

THE SOCIAL IMPACTS OF MEGA EVENTS ON LOCAL RESIDENTS' OPINIONS: THE CASE OF 2017 KUALA LUMPUR SOUTHEAST ASIAN GAME

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Aim

To investigate the local residents' opinions towards the social impacts of SEA Games that held in the host city, Kuala Lumpur, Malaysia back in 2017.

Objectives

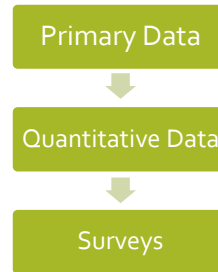
1. To review the secondary literature about the social impacts of mega-events from the local resident's opinions, study the theory being applied in the literature review and background and history of the Southeast Asian Games.
2. To conduct primary research on the local residents in Kuala Lumpur to investigate their opinions towards the social impacts of the Southeast Asian Games by conducting quantitative research.
3. To recommend strategies on how social impacts can be positive factors on the community and improve for future events.

Literature Review

- Social impacts will influence residents support towards the events (Kim et al., 2006)
- Mega events increase locals community pride & increase international recognition (Yang et al., 2010)
- Developments of infrastructures have a long-term benefit to the residents (Olympic, 2016)
- Traffic congestion and road closure were the common negative social impacts by the events (Pranic et al., 2012)

Methodology

Keywords: *Impacts of events, social impacts, mega events, mega sport events, resident's perspective, Southeast Asian Game.*



The questionnaires measured using Likert Scale & based on studies (Pranic et al., 2012; Prayag et al., 2013; Kim et al., 2006)

Sample: 100 local residents above aged 25 which stay in Kuala Lumpur.

- *Surveys distributed through social media*

Results

- Residents are highly proud with the success of national team and their city that host SEA Games.
- Results showed the improvement of sport facilities agree by local residents.
- Residents partially agree the improvement of facilities benefit them in long term.
- Locals revealed traffic congestion and road closure were the most common negative social impacts.

Statements	Mean	Standard Deviation
Overall, I am proud to be a part of the host community in SEA Games.	4.05	0.92
Overall, the development of infrastructure and facilities have benefit the local residents.	3.47	0.99
Overall, hosting SEA Games in my community disrupt my quality of life.	2.55	0.96

Conclusion & Recommendations

- SEA Games increase unity among different races in Malaysia.
- SEA Games also increase topics for socialize meetings
- Residents suggested to inform them on road closure and alternative roads to used during the events
- Generally, opinions of local residents should consider so they will be supportive towards the event if they were satisfy with the events.

References

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