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스포츠 매니지먼트 석사 학위논문

Residents' Perceptions of the Social
Impact of Non-Mega Football Events in
Zambia

비(非) 메가 축구 이벤트의 사회적 영향에 대한
잠비아 지역 주민들의 인식

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체육교육과'

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Abstract

Residents' Perceptions of the Social Impact of Non-Mega Football Events in Zambia

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All sporting events in one way or another, affect the host community.

Until now, most of the research has centered on economic and tourism impacts of mega events. It is not known exactly how or if Non Mega events really affect the general wellness of residents living in the host community.

This research brought together work that studied the opinions of the people of Chongwe concerning the Social Impact of Non-Mega Football Events (NMFES). Particularly, the investigation focused on the views of the local people on three constructs of Social impacts. These were; Quality of the

Living Environment (QLE), Family/Community (FC) and Economy and Material Wellbeing (EMW). In addition, it also analyzed the effect of gender and involvement frequency on the opinions of the respondents regarding the mentioned constructs of the study.

The perceptions of 181 residents were collected using a survey questionnaire which was designed based on literature from a previous study by Frank Vanclay, (2001) on conceptualizing Social Impacts.

Using descriptive analysis, it was revealed that the people of Chongwe perceived more positive impacts on the FC than on EMW. Furthermore, it showed that the residents perceived the least positive impacts on EMW.

Independent - sample t tests and one -way ANOVA tests, indicated that involvement frequency more than gender significantly mattered on how the residents perceived the Social Impacts.

Through independent - sample t tests and one - way ANOVA tests, it was also observed that involvement frequency importantly affected the views of the residents on all the three dependent variables (QLE, FC, and EMW) of this research. On the contrary, it was noticed that gender only mattered on two, FCI and EMWI. In addition, although sex had influenced the opinions on two constructs, the effect on FCI was very partial as it had only mattered on one of its sub-constructs.

This is why its importance was less in affecting the views of the residents compared to involvement frequency.

Keywords: Residents' perceptions, Social Impacts,
Non- Mega Sports Events, Chongwe.

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List of Abbreviations

ACB	-	Alterations in community behavior
CC	-	Community cohesion
CIC	-	Community identification and connection
CQLE	-	Concern of the quality of living Environment
DDL	-	Disruption to daily living practices
EIA	-	Environmental impact assessment
EMW	-	Economy and Material Wellbeing
EMWI	-	Economy and Material Wellbeing Impacts
FCI	-	Family and Community Impacts
FFC	-	Family and Friends cohesion
HIA	-	Health Impact assessment
NMFES	-	Non - Mega Football Events
NMSs	-	Non - Mega Sports Events
PSVC	-	Personal safety, Violence and Crime
QLE	-	Quality of the Living Environment
QLEI	-	Quality of the Living Environment Impacts
SIA	-	Social Impact assessment

Chapter 1. Introduction

1.1. Background

Football just like many other sports has unique attributes that enable it to socially impact communities. Its demand, its capability as a communication platform, its potential to line the inspiration for healthy child development along with its ability to attach individuals makes it a tool that may impact upon the community.

The decent variety of Sports and sporting activities (counting social games and physical amusement) makes it an ideal strategy to engage people from each age-group, culture, and financial background. The more extensive points of interest of sport rise above the individual advantages gotten from participation. Sport could be used as a tool to help the government strategize in promoting community development and social inclusion.

Sport usually plays a significant role in uniting communities and bringing a Social and Cultural Impact. Regular involvement in sport can profit communities and contribute to a spread of positive outcomes including:

- an increase in culture of respect and tolerance among community members;
- a reduction in crime and in alcohol and drug misuse;
- a reduction in youth offending and anti-social behavior;
- increased sustainable of communities with local pride and a sense of place;

and,

- improved cohesion, tolerance and inclusiveness of communities that value diversity.

In spite of the above mentioned positive outcomes, community based sports may also have negative impacts. These include;

- disruption to community life
- bad crowd behavior
- overcrowding and traffic problems during important sports events;
- noise pollution for local residents
- environmental pollution

The power that sports events have to impact the community within which they are held is the motivation for undertaking this research. Football has been taken into consideration because it is the most popular Sport in Chongwe and Zambia at large.

1.2. Problem statement

Most of the research has focused on Impacts of Mega Sports Events such as the FIFA World Cup and Olympic games. It still has to be well understood if small and medium sized sports activities really affect the social life of people living in the host community (Green, B. Christine. 2015).

Since Non-Mega Sports Events (NMSEs) are constantly encountered; they may have more benefits as opposed to their mega counterparts. (Taks, Marijke. 2013). Therefore, there could be reasons to believe that they may also cause short or lifelong Impacts.

NMSEs have the potential to negatively impact the social life of local residents of the community if they are not strategically planned.

This research brought together work that studied the perceptions of the residents of Chongwe concerning the Social Impacts of Non-Mega Football Events (NMFES). In addition, it also analyzed the effect of gender and involvement frequency on the opinions of the participants regarding the mentioned constructs of the study.

1.3. Proposed research questions

For the objectives of this paper to be accomplished, the subsequent questions were needed to answer:

Main question: What are the Social Impacts of NMFES in Chongwe?

Research questions:

RQ1. What are the residents' perceptions of the Impact of NMFES on the Quality of the Living Environment (QLE) in Chongwe?

RQ2. What are the residents' perceptions of the Impact of NMFES on the Family and Community (FC) in Chongwe?

RQ3. What are the residents' perceptions of the Impact of NMFES on the Economy and Material well-being (EMW) of the people of Chongwe?

1.4. Purpose of Study

The general purpose of this case study was to spot and analyze the residents' perceptions of the Social Impacts of NMFES in Chongwe. Specifically, three variables of Social Impacts were taken into consideration. These were impacts on; QLE, FC and EMW.

1.5. Significance of Study

This paper will be useful in designing a framework which when used strategically, could positively make a tangible contribution to the social life of the residents of Chongwe and, by extension, other similar communities. The results of the research will also provide relevant knowledge for further investigations on the Social Impacts of NMSEs.

1.6. Methodology

A quantitative research method was employed in this study. The investigation used a survey to collect data from the residents of Chongwe on their perceptions of the Social Impact of NMFES. Convenience sampling was utilized to gather necessary data.

To answer the research questions, a questionnaire was designed based on literature from a previous study by Frank Vanclay, (2001) on

conceptualizing Social Impacts. Analysis of the collected data was done by SPSS.

1.7. Overview of the thesis content

The thesis consists of five chapters. Chapter one presents the introduction. The subsequent chapter focusses on the prevailing literature concerning the problems associated with the subject of study. Chapter three explains the methodology. The Results of the study are presented in chapter four. Discussions aboard limitations, recommendations and conclusion makeup chapter five. The last two parts comprises the bibliography and appendix.

Chapter 2. Literature Review

2.1. Social Impact

It still has to be agreed on defining Social Impacts concerning specific events. Olsen and Merwin (1977, p. 41) portray Social Impacts as the changes in the social structures in relation with an environmental, technological or social innovation or alteration. Mathieson and Wall (1982, p. 137) looks at them as 'the changes of quality of life of inhabitants of touristic sites.

Although the past definition conveys both a depiction of Social Impacts and purposes behind their event as far as natural, innovative and social influences, the last shows the connection between social ramifications and the travel industry yet neglects to clarify why Social Impacts occur.

This disparity is dealt with partially by Hall (1992, p. 67) who sees Social Impacts as 'the manner in which the travel industry and travel impact changes in the group and individual value frameworks, standards of conduct, people group structures, way of life and personal satisfaction'.

A specific event related definition of Social Impacts is nonetheless missing from previous research. There is therefore a strong inclination to drawing definitions from the field of the travel industry which isn't astonishing, given that events are commonly seen as vacation destinations (Weiler and Hall, 1992; Roche, 1994; Waitt, 2003; Twynam and Johnston,

2004).

An additional definitional issue emerges when it comes to measuring social, when contrasted with cultural effects. Teo (1994), Sharpley (1999) and Brunt and Courtney (1999) all contend that Social Impacts are to be comprehended as transient results that wind up as quickly . Usually, there effects are immediately noticed by the changes in the social life of the host communities and their acclimations to the industry of tourism.

Cultural impacts which include the demonstration effect, are of long term nature, in light of the progressions of the host community's social connections, standards and models. This idea suggests that cultural impacts may not be promptly noticeable and in this manner might be felt by inhabitants who live locally at a later stage.

The focal point of this paper thus lies on the social, instead of cultural impacts of the NMFES in Chongwe. It is critical, at this stage, to clearly state that this investigation centers upon apparent Social Impacts.

While it could be contended that opinions need precision, or objectivity when contrasted with more fair-minded measures, they do have a vital task to carry out. As Frankel (1996) notes, that sensitive matters which are debated to implement policies for example, the hosting of significant events, are frequently matters of opinions as opposed to certainty, and, in that

capacity, it is vital that they are surveyed with the goal that arrangements can be produced that keep up the help of pertinent partners.

In fact, as Sillanpa (1998) recommends, for partners, perceptions are reality. Hence, bolster for such events is dependent on such opinions, particularly if the community hosting is to have a feeling of proprietorship or association with the event (Hardy and Beeton 2001).

