmoil in local area, environmental impact, worsened crime rate in the local community, and overall negative image of Kaohsiung City. The results of the independent t-tests and ANOVAs

AND

revealed that while there was no significant difference on four positive impact factors, respondents' ratings of negative impact factor differed significantly depending on certain socio-demographic groups. Specifically, married respondents tended to disagree that the staging of the Games will impact negatively upon host areas. Younger respondents were more negative about the potential effects of the Games. This finding is consistent with previous study, suggesting that younger residents tended to express a higher level of perception on the negative impact factors (Kim & Petrick,

2005). It may be attributed to the fact that the younger residents are the group more likely to involve in sports mega-events and thus to have a higher level of concerns about the impacts. Under this circumstance, they might be more sensitive to the planning process of the Games. In terms of occupation, the student group was the most likely to be concerned about or expect negative impacts, compared to the shopkeeper group who was very positive. As discussed earlier, the younger age group appeared to show a negative attitude towards host impacts. Both findings are well-matched, suggesting that the perspective of the student group may be related to age specifically, with younger respondents expressing negative feelings about impacts. Meanwhile, this also provided an interesting possibility in comparison with the results from a previous study by Kim and Petrick (2005) who suggested that the housewife group could be the highest beneficiary of the 2002 World Cup in Korea (e.g., enhancement of Korea's image and interest in foreign culture). In contrast with this, the findings of the present

study demonstrated that shopkeepers had the highest mean scores on the four positive impacts and one negative impact prior to the Games. Obviously, on this basis of information, it is expected that the Games are anticipated to play an important role in the boosting economy in host areas, and this in part relates to the wider economic performance in the Kaohsiung City. Therefore, issues in terms of their priorities could be very different at different stages of the Games in different Host Cities. Likewise, the result might be explained by "social exchange theory", regarding the exchange of resources between individuals and groups in an interaction situation (Ap, 1992). It is further speculated that for this interaction there will be some kind of benefits derived from the exchange, and an individual or group will be willing to take on an exchange with another party. Based on this theory, it is reasonable to speculate that the shopkeeper group could be the highest beneficiary in staging the 2009 World Games. In terms of education, respondents at senior high school level

were the most likely to expect that the Games would cause negative impacts to the City. However, it should be noted that actual difference in mean scores between the groups was relatively small (eta square = .005) (.01 = small effect; .06 = medium effect; and .014 = large effect), suggesting that the results of statistical significance may be attributable to a large sample applied (Pallant, 2007). Overall, the above results may possibly reflect the fact that there was a high level of support for the idea of hosting the 2009 World Games (91%). It is likely that the expected benefits have been successfully promoted by event planners and the government authorities.

The results of descriptive analysis showed that a considerably higher proportion of support was reported for the 2009 World Game, with about 91% of the respondents favouring the staging of the Games in their local communities. A similar trend was also found in the 1988 Calgary Olympics and the 1996 Atlanta Olympic Games (Frater & Mihalik, 1999; Mihalik & Simonetta, 1999; Ritchie & Lyons, 1990).

Furthermore, it is also suggested that local support is likely to sustain positive impacts on the local communities (Gursoy & Kendall, 2006). Similarly, the results of this research indicated that approximately 94% of respondents had a positive attitude towards hosting impacts at this pre-event stage. This may be partly due to the consequences of a high level of support. As such, this line of research would benefit from longitudinal research designed to track host residents' attitude during and after the Games. Also, while a high anticipation of benefits from hosting the Games might be associated with support for the Games, host communities were likely to worry increasingly about the costs. Indeed, results indicated that the vast majority of residents support the Games because they can engender great benefits to economy, tourism, environment, social, psychological, political and others. Simultaneously, some realised that this would not come for free. Residents of this kind were concerned with a series of issues, including inadequate human resource and facilities, negative impacts outweighing positive

impacts, noise, and traffic jams. Only a few respondents doubted but actually supported the staging of the Games, that whether support or not, the Kaohsiung City Government has made the decision. To a certain degree this explained that before submitting a bid for hosting, the decision-making process did not fully engage host communities or wider residents. To this respect, it is suggested that for a sport mega-event to be successful or to be sustainable, it is important for decision-makers to seek all opinions, support and opposition, from potential groups, communities, or wider residents (Gursoy & Kendall, 2006).