2.2. Social Impact variables

Social Impacts need be experienced or felt. To be consistent with the expansive meaning of Social Impact assessment (SIA) used (i.e. Frank's, 2002 definition), the rundown of Impacts should possibly be fit for tending to positive outcomes, and additionally negative ones. Also, in light of the fact that Social Impacts (that is, all Impacts on people) encompasses many issues, the classification should be expansive.

A few outcomes are experienced at the dimension of an individual, some at the dimension of a family, and others by social associations, foundations, or society in general. A few Impacts are experienced by the human as physical reality. Others are perceived or involve feelings. Some full scale level Impacts are mainly expelled from people yet in any case are vital Social Impacts.

Frank, (2002) separated the classification of Social Impacts into seven groups. This grouping is expected to give a general categorization to help with contemplating the scope of impacts. However, it is known that different scholars could and have classified the Impacts differently.

Table 1. Indicative Health and Social Well-being Impacts

based on Frank, (2002, p.201)

Box A
• Death of self or a relative - individual misfortune.
• Death in the community - loss of human and social capital.
• Nutrition - adequacy, security and nature of individual and family nourishment supply.
• Actual wellbeing and capacity to have children
• Opinions concerning wellbeing and capacity to have children
• Mental wellbeing and subjective well-being - sentiments of stress, tension, aloofness, wretchedness, nostalgic despairing, changed mental self-view, general confidence (psycho-social components).
• Changed desires for the future for self and youngsters
• Autonomy - changes in a person's freedom
• Experience of demonization or aberrance naming - the sentiment of being unique' or of being prohibited or socially underestimated.
• Uncertainty – Not being sure about the impacts
• Feelings (positive or negative) in connection to the arranged intervention – this could cause the rise of groups of individuals with common concerns.
• Annoyance - an emotional experience, for example, because of disturbance to life, yet which isn't really coordinated at the mediation itself.
• Dissatisfaction (double-crossing) because of disappointment of an arranged mediations to convey guaranteed benefits.
• Experience of moral outrage - for example, when an arranged mediation prompts infringement of profoundly held good or religious convictions

Health matters fall under social issues. Health Impact assessment (HIA) (see Birley, 1995; Birley and Peralta, 1995) is required as a procedure to recognize the wellbeing impacts. In as much as HIA experts have an extensive variety of wellbeing pointers taken into consideration, the categories highlighted however seem to have more relevance from a social viewpoint.

Death is maybe the worst effect an individual can experience, and furthermore has real ramifications for different individuals of the family (both as far as lamenting and monetary effects if the dead person is a noteworthy supporter of the family economy).

Death likewise produces community level effects as far as the loss of human and social capital. It is regularly mentioned that one of the biggest Impacts of events is not being sure about the unexpected. The plans arranged for the unforeseen outcomes could sometimes not be enough to solve the challenges that may be actually produced from the events. (Burdge and Frank, 1995).

To some degree identified with this, despite the fact that in a contrary course, is that a few mediations raise assumptions regarding what will come, more chances for people to be employed, more development economically, and so on. Some actions are acknowledged by numerous communities based

on a cargo cult attitude. In these cases, more often than not, the guaranteed stream on development does not happen. Event organizers time and again misrepresent the advantages with the end goal to anchor endorsement.

Other ideas incorporate the sentiments made by being underestimated in the public eye, for example, through the making of inequalities of categories inside a community. Individuals with solid perspectives or good codes may encounter moral shock because of specific activities or decisions made by those in power.

For instance, the legitimization of sex trade industry in Australia, and the production of massage parlors in numerous nearby government zones, produced an extremely strong reaction of anger among specific areas of the community. The situation of needle trade administrations, utilized syringe holders, and talk on dispersion of syringes and condoms in detainment facilities additionally stimulated indignation. In as much as arranged mediations (laws or approaches) are bound to conjure sentiments of upsetness or disdain, a few activities or strategies may make positive emotions. These emotions (positive or negative) may end up creating groups of individuals sharing common interests. This could be utilized as a marker of the level of feeling in the community concerning the matter.

However, another enthusiastic inclination, particularly for more senior citizens, is nostalgic despairing. Different changes in a group of people can prompt them to continually think of the old days, "past times worth remembering." A matter in the moderation of Social Impacts is if there ought to be remembrance of the former days. This is especially the situation when individuals relocate. Memories of the past town can summon sentiments of wistfulness.

Then again, similar to anguish encounters, memories of the past enable individuals to process their emotions and modify better. When people relocate, particularly where there is an immersion or obliteration of structures, choices should be made about whether structures should be migrated.

Table 2. Indicative Quality of the Living Environment

based on Frank , (2002, p.203)

Box B
•Opinions concerning quality of the living environment (i.e. work and home environment or neighborhood) - as far as presentation to dust, clamor, dander, bad smell, vibration, blasting, fake light, security, swarming presence of outsiders, driving time and so forth.
• Actual nature of the living environment.
•Disturbances in everyday living activities (which might possibly stimulate irritation).
• Availability of areas where individuals could have fun time
• Beauty displayed in the environment - pleasant views or sights
• characteristics that influence and enhance people's appreciation of the environment
• Actual conditions of houses were people live i.e if people really like where they live
•Availability of housing buildings
• Adequacy of physical infrastructure- effect on the current infrastructure of the community (water supply, sewage, roads, land, and so on.)

-
- Adequacy of social infrastructure - change in the requests for and supply of fundamental social administrations and offices, for example, training, police, libraries, welfare administrations, and so on.
-
- Opinions concerning individual security and dread of criminal activities
-
- The reality of the security of the people
-
- The reality of criminal activities
-

A second significant classification of Social Impact identifies with the nature of the living condition, or as such, the liveability of the area and working environment.

This class contains huge numbers of the factors customarily considered in SIA and environmental impact assessment (EIA). A portion of these factors relate straightforwardly to the physical condition and in the Sloodweg. (2001) representation, get through the pathway from the biophysical Impacts.

Introduction to mire, clamor, fake light, smells, and like matters may be looked at as personal effects yet they are gathered in this grouping, "quality of the living environment."

This large scale idea has both a category the expresses opinions and another which shows the reality. As a result of the importance of a home as where one lives, ideas identified with lodging are furthermore added.

Pointers concerning the structures where people live, incorporate the sufficiency of houses in the community. Furthermore, the opinions and reality

of the physical condition of the houses is also incorporated. An apparent social nature of lodging pointer is also incorporated. One finding from projects which relocated people showed that despite improvements in the nature of their houses, they didn't feel at home in their new structures. This view is additionally one reason why individuals are hesitant to move, in spite of the money awarded as a recompense for loss.

In communities, the availability of infrastructure, both physical and social, is a noteworthy point for potential effects. Increase in the number of people in a community can imply existing infrastructure will be limited. The existing structures will most likely be unable to adapt to the new demand. Social offices, as well, will most likely be unable to adapt.

Additionally, incorporated into this categorization is the manner in which individuals think regarding their environment. Centers of recreation close where they live, or where they go on vacation and the nature of the touristic sites are additionally recorded under this group.

A last idea refers to the characteristics that influence and enhance people's appreciation of an area, here and there alluded to as existence value (McNeely, 1990). This alludes to the nonmarket, no consumptive value of an area or experience. Therefore, it identifies with the vicarious fulfillment lived by individuals in connection to what they know concerning a place. Possibly,

it additionally incorporates the good or inherent qualities that might be attributed to a place or animal groups (as on account of biodiversity protection) (Norton, 1988). These qualities can be influenced by profaning of the place or by changed information or significance about the place.

Table 3. Indicative Economic Impacts and Material well-being Impacts
based on Frank, (2002, p.204)

Box C
•Workload - measure of work vital with the end goal to endure or potentially live sensibly.
•The level of wealth, comfort, material goods, and necessities available to a certain to the people in a home or community class
•Being able to get commodities provided for all people and services.
•Being able to get services (social and state)
•Economic flourishing and resilience - the dimension of financial luxuriousness of a community and the degree of assorted variety of economic chances.
•Money received, especially on a regular basis, for work or through investments
•An estimate of what a home or a piece of land is actually worth
•The type of work or job one does
•The number of people who do not have jobs or employment
• underutilization of individuals e.g when there are improvements in technologies
•The expense of supplanting an item or service that was once given by the environment.
•The degree to which a person or family has authority over monetary exercises, the degree or joining into bigger production system.
• The vanishing of local economic frameworks and structures.
• Burden of the amount of money a country owes.

Economic Impacts and material prosperity identify with the riches and thriving of people and the community all in all. While business openings, salary, and property (land) costs may be clear effect factors in industrialized nations, matters like the amount of work one has to do, is more essential in development setting.

A few ideas can be very mind boggling. Money earned in some African towns, for instance, probably won't be partaken in the family unit, therefore a conversion to money trimming that conveys cash income to men, probably won't diminish the amount of work for ladies. The sex differentiation of money earned is considered independently in the category of factors concerning gender relations.

Property costs is likewise a mind boggling measure. Rising property costs isn't really a good thing for the society. Rising property costs is just an individual benefit if the business value is to be made through sale or through home loan. Generally, high property costs inhibits the people of the community people from accessing property. In certain rustic territories, for example, southern France, Spain, and Wales, foreigners are likely to buy pieces of land. In this way the cost of buying property is made high. To limit this pattern, in the Peak District of England close Manchester, for instance, directions have been actualized to only allow settlement to veritable local individuals.

Another essential effect, once in a while considered in SIA, is the weight of the debt by the state. At the point when the state obtains cash to manufacture dams or for the development of other significant framework, it is not difficult to consider the quick Social Impacts of the developmental

activities or the money borrowed. The debt is a weight for generations to come that will need to be reimbursed.

Table 4. Indicative Cultural Impacts based on Frank, (2002, p.20)

Box D:
• Change in cultural qualities - for example, moral standards, traditional practices, ceremonial frameworks, dialect, and dress.
• Cultural affront age – infringement of sacred destinations, breaking taboos and other cultural mores.
• Cultural integrity - how much local culture, for example, customs, rituals, and so forth are regarded
• Experience of being socially minimized – the basic prohibition of specific gatherings due to their cultural attributes, along these lines making a sentiment of being a person of low rank.
• Profanation of culture - the business misuse or commodification of cultural legacy, (for example, customary crafted works, ancient rarities) and the related loss of significance.
• Loss of local dialect or vernacular.
• Loss of characteristic and cultural legacy - harm to or destruction of cultural, historical, archaeological or natural resources, including graveyard, noteworthy destinations, and spots of religious, social and aesthetic value.

Cultural Impacts incorporate all effects (changes) on the way of life or societies. It includes loss of dialect, loss of social legacy, or an adjustment in the culture. Cultural affront age means the infringement or disregard of consecrated destinations, or the infringement of cultural taboos. A usually known cultural effect, particularly in connection to touristic sites, is profanation of culture through the commodification of cultural artworks. This happens when consecrated cultural artworks are sold to tourists. This causes such artefacts to lose their significance.

Table 5. Indicative Family and Community Impacts

based on Frank, (2002, p.206)

Box E
• Alterations in family structure -, for example, stability of family, divorce, number of children at home, presence of more distant families.
• Changes to sexual relations.
• Obligations to living senior citizens.
• Obligations to predecessors.
• Family violence - physical or verbal maltreatment. Impacts on the social cooperation of family individuals with other individuals in the community.
• Changed demographic structure of community.
• Community identification connection- feeling of having a place, connection to an area
• Opinions and reality concerning togetherness in the community
• The distinction made between social groups and persons on the basis of biological, physiological, and sociocultural factors
• Strife or divisions inside the community

Family and Community Impacts incorporate effects identified with the family and the community at large. A change to family structure is a noteworthy effect on the family that can be caused by the enticement away from home of youngsters, or by the intermittent or long nonappearance of grown-ups for work.

Different changes to life can cause disturbance to sexual and to interpersonal relations. Changes in the community can influence opinions and the reality concerning community togetherness and the degree to which occupants like where they live or potentially feel that they have a place there belong.

The making of social division inside the community is a Social Impact, just like hostile behavior and unfriendliness. Commitments to living senior citizens or to dead predecessors can likewise be of a problem, particularly where resettlement happens. In some Asian societies, the need to satisfy commitments to predecessors is an unequivocally held conviction securing one's own favorable luck in life following death, and this implies current or future material prosperity, can't be exchanged off against this commitment.

Table 6. Indicative Institutional, Legal, Political
and Equity Impacts based on Frank, (2002, p.206)

Box F
• Workload and viability of government or formal organizations – limit of the formal establishments to deal with extra outstanding task at hand created by an arranged intervention.
• Workload and viability of non-government offices and casual offices including community associations.
Trustworthiness of government and government organizations – absence of corruption, capability in which they carry out their undertakings.
• Loss of tenure, or legitimate rights.
• Loss of subsidiarity - an infringement of the rule that choices ought to be taken as near to the general population as could reasonably be expected.
• Violation of human rights – any maltreatment of the human rights, capture, detainment, torment, terrorizing, and provocation and so on, real or dread or control and loss of free discourse.
• Participation in basic leadership.
• Access to legal procedures and to legal advice
• Impact equity - thoughts about reasonableness in the distribution of impacts over the community.

There is a scope of Impacts on institutions, for example, regulatory agencies, those that lead to surpassing the ability to adapt to the additional amount of work that is produced by development exercises. Numerous development ventures are supported by large enterprises who have solid business interests in seeing their venture affirmed with little delay and insignificant conditions of endorsement.

This makes a potential for the offering of illegal rewards in order to get positive treatment. People can have their legitimate and human rights abused, or be liable to being terrorized. Governments may suppress production of restricting perspectives or dispute in connection to a specific venture.

Securing the right to speak freely is an essential part of social impact assessment. Sometimes, high level governments may overrule a local or provincial government and individuals from a lower level governments. This could make their constituents to feel that the rule of subsidiarity is disregarded.

Table 7. Indicative Gender Relations Impacts based on

Frank, (2002, p.2070)

Box G

Women's physical respectability – alludes to the ability of ladies to make informed choices about their very own body, wellbeing and sexual action. It also means having power concerning childbearing , raising kids and being able do this securely and viably, i.e to be free from compulsion or brutality and

- Personal self-sufficiency of ladies - the degree of freedom, independence and sense of pride in physical, financial, political and socio-cultural perspectives.

- Gendered division of production oriented labor – alludes to the unequal dispersion of workload among men and women in connection to production, i.e in cash cropping, subsistence food production, wage-labor and other family money raising ventures

- Gendered division of family work – alludes to the gendered and uneven distribution of workload in connection to the upkeep of the family unit that is; bringing water and fuel, getting food ready, washing, and cleaning the house.

- Gendered division of reproductive work – alludes to the gendered and uneven distribution of workload in connection to the consideration and upkeep of members of the family unit that is the personal weight of childbearing

- Gender-based control over, and access to, resources and services - including land, water, capital, equipment, knowledge, skills, employment opportunities and income, and services such as health facilities, education and agricultural extension services.

- Equal opportunities for both sexes in receiving education

- Political liberation of ladies - women's influence on basic leadership at family level, community and society levels.

A World Bank report (2001, p. 1) on the role of Gender on development started with the words "Gender unfairness stays unavoidable in numerous components of life around the world. In no locale are ladies treated equally to men in social, and monetary or law related rights. The differences that arise because of one's sex are across the board. They are evident in acquiring and controlling assets, in power and political voice."

Ladies will in general bear the biggest and most direct Social Impacts. In this manner, one's sex is an extremely important Social Impact issue. It is

also developmental objective in its own right, requiring serious attention in gender assessment (DGIS, 1994; Feldstein and Jiggins, 1994; Gianotten, 1994; Guijt and Shah, 1998; NEDA, 1997, Peiris, 1997). It is additionally critical to have a thought of the effects on gender relations.

To this end, eight elements of gender relation impacts can be considered, which cover the real issues in which gender differentiation produces results, and each can be the focal point of improvement.

To understand gender analysis, it is vital not to homogenize ladies. The social position and likely impact experience of ladies are not quite the same as men, yet there is likewise a decent variety among ladies that additionally should be valued.

2.3. Social Impact of Sport Events

Ritchie (1984), Hall (1992) and Getz (2005) have all identified Social Impacts that may emerge as a result of an event. Various similitudes could be noticed. Hall (1992) and Getz (2005), for instance, concur that substance misuse, an expansion in wrongdoing and prostitution and additionally awful conduct, and the separation of local people from their homes and the loss of luxury, which Getz (2005) sees as a result of overcrowding and disturbing noise, are social impacts of events. Regarding positive effects, the possibility of events as an influencer on community pride and expanded inclusion of

people in community exercises is shared by both Hall (1992) and Ritchie (1984). Also, Hall (1992) refers to the enhancement of territorial identity that is viewed as being firmly identified with urban renewal (Henry and Gratton, 2001).

Table 8. Social Impacts of Sports Events based on
Ohmann, Jones and Keith, (2008, p.131)

Author	Positive Social Impacts	Negative Social Impacts
Hall (1992,p.69)	<ul style="list-style-type: none"> -Shared experience -Revitalizing customs -Building community pride and identification -Validation of community pride -Improved local identification -Increased community involvement -Introducing new and challenging thoughts -Expanding cultural perceptions 	<ul style="list-style-type: none"> -Community alienation -Manipulation of community -Negative community image -Bad conduct -Substance misuse -Social disengagement -Loss of amenity -Traffic - congestion -Theft -Noise -Prostitution
Getz (2005, p.404)	-n/a	<ul style="list-style-type: none"> -Disruption to community life -Loss of amenity due to noise or crowds -Changes in social and leisure habits (e.g. people leaving town to escape the event's impacts) -Intergroup hostility -Displacement of inhabitants because of increased of costs housing -Reduction of personal satisfaction for low-salary individuals because of high costs of merchandise and services -Prostitution -Increase of criminal activities -Demonstration effect -Drug misuse

		-Bad crowd conduct
(Ritchie, 1984, p.7)	-Increased community pride -Strengthening of customs and values -Increased engagement in sports, arts or other activities related to the event -Adaptation of new social patterns or cultural forms -Increased voluntarism and community group activity and intercultural interaction	-n/a

For the Impacts of Sport Tourism Events, as opposed to events in general, the major contributions are those of Higham (1999) and Fredline (2005) and their results are condensed in Table 9. Importantly, Higham (1999) does not provide any positive effects of Sport Tourism. Rather, he passes on the idea of Sport Tourism Impacts as being transcendently negative. Interestingly, Fredline (2005) recognizes that effects may incorporate those seen as commonly positive for the host. The two writers highlight on awful fan conduct, disturbance of regular daily activities, traffic jam, relocation of people and intercultural conflicts bringing about 'nationalistic sentiments' (Fredline, 2005, p. 268). None of them links Sport Tourism to wrongdoing and prostitution, which are referred to by Getz (2005) nor Hall (1992), as negative Social Impacts, and just Fredline (2005) incorporates the part of events creating chances for diversion.