The results of the logistic regression analysis indicated that 'expect to attend', 'perceived level of preparation', and 'interested in event' were significant predictors of the proposed impact model. The results of this analysis contradicted the findings presented in previous studies. If expected attendance is high, positive perceptions on hosting impacts might also be high (Mihalik & Simonetta, 1999; Ritchie & Aitken, 1984). If residents of host communities are more interested in

the event, though all of cases in these studies were single sporting events (car races), they are more likely to be positively inclined to the event and *vice versa* (Cegielski & Mules, 2002; Fredline & Faulkner, 1998). The findings of this research presented were probably explained by 'social representation theory', which highlights that when people attempt to understand new phenomena around them, they are likely to be influenced by their 'reference point'. In other words, prior to an event, information provided by mass media and government agencies was likely to interact with individual's own knowledge, values, and past experiences with similar event to shape the initial perceptions on the event, which are finally served as a 'reference point' for new encounters (Kim et al., 2006, p.87). For example, though a certain proportion of the respondents have perceived poor level of preparation based on reference point, they realise that hosting the Games will bring huge benefits to local communities. This encourages a positive attitude. On the other hand, these findings could also be

a warning to event planners as those with high interest in and willingness to attend the Games may be more aware of the negative impact of the Games and the lack of information offered. As such, they were more concerned about negative impacts that affect personal lifestyle. With this approach the study contributed to an understanding of variations in host community reactions to the planning process of the Games. For event planners, they can take advantage of this understanding to better adjust event strategy, so as to maximise the value of the Games for local communities.

The study of overall impacts, both positive and negative, of a mega-event on the host communities is vital in quest of a successful event. The results of the present research, academically, are noteworthy for event tourism planning and management. The involvement of the host community in and 'owning' an event can release positive message to visitors (Bowdin, Allen, O'Toole, Harris & McDonnell, 2006; Getz, 2005). This has been seen in previous sports mega-events such as the 2000 Sydney

Olympics and the 2002 Manchester Commonwealth Games during the Games. Practically, the findings are important to event managers. For example, the results may provide the authorities (Kaohsiung City Government, KCG) and event organizers (Kaohsiung Organizing Committee, KOC) as baselines to facilitate the effective dialogue with host residents, and thus grow support for the Games. Thus the negative impacts of the Games could perhaps be effectively anticipated, countered, and then managed in accordance with host residents' concerns from the outset. Ultimately, positive impacts are likely to be maximized and therefore to achieve the best balance for all parties involved (Bowdin et al., 2006).

The ongoing assessment of the residents' perceptions during and after the Games is needed to monitor changes in their attitudes. As Waitt (2003) noted, attitudes towards an event are likely to change before, during and after because the formation of an exchange relationship between the individual and the event is continually negotiated and

renegotiated, rather static. This change might also mirror the relationship between how an event is managed and how the host community experiences it (Twynam & Johnson, 2004).

While it is difficult to generalise about the applicability of the findings of this research to other sports mega-events because of the method being used (i.e., purposeful sampling), it is strongly believed that the current research offers more insight into the complexities of host residents' perceptions and expectations. Irrespective of the limitations in generalization to other sports mega-events, this research is valuable in terms of its implications for the methodology employed. Future research could consider applying the same approach and measurement tool to different types and scales of events, so as to compare the results and to determine the feasibility of their application in different scenarios. Beyond the above, this research examined the "main effects" as they happened within the host areas, but the 'spillover effects' as they occurred within general areas is certainly a subject for

future research. In this way, the "trickle-down effects" of the games that possibly benefit the broader communities for a longer term can be truly evaluated.

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