Table 9 Social Impacts of Sports Tourism based on
Ohmann et al. (2008, p.131)

Author	Positive Social impacts	Negative Social impacts
Fredline (2005 Fredline, p. 268)	<ul style="list-style-type: none"> - Sense of pride - Self-actualization - Opportunities for entertainment, community or family togetherness - Demonstration effect impact on wellbeing - Bad group conduct 	<ul style="list-style-type: none"> - Rowdiness - Fan misconduct - Nationalistic sentiments resulting from intercultural interaction and team competition - Reductions of psychological wellbeing due to perceived loss of control over local environment
Higham (1999,p. 85)	n/a	<ul style="list-style-type: none"> - Crowding - Infrastructural congestion - Exclusion of local residents due to costs - Disruption of local lifestyle - Displacement

The key Social Impacts inside the writing are laid out beneath.

The first one that can be identified is that of a feeling of collective sharing of the event. Roche (2000) depicts how events may change common spots into touristic destinations where individuals can share diversion, for example, that which happened amid the 1998 World Cup (Choi, 1999), and at a similar event four years after (Horne and Manzenreiter, 2004). Over 1.5 million individuals greatly admired the triumph of the French Team in the 1998 World Cup on the Champs-Elyse 'es in Paris (Choi, 1999). On account of the 2002 World Cup, public viewing was intensely encouraged by the focal government and the host urban communities in South Korea, bringing about

the set-up of 2021 screens at 1868 areas (Soon-Hee, 2004). This feeling of togetherness can likewise be improved through related events, for example, the arranging of cultural events. (Pugh and Wood, 2004).

As well as the relatively short-term impacts of collective sharing, inhabitants' quality of life can be upgraded in a more long term way through urban regeneration. Hall (2004) proposes that the idea of urban regeneration envelops a physical aspect such as architecture and image creation, and in addition a social point of view, i.e. the enhancement of the quality of life of occupants. Kelly (1989) alludes to the revival or reestablishment of urban zones as a long term impacts for the host community.

The negative effects of events have, as proposed above, got more noteworthy consideration. Sports events are probably going to be the scene of criminal activities; for instance burglary, inebriation, misconduct and vandalism (Barker, 2004; Hall, 1992; Getz, 1997). Hall and Selwood (1989) identified a connection between the hosting of the America's Cup 1987 and an increase in wrongdoing, while Hall (1997) makes reference to an increase in burglary, sexual and basic assaults amid a similar event. Instead of occurring inside the event setting, Barker (2002) proposes that wrongdoing is a spatial phenomenon that is liable to be transferred, i.e. wrongdoing is moved to areas where security is less focused, just like the case amid the America's

Cup 2000 in Auckland. Thus, criminal exercises are bound to happen in zones outside the event setting, for instance in inns, bars, bars and night clubs.

Research on the connection among prostitution and events has gotten restricted consideration. Hall and Selwood (1989) identified a significant increment in the number of sex workers from Asia and different parts of Australia preceding, and amid the 1986 America's Cup in Fremantle, which was credited to the expectation of a higher interest by event guests for sex industry services. The researchers remark on the reaction of the neighborhood government to this result: while laws and directions to administer public morality were reduced during the events to guarantee that the requirements of visitors were met (for instance as broadened exchanging hours for inns, bars and night clubs), the repercussions of the America's Cup was set apart by an increased worry about indecent activities coming about a concentrated effort to expel 'hotel striptease and transparent barmaids from the less self-important inns' (Hall and Selwood, 1989, p. 112).

A further potential effect emerges from fan conduct, regardless of whether illicit or just unwanted. The idea of social trouble making of event guests is reflected in a wide range of terms, going from 'uncontrollable conduct' (Getz, 2005, p. 107) and 'introverted conduct' (Wann, 2001, p. 146) to 'hooliganism' (Barker, 2004). This absence of a typical definition of awful

fan conduct might be clarified by the differing types of conduct that fans show. In this regard, Barker (2004) proposes that hooliganism is the most well-known type of rough and troublesome fan conduct. Instances of vast scale incidents incorporate the mobs among English and Italian fans amid the 1985 European Cup Final in the Heysel arena in Brussels, which brought about the death of 32 fans (Journes, 1999). Moreover, a progression of events involving violence occurred crosswise over England when it hosted the European Football Championships in 1996, and also in other European nations where English fans and local supporters conflicted.

Patriotism and inter group conflicts may likewise happen as an outcome of the presence of fans from various nations. This is reflected in hostile, and xenophobic maltreatment against players and fanatics of rival teams that might be highlights of numerous universal and territorial football competitions. Pugmire (2006), for instance, portrays the developing conflict between white crook packs and dark and Arab individuals from a multiethnic rival group in Pakistan rural areas before, amid and after matches. Moreover, Lowles (2001) contends that most English convicts generally show a forceful type of patriotism when heading out for matches abroad.

The final effect to be identified is that of the dislodging of occupants. While urban reestablishment has been talked about before as a Social Impact of MSEs as far as improving quality of life of inhabitants, it might likewise hold pessimistic ramifications for the host community. Wilkinson (1994) takes note of that the development of infrastructure that is frequently associated with organizing MSEs is probably produces a quick increment in lodging fees and land value, bringing about the relocation of less affluent residents.

A further part of displacement is talked about by Mules and Dwyer (2005) who propose that inhabitants of the communities that host events feel less inclined to visit neighborhood services amid the event because of the foreseen overcrowding of open and private offices, for example, transports and underground trains, eateries and shops by event guests. Rather, they may stay away from these spots or choose to leave the territory totally, either for the entire or part of the length of the event. This is additionally talked about by Shaw and Williams (2002, p. 269), who questions the benefits of selling of urban territories', i.e. the promotion of event host communities as a sports touristic destination, regarding the capacity of the city as an item to be sold to the travel industry on one side and a place to live, on the other.

Accordingly, it may be seen that the events can possibly make various effects, both positive and negative. These effects, ought not to be viewed as a common results of any sport event. Barker (2004) recommends that Social Impacts will be different as indicated by the nature, scale, area and span of the events, while Fredline (2005) highlights that Social Impacts are liable to influence by the host's history, social, financial and environmental background. There is support for these affirmations. Sheldon and Var (1984) and Brunt and Courtney (1999), for instance, examined the states of mind of occupants towards the travel industry development in specific areas. They found that the inhabitants who had a longer length of stay were more sensitive to such developments than short term occupants.

In this manner, various effects, both positive and negative, are potential results of a sport event. It is likewise clear, in any case, that such effects might be obvious at specific events, yet not at others. To date, exact proof is constrained, and hence it is difficult to recognize any examples as far as building up a comprehension of why certain effects are pretty much evident at various events. Accordingly, there is a requirement for studies on impacts in different events and areas, and it is to this collection of proof that this paper looks to make a commitment.

2.4. Social Impacts and outcomes of Non-Mega Sport Events

Although it is not clear yet concerning the categorization of events, NMSEs are commonly littler in size, scale and coverage than their Mega partners (e.g., the Olympic Games, the World Cup, the Euro Cup, and the Commonwealth Games). Be that as it may, just like MSEs, they are one-off and intermittent. These events may pull in inhabitants of the host community as well as guests, and might be organized in urban towns and communities all over the world. (Taks, M. 2013)

A great part of the proof of the potential of Sport Events to promote solidarity in the society is on MSEs and stresses sentiments of euphoria, improved national pride, and solidarity. (Heere, 2013). The all-around expected talk about the social outcomes of sports events are for the most part sought after and wanted, rather than being considered in the plans (Chalip, 2006), and a significant part of the studies is not very reliable (Smith, 2009).

Taks (2013) differentiated and thought about Social Impacts and results of MSES and NMSEs utilizing four alternate points of view: power relations, urban regeneration, socialization, and human capital. In general, NMSEs seem to give chances to more positive Social Impacts and results for host communities unlike MSEs. This is as a result of the suspicion that NMSEs help in making tight bonds between the people in the community and

the event (Taks, 2013).

Misener and Mason (2006) put more emphasis on the significance of holding on to the basic values of the occupants and the neighborhood as a whole as requirement to achieve positive outcomes from events. Holding on to these basic values is likewise more feasible for NMSEs than for MSEs.

NMSEs allow greater correspondence in host communities. This helps produce results that will best serve the people living in the community. Nonetheless, exact SIAs of events are not available. It is therefore difficult to precisely interpret the Social Impact outcomes. (Deery, Jago, and Fredline, 2012; Fredline, Deery, and Jago, 2013).

Djaballah and partners research the Social Impact of NMSEs, utilizing a sense making approach taking into consideration the local governments' opinions and policies. Explicitly, the writers examine how the major partners in local governments comprehend and control social outcomes of NMSEs which were organized in 25 medium-sized urban areas in France. Interestingly, government authorities were more worried about managing negative Social Impacts instead of making plans for positive Social Impacts. Plans to improve Social Impacts incorporate organizer relationship management, direct management, community activation, and associations with local companies.

Kerwin and associates address Social Impacts investigating a feeling of community among small-scale sport event volunteers. They centered on a four-day long, single/member/little scale sport event (kayak/kayak) facilitated in a moderate sized neighborhood in 105 Ontario (Canada). The writers underline that volunteerism is a collective experience and an immediate impact of social capital. They accentuate that NMSEs volunteer experiences give tighter social bonds expected to make a feeling of togetherness. Besides, the researchers strongly state that NMSEs normally depend upon the small size of the local community to provide the volunteers. There is therefore a higher potential for self-development (i.e., 'human capital') of individuals in the host community for NMSEs unlike for MSEs (Taks, 2013; Taks, Green, Misener, and Chalip, 2014).

2.5. Sport participation impacts and strategic outcomes of Non-Mega Sport Events

Sport participation impact is a subordinate of Social Impact. Since sport is major thing of Sport Events, an increase in sport participation as a result of an event would appear to be a sensible desire. Cases that sports events will cultivate sport interest depends on the idea of the alleged trickle down, demonstration, or motivation impacts. Proof supporting this trickledown effect is essentially centered on major sporting events showing

that the impacts are restricted at best case, and are likely destined to come about because of the retention of current fans as opposed to selecting new ones (Weed, Coren, and Fiore, 2009). Proof from NMSEs indicates potential for self-growth and skill development of local inhabitants (e.g., through volunteering, being referees and organization) which benefits the improvement of sport in host communities (Taks, Misener, Chalip, and Green, 2013; Taks 2014). In the uncommon situations where infrastructure is renovated or newly constructed for NMSEs, the same are probably going to be renovated or constructed in view of the needs of the local people. This guarantees the use of the infrastructure by the residents over a long period of time and it is key for managing sport participation development. Three studies in this exceptional issue talk about the connection between NMSEs and sport participation plans and outcomes.

Girish and associates assess sport participation results of nine non-mega spectator sport events in the UK. Their quantitative methodology uncovers diverse sorts of increments in post event participation conduct of both previously active and inactive participants, including 'starting,' 'sustained,' and 'lagged' impacts. In any case, the writers underscore that ascribing causality is risky and that the market development impacts are doubtful.

The study by Misener talks about utilizing chances of para-sport events for community participation. In view of organizing the Ontario para-sport Games in four urban communities, a hypothetical Para Sport Leveraging (PSL) framework is produced. Positive community impacts incorporate more outstanding levels of availability, improved impressions concerning disability, and more noticeable engagement of residents in community affairs. The keys to this theory that separate it from others that have been talked about are its: (1) attention on disability sport, which displays a special chance to leverage events, (2) setting inside setting within the context of the broader policy environment, (3) placement of local community values 150 at the core of leveraging efforts, and (4) assigning responsibility for leveraging efforts outside of the local organizing committee.

2.6. Unique features, Impact, and strategic outcomes of Non-Mega Sport Events

The chance for more tighter bonds within communities and togetherness of the local populace with the event, be it as government officials, observers, volunteers, tourism promotion managers or event coordinators, makes NMSEs essentially not quite the same as MSEs concerning their impact on people living in the communities .(Taks, 2013).

Nevertheless, intrinsic characteristics of NMSEs are not adequate all by themselves to clarify their higher potential for producing wanted results. All studies in this uncommon issue accentuate the significance of utilizing of events to the fullest potential (e.g., Chalip, 2004, 2006). Essential procedures and strategies to produce wanted results should be planned and executed. Like sponsorship activation (Keefe, Titlebaum, and Hill, 2009), entities such as government officials, local sports associations, local businesses and tourism advertising associations can connect with an event. This could help engage an event into their own advertising or promotion endeavors to accomplish established objectives or targets.

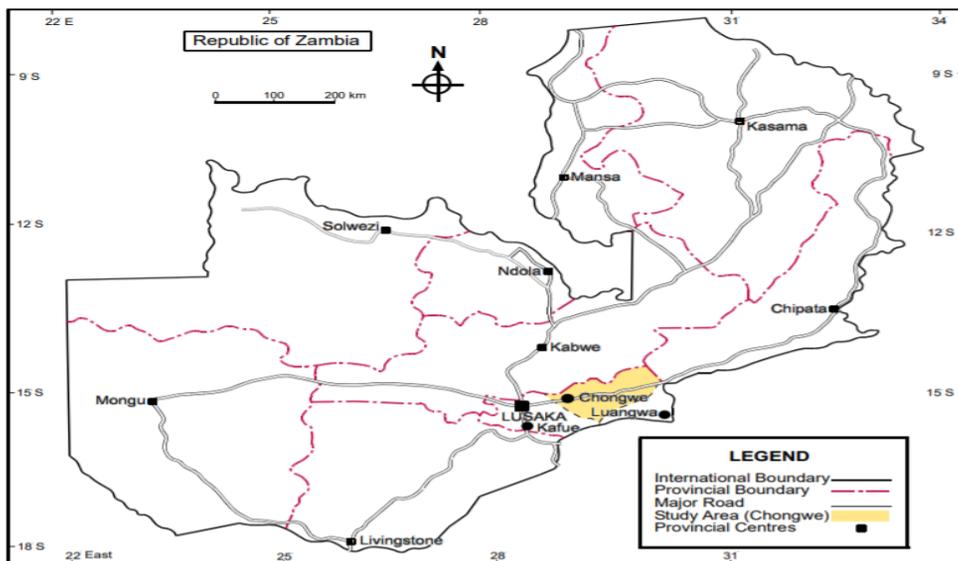
In all cases, this activation needs human, economic and physical assets, and also time (Green, Chalip, Taks, and Misener, in press). The making of local partnerships and coordination endeavors are explicitly mentioned as critical basic procedures to make wanted results with regards to NMSEs. Their littler scale encourages, the formation of practical local partnerships and coordination endeavors. This is the characteristic that makes NMSEs interestingly not the same as MSEs for the host community. This unique matter distinguishes and broadens our comprehension of the nature and ramifications of NMEs. The effects and vital results explained here have handy incentive for sports event management and policies.

Chapter 3. Methodology

3.1. Introduction

The study was conducted in a district about an hours' drive from Zambia's capita city, Lusaka. The district is called Chongwe.

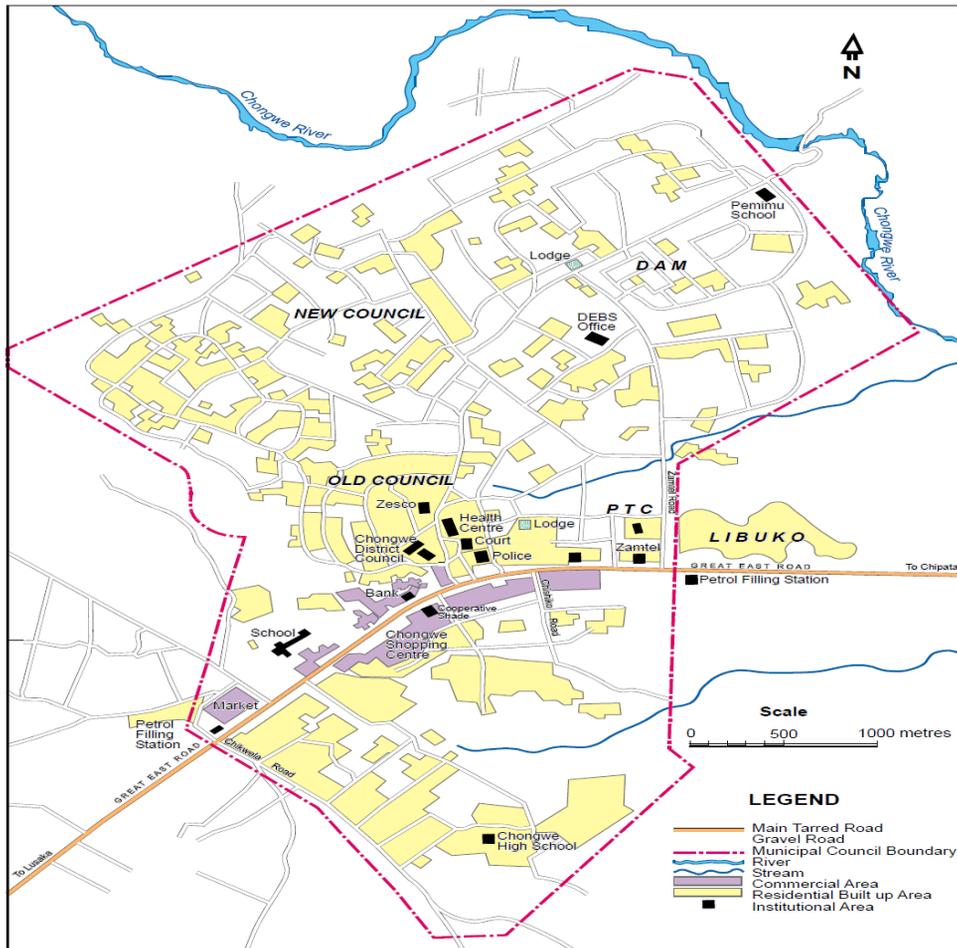
Chongwe sits neatly close to Lusaka. The main district administrative center is located at 45km east of the central business area of the city of Lusaka. (See figure 1). Its proximity to the capital city gives it the advantage of easy access to several socio-economic services such as banks, markets, transport, international airport, mobile phone coverage and host of others.



SOURCE: Geography Department, UNZA, 2009.

Figure 1. Location of Chongwe District in Zambia

This district is divided into two areas; council area and traditional area. Council area is made up of a township (urban area) and surrounding farms and the traditional area is made up of villages. (See figure 2)



SOURCE: Lusaka Province Planning Office.

Figure 2. Location of Chongwe urban area (Town)

Chongwe is approximately located between the longitudes 28 and 42 Degrees east and between the latitudes 15 and 20 Degrees South. It covers a total surface area of approximately 2,505 Square Kilometers. The district's population is 141,301. (Lusaka Province Analytical Report, 2010).

While the rewards of being situated close to the capital city are many, they also come along with some costs. This includes; spill-over of some of the vices found in the city, migrations and relatively higher cost of living compared to other rural districts far from big cities.

To a larger extent the economic activities of the district are tied to agricultural and agriculture related activities. There is potential in other economic activities such as tourism and industrial activities though these have not been fully exploited.

Chongwe is a host of many primary, several secondary schools and one university. These learning institutions are greatly involved in the participation and organization of local football events within the district.

Apart from the involvement of the learning institutions, the district also organizes its own local football league for adolescents, youths and adults through its local football association.

In addition, government and non-government organizations within Chongwe also participate somehow in local football events. Their participation may include sponsoring local teams, conducting educational programs through football events or competing in inter-company football competitions.

Chongwe stages different football events annually. These include; Secondary Schools Coca-Cola Cup preliminary knockouts, Chongwe league, Secondary and Primary Schools Inter -districts, Inter-schools, Independence Cup, Youth Day Cup, Inter-company competitions etc.

Since all the mentioned football events take place within the Chongwe community, it is very likely that they in one way or another affect the social life of the residents. This research therefore attempts to ask a rather simple question, “What are the residents’ perceptions of the Social Impact of NMFES?”

3.2. Participants

This research specifically focused on Chongwe urban area (town). The participants were 181 residents.

Local residents in this region live near the football grounds where football events take place. Therefore, it was assumed that they would likely be more impacted by the football activities in comparison to those who lived

in faraway rural villages.

Focusing on the town facilitated collecting data from residents whose participation and involvement in football events was not affected by long distances to football grounds. Whether they chose to partake in football events or not, it would have been probably due to their interests rather than long distances impeding them to go.

For purposes of gathering meaningful data, there was no attempt to survey Chongwe as whole. Rather, the goal was to collect information from participants who had ready access to football events. From those who had ready access, some participated in football events while others did not. Thus, the research collected data that would reveal the patterns of the perceived Social Impacts from residents with equal access to football events.

The following are additional reasons why the sample was selected from Chongwe town;

- It is centrally located. This helped to easily access the residents for the distribution and collection of the survey questionnaire.
- It has a better a representation of individuals with different education levels compared to other regions of Chongwe. This prevented collecting data from people with similar demographic information.
- It stages most of the NMFES

The respondents who were targeted for the sample were male and female professionals, students, local football athletes, villagers and traders. This allowed to capture data from residents with dissimilar interests, attitudes and beliefs.

3.3. Instrument

In this study, perceptions were measured through a self-completed questionnaire. The survey was designed to capture the opinions of the residents regarding the Social Impact of NMFES

Previous studies guided the design of the questionnaire. Frank (2001), Ohmann, Jones and Wilkes (2006) and Pastore (2011) helped define the Social Impacts variables. This therefore allowed me to conceptualize the research questions of the study. Consequently, a survey was designed to allow people to reveal, on a personal level, on how they thought football events were impacting them.

The questionnaire had two sections. The first part would collect demographic information on age, gender, education level, frequency of involvement (the number of matches watched), occupation and length of stay.

The second section gathered data on the residents' perceptions of the Social Impact of NMFES.

Respondents were asked to rate the level of agreement or disagreement with the statement on a six-point Likert scale ranging from strongly disagree to strongly agree . A score on strongly disagree (lowest score) indicated that the impact perceived was extremely negative. On the contrary, a score on strongly agree (highest score) revealed that the impact was very positive.

3.4. Data collection

During data collection, I was not in the country where the research took place. Therefore, two Zambian undergraduate students were selected to assist in gathering data. They were to help distribute questionnaires directly to the residents.

The students were supervised by a Zambian undergraduate degree holder whom I also chose. The supervisor ensured that the students completed their assigned duties adequately. His duties were to revise the collected data and make sure that the respondents had responded accordingly. He also arranged appointments for the students to visit government offices.

Before the students started the collection of the data, I oriented them on how to inform participants about their informed consent. After the orientation process, the students were allocated 200 survey questionnaires.

The selected students had some experiences in working in

community programs. They had worked as peer educators and volunteers in community development activities. They therefore had relevant skills in socializing with community members. In addition, they were also Chongwe residents. This helped them to easily collect data from people. In this regard, they were competent for the task.

It is important to note that the surveys were distributed in different regions of town. The distributed questionnaires were collected the same day after the participants had responded them. The students were given a period of five days to finish collecting the data.

During the collection of the data, the participants would have been in their respective activities. They could have been working at the market, home or government organization. Some would have been observing or about to play football and the students would have been in their learning institutions. Others could have just been in their homes probably resting.

After all the 200 questionnaires had been responded and collected, they were scanned and emailed to me.

3.5. Data analysis

3.5.1 Data analysis - general context

The data collected from the residents of Chongwe was analyzed using SPSS (Statistical Package for Social Science).

The primary goal of this analysis was to look for patterns on how the residents perceived the Social Impacts of NMFES. In addition, I wanted to see how demographic information affected the perceptions.

There were a number of demographic characteristics gathered on each person. These included; age, gender, educational level, involvement frequency, length of stay and occupation. Each of these was likely to be a factor on the perceived Social Impacts.

In my survey, I had forty one questions to capture perceptions on Social Impacts. On the other hand, there were seven questions to gather data on demographic characteristics. Therefore, there were potentially 287 analyses to be conducted. Nevertheless, I reduced them by focusing on the effect of two demographic data instead of seven.

The analysis of my study centered on the effect that gender and involvement frequency had on the perceptions of the residents. A previous research by Ritchie, Brent, Shipway, and Cleeve, (2009) found that respondents who actively participated in a sports events were more likely to

agree with the positive impacts compared to those who did not. This finding highly motivated me to look at how involvement frequency would affect the opinions of the people of Chongwe.

Since females generally participate less in football events in Chongwe compared to males, I got interested to understand how they would perceive the Social Impacts. I therefore found it interesting to analyze the influence of gender on the views concerning Social Impacts.

Additionally, Ohmann, Jones and Wilkes (2006) found in their study that social- demographic information did not matter in affecting the views of the residents. It is for this reason also that I decided not to analyze all the demographic characteristics.

3.5.1 Data analysis - tests and procedures

The analysis began by making variables (sub-constructs) for each of the Social Impacts constructs. Each Social Impact construct was made up of three or four sub-constructs. Within each construct, variables were made by grouping questions which captured perceptions on similar aspects.

I then looked at descriptive statistics of the demographic information and the Social Impacts constructs. This helped to get an overview of frequencies and percentages of the demographic characteristics.

In addition, the general perceptions of the respondents concerning the Social

Impacts of NMFES were revealed.

To see whether gender and involvement frequency significantly affected the perceptions concerning the Social Impacts constructs, Independent-sample t tests and one - way ANOVA tests were performed. On the constructs where one - way ANOVA tests revealed that the differences were significant, I examined the sub-constructs using post-hoc tests. This indicated exactly where gender and involvement frequency was having the largest or least effect.

In general, the analysis began with building variables for the Social Impacts constructs. Descriptive analysis then followed to get the general overview of the frequencies. As the analysis progressed, the effect of gender and involvement frequency on the perceptions in constructs was analyzed using Independent-sample t tests or one - way ANOVA tests. When significant differences in one - way ANOVA tests were found, post-hoc tests were used to examine the source of differences across the respondent subgroups.

Chapter 4. Results

4.1. Descriptive Analysis

Data was collected from a total of 181 Chongwe residents. This formed the sample of the analysis. Under the descriptive analysis, collected information covered demographic characteristics such as; duration of stay in Chongwe, involvement status/frequency in football events, gender, age, level of education and occupation.

An overview of frequencies and percentages of demographic information is presented in table 10.

It's interesting to highlight that regarding the status of involvement in football events, 82.9% (n=150) of the respondents affirmed that they had watched a football match held in Chongwe while 17.1% (n=31) of them had not. This indicates that a vast majority of the residents in the sample have had a chance to be involved in football events

With regards to the frequency of involvement, it can be observed that 38.7% (n=70) of the respondents had watched 1-2 matches in the last month while 37.0% (n=67) had watched none. Only 24.3% (n=44) of the residents affirmed that they had watched 3 or more matches in the last month.

Concerning gender, 32.2% (n=58) were females and 67.4% n= 122 were males. This indicates that the majority of the respondents were males.

It is worthwhile to mention also that 65.7% (n=119) of the respondents were in the age group 18-35 years, 25.4% (n=46) in the category 36-45 years and only 8.8% (n=16) were above 46 years.

Table 10. Descriptive Statistics of the demographic information

Variable	Group	<i>n</i>	<i>Percentage</i>
Duration of stay:	< 1 year	7	3.9
	1-5 years	80	44.2
	6 years ≤	94	51.9
	Total	181	100
Status of involvement:	Yes	150	82.9
	No	31	17.1
	Total	181	100
Frequency of involvement per month:	None	67	37.0
	1-2 matches	70	38.7
	3 matches ≤	44	24.3
	Total	181	100
Gender:	Female	58	32.0
	Male	122	67.4
	Total	181	100
Age:	18-35 years	119	65.7
	36-45 years	46	25.4
	46years ≤	16	8.8
	Total	181	100
Level of Education:	Never attended school	0	0
	Primary /Secondary school	85	47.0
	College /University	96	53.0
	Total	181	100
Occupation:	Unemployed	18	9.9
	Student	58	32.0
	Employed	105	58.0
	Total	181	100

To get the general overview of the perceptions of the respondents concerning the Social Impacts of NMFES, I looked at the descriptive statistics of the constructs of study as shown in the table 11. The statistics showed that; FCI had a higher mean ($M=3.97$, $SD=0.65$) compared to QLE ($M=3.93$, $SD=0.54$) and EMWI ($M=3.62$, $SD=0.79$). It was observed that the residents were more likely to agree that the impacts were positive on FC than on QLEI than on EMWI.

Table 11. Descriptive Statistics of the Social Impacts constructs

Variables	<i>n</i>	<i>M</i>	<i>SD</i>
EMWI	181	3.62	0.79
QLEI	181	3.93	0.54
FCI	181	3.97	0.65

4.2. Results of Research Question 1

4.2.1: Descriptive statistics of the QLE sub-constructs

To get the general overview of the perceptions of the respondents concerning the QLE, I looked at the descriptive statistics of its sub-constructs as shown in the table 12. The statistics showed that the sub-construct; PSVC had a higher mean ($M=4.10$, $SD=0.88$) compared to CQLE ($M=3.68$ $SD=0.71$) and DDL ($M=4.01$ $SD=0.86$). The results revealed that the respondents were more likely to agree that the impacts were positive on PSVC than on DDL and CQLEI. On the other hand, they were more like to disagree that impacts

were positive on QLE than on PSVC and CQLE.

Table 12. Descriptive statistics of QLE sub-constructs

Variables	<i>n</i>	<i>M</i>	<i>SD</i>
Personal safety, Violence and Crime	181	4.10	0.88
Concern of the quality of living Environment	181	3.68	0.71
Disruption to daily living practices	181	4.01	0.86

4.2.2: Independent-sample t test results

To understand if gender had a significant effect on the perceived Indicative Quality of the Living Environment Impacts, an independent-samples t-test was conducted. The results of the comparison between females and males are shown in table 13.

Table 13. Gender differences on QLEI

	Gender	<i>n</i>	<i>M</i>	<i>SD</i>	<i>SED</i>	<i>T</i>	<i>df</i>	<i>p</i>
Indicative Quality of the Living Environment	Female	58	3.86	.47	.06	-1.30	178	.19
	Male	122	3.97	.57	.05			

The results showed that there were no significant differences in the mean scores for females ($M=3.86$, $SD=0.47$) and males ($M=3.97$, $SD=0.57$) conditions; $t(178) = -1.30$, $p = .19$, two tailed. Specifically, the results indicated that gender did not have a significant effect on the perceptions concerning Quality of the Living Environment Impacts

4.2.3: One - way ANOVA test results

A one - way ANOVA was conducted to compare the effect of the Involvement frequency of the respondents on the Perceived Indicative Quality of the Living Environment Impacts. The participants were divided into three groups according to the number of matches they had watched in the last month at the time of filling out the survey. (Group 1: None, Group 2: 1-2 matches and Group 3: more than 3 matches).

The descriptive statistics of the groups are shown in table 14. The results generally showed that the more matches the residents watched, the more they were likely to affirm that football events had positively contributed to the QLEI. For those who had not watched any match, (M=3.76), those who had watched one or two matches, (M=3.89) and those who watched more than three matches, (M=4.25).

Table 14. Involvement frequency descriptive statistics

Variables	<i>n</i>	<i>M</i>	<i>SD</i>
None	67	3.76	.45
1-2	70	3.89	.58
3 ≤	44	4.25	.47
Total	181	3.93	.54

Note: None = Group 1, 1-2 matches = Group 2 and 3 matches ≤ is Group 3.

The results of the one - way ANOVA test are shown in table 15. The analysis indicated that the effect of involvement frequency on the perceived Indicative Quality of the Living Environment Impacts was significant,

$F(2,178) = 12.73, p < .001$.

Table 15 One -way ANOVA test results

Source	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>p</i>
Between Groups	6.57	2	3.29	12.73	.00
Within Groups	45.95	178	.26		
Total	52.53	180			

To understand where exactly the differences occurred between the groups, turkey's HSD Post-hoc test was conducted. The results are shown in table 16. It was noted that the mean scores for Group 1 and Group 3 differed significantly at $p < .001$. The mean scores for Group 2 were also significantly different from those of Group 3 at $p = .001$. However, there were no statistically significant differences between the mean scores of Group 1 and Group 2 at $p = .27$.

Table 16. Turkey's HSD Post-hoc test results

Dependent variable	<i>(I) Involvement frequency</i>	<i>(J) Involvement frequency</i>	<i>Mean Difference (I-J)</i>	<i>Std. Error</i>	<i>Sig.</i>
Quality of the Living Environment Impacts	None	1 -2 matches	-.134	.087	.274
		3matches ≤	-.491	.099	.000
Quality of the Living Environment Impacts	1 -2 matches	None	.134	.087	.274
		3matches ≤	-.357	.098	.001
Quality of the Living Environment Impacts	3 matches ≤	None	.491	.099	.000
		1 -2 matches	.357	.098	.001

Note: *The mean difference was significant at the 0.05 level, None = Group 1, 1-2 matches = Group 2 and 3 matches ≤ is Group 3.

4.3. Results of Research Question 2

4.3.1: Descriptive statistics of the FCI sub-constructs

To get the general overview of the perceptions of the respondents concerning the FCI, I looked at the descriptive statistics of its sub-constructs as show in the table 17. The statistics showed that the sub-construct; CC had a higher mean ($M=4.04$, $SD=0.94$) compared to CIC ($M=4.02$ $SD=1.71$), FFC ($M=3.93$, $SD=0.84$) and ACB ($M=3.90$, $SD=0.78$). The results showed that the respondents were more likely to agree that impacts were positive on CC than on CIC, FFC and ACB.

Table 17. Descriptive statistics of FCI sub-constructs

Variables	<i>n</i>	<i>M</i>	<i>SD</i>
Community cohesion	181	4.04	.94
Community identification and connection	181	4.02	1.17
Family and Friends cohesion	181	3.93	.84
Alterations in community behaviour	181	3.90	.78

4.3.2: Independent-sample t test results

An independent-samples t-test was conducted to compare the perceptions of the females and males on Indicative Family and Community Impacts. The results are shown in table 18.

There was a significant difference in the mean scores for females ($M=3.78$, $SD =0.67$) and males ($M=4.06$, $SD=0.63$) conditions; $t(178) = -2.72$, $p = .007$, two tailed. These results suggest that gender really

does have an effect on the perceptions concerning the Indicative Family and Community Impacts. Specifically, the results indicated that males significantly affirm more that football events positively contribute to family and community Impacts than females.

Table 18. Gender differences on FCI

	Gender	<i>n</i>	<i>M</i>	<i>SD</i>	<i>SEM</i>	<i>t</i>	<i>df</i>	<i>p</i>
Community and family impacts	Female	58	3.78	.67	.09	-2.716	178	.007
	Male	122	4.06	.63	.06			

Note: *The mean difference was significant at the 0.05 level.

To understand further what was really going with gender and the Indicative Family and Community Impacts, I looked at the sub-constructs as shown in table 19.

An interesting result was observed. Gender only seemed to have significant differences in the community cohesion sub-construct. It is observed that in this sub-construct; for females ($M=3.69$, $SD=1.02$) and males ($M=4.12$, $SD=0.84$), conditions $t(178) = -3.601$, $p < .001$, two tailed.

However, for CIC, $p = .07$, FFC, $p = .37$, and ACB, $p = .32$. Since these p values here are all larger than 0.05, gender had no significant differences.

Table 19. Gender differences on FCI sub-constructs

Variable	Gender	<i>n</i>	<i>M</i>	<i>SD</i>	<i>SEM</i>	<i>t</i>	<i>df</i>	<i>p</i>
CC	Female	58	3.69	1.02	0.13	-3.60	178	.00
	Male	122	4.21	0.84	0.85			
CIC	Female	58	3.78	0.16	0.15	-1.84	178	.07
	Male	122	4.13	1.17	0.11			
FFC	Female	58	3.84	0.92	0.12	-0.9	178	.37
	Male	122	3.96	0.79	0.07			
ACB	Female	58	3.81	0.64	0.08	-1.04	178	.32
	Male	122	3.94	0.84	0.08			

Note:CC= ommunity cohesion, CIC= community identification/connection, FFC= friends/family cohesion , ACB= alteration in community behavior

4.3.3: One - way ANOVA test results

A one way ANOVA was conducted to compare the effect of the Involvement frequency of the respondents on the perceptions concerning Indicative Family and Community Impacts.

The descriptive statistics of involvement frequency are shown in table 20.The results indicated that for those who had not watched any match, (M=3.77), those who had watched one or two matches, (M=3.86) and those who had watched more than 3 matches, (M=4.45).

Table 20. Descriptive statistics of Involvement frequency

Variables	<i>n</i>	<i>M</i>	<i>SD</i>
None	67	3.77	0.69
1-2 matches	70	3.86	0.54
3 ≤ matches	44	4.45	0.52
Total	181	3.97	0.65

The results of the one - way ANOVA test are shown in table 21. The analysis indicated that the effect of involvement frequency on the perceptions concerning the Indicative Family and Community Impacts was significant, $F(2,178) = 19.40, p < .001$.

Table 21. One -way ANOVA test results

Source	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>p</i>
Between Groups	13.69	2	6.84	19.40	.00
Within Groups	62.79	178	0.35		
Total	76.48	180			

To understand where exactly the differences occurred between the groups, turkey's HSD Post-hoc test was conducted. The results are shown in table 22. It was noted that the mean scores for Group 1 and Group 3 differed significantly at $p < .001$. The mean scores for Group 2 were also significantly different from those of Group 3 at $p < .001$. However, there were no statistically significant differences between the mean scores of Group 1 and Group 2 at $p = .65$.

Table 22. Turkey's HSD Post -Hoc test results

Dependent variable	(I) <i>Involvement frequency</i>	(J) <i>Involvement frequency</i>	<i>Mean Difference (I-J)</i>	<i>Std. Error</i>	<i>Sig.</i>
Quality of the Living Environment Impacts	None	1 -2 matches	-0.09	0.10	.65
		3 matches ≤	-0.68	0.12	.00
	1 -2 matches	None	0.09	0.10	.65
		3 matches ≤	-0.59	0.11	.00
	3 matches ≤	None	0.68	0.12	.00
		1 -2 matches	0.59	0.11	.00

Note: *The mean difference was significant at the 0.05 level, None = Group 1, 1-2 matches = Group 2 and 3 matches ≤ is Group

4.4. Results of Research Question 3:

4.4.1: Independent-sample t test results

To get the general overview of the perceptions of the respondents concerning the EMWI, I looked at the descriptive statistics of its sub-constructs as shown in the table 23. The statistics showed that the sub-construct; Sales had a higher mean (M=4.00, SD=1.01) compared to income (M=3.30 SD=0.96), Employments (M=3.45, SD=1.24) and awareness (M=3.72, SD=1.19). The results showed the respondents were more likely to agree that the impacts were positive on sales than on income, employment and awareness.

Table 23. Descriptive statistics of the EMWI sub-constructs

Variables	<i>N</i>	<i>M</i>	<i>SD</i>
Sales	181	4.00	1.01
Income	181	3.30	.96
Employment	181	3.45	1.24
Awareness	181	3.72	1.19

4.4.2: Independent-sample t test results

An independent-sample t-test was also conducted to compare the perceptions of the females and males on the Indicative Economy and Material well-being Impacts. The results are shown in table 24.

Table 24. Gender differences on EMWI

	Gender	<i>n</i>	<i>M</i>	<i>SD</i>	<i>SED</i>	<i>t</i>	<i>df</i>	<i>p</i>
Economy/Material wellbeing	Female	58	3.36	0.89	0.12	-3.14	178	.00
	Male	122	3.74	0.72	0.06			

Note: *The mean difference was significant at the 0.05 level.

The results showed that there were significant difference in the mean scores for females ($M=3.36$, $SD =0.89$) and males ($M=3.74$, $SD=0.06$) conditions; $t(178) = -3.14$, $p < .001$, two tailed. Specifically, the results indicated that males significantly affirm more that football events positively contribute to the Indicative Economy and Material well-being Impacts than females.

To understand further what was going on between gender and the Economy and Material well –being Impacts, I looked at the sub-constructs as shown in table 25.

The results showed that that gender had significant differences on sales with $p = .02$, employment with $p = .01$) and awareness with $p = .03$ all at alpha level of .05.

However, there were no significant differences on income as for females ($M=3.73$, $SD = 1.11$) and males ($M=3.39$, $SD=0.88$) conditions; $t(178) = -1.69$, $p = .09$, two tailed.

Table 25. Gender differences on EMWI sub-constructs

	Gender	<i>n</i>	<i>M</i>	<i>SD</i>	<i>SED</i>	<i>t</i>	<i>df</i>	<i>p</i>
Sales	Female	58	3.73	1.18	.16	-2.43	178	.02
	Male	122	4.12	.90	.08			
Income	Female	58	3.13	1.11	.15	-1.69	178	.09
	Male	122	3.39	.88	.08			
Employment	Female	58	3.13	1.18	.16	-2.48	178	.01
	Male	122	3.61	1.24	.11			
Awareness/ Economy	Female	58	3.44	1.27	.17	-2.26	178	.03
	Male	122	3.86	1.13	.10			

Note: *The mean difference was significant at the 0.05 level.

4.4.3: One - way ANOVA test results

A one - way ANOVA was conducted to compare the effect of the Involvement frequency of the respondents on the perceived Economy and Material wellbeing Impacts.

The descriptive statistics of involvement frequency are shown in

table 26 .The results indicated that for those who had not watched any match, M=3.52, those who had watched one or two matches, M=3.44 and those who had watched more than 3 matches, M=4.05.

Table 26. Involvement frequency descriptive statistics

Variables	<i>n</i>	<i>M</i>	<i>SD</i>
None	67	3.52	0.82
1-2 matches	70	3.44	0.83
3 ≤ matches	44	4.05	0.46
Total	181	3.62	0.79

The results of the one - way ANOVA are shown in table 27. The analysis indicated that the effect of involvement frequency on the perceptions concerning the Indicative Economy and Material Wellbeing Impacts was significant, $F(2,178) = 9.87, p < .001$.

Table 27. One-way ANOVA test results

Source	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>p</i>
Between Groups	11.24	2	5.62	9.87	.00
Within Groups	101.37	178	0.57		
Total	112.61	180			

Note: *The mean difference was significant at the 0.05 level.

To understand where exactly the differences occurred between the groups, turkey's HSD Post-hoc test was conducted. The results are shown in table 28. It was noted that the mean scores for Group 1 and Group 3 differed significantly at $p = .001$. The mean scores for Group 2 were also significantly different from those of Group 3 at $p < .001$. However, there were no statistically significant differences between the mean scores of Group 1 and

Group 2 at $p = .81$.

Table 28. Turkey's HSD Post-hoc test results

Dependent variable	(I) Involvement frequency	(J) Involvement frequency	Mean Difference (I-J)	Std. Error	Sig.
Indicative Economy and Material Wellbeing	None	1 -2 matches	0.08	0.13	.81
		3 matches ≤	-0.53	0.15	.00
	1 -2 matches	None	-0.08	0.13	.81
		3 matches ≤	-0.61	0.15	.00
	3 matches ≤	None	0.53	0.15	.00
		1 -2 matches	0.61	0.15	.00

Note: *The mean difference was significant at the 0.05 level, None = Group 1, 1-2 matches = Group 2 and 3 matches ≤ is Group

Chapter 5. Discussion

The previous chapter discussed the results of the study. This included; descriptive statistics of the demographics of respondents and the Social Impacts constructs and sub-constructs, results of the independent-sample t test and one - way ANOVA.

Chapter 5 focusses on the findings, providing answers to the study's three research questions. In addition, it discusses limitations of the investigation, as well as suggestions for future research on Social Impacts of Non-mega Sports Events.

The discussions are on the general results from the descriptive statistics of the Social Impacts constructs and the effect of gender and involvement frequency on the perceptions of the residents concerning Social Impacts of NMFES.

Pervious research seems to be silent on the effect of the mentioned demographic characteristics on NMFES or NMSES. Taks, Laurence and Chalip (2015), affirmed that there is limited research on the Social Impacts of NMSES. I was therefore compelled to evaluate the consistency of my findings by referring to what was revealed from Social Impact studies on MSES and tourism events.

5.1 General perceptions of the residents towards the Social Impacts

In this research, descriptive statistics revealed that the residents were more likely to agree that the impacts were positive on FC than on QLEI than on EMWI. This finding somehow agrees with that of Ohmann and Wilkes (2006) who found that the residents highly perceived positive impacts on of the sense of community than on the EMW. Nevertheless, the results are not consistent with Pizam and Milman (1993) who revealed that the residents perceived more positive impacts on EMW than on QLE.

Bagozzi (1975) suggested in his theory that residents perceive impacts of events as either positive or negative in terms of the expected benefits. Therefore, the analysis suggests that for Chongwe residents, football events produced more benefits on FCI than on QLEI and EMWI.

Concerning the EMWI, the benefits could be have been fewer because the events are generally small and hence do not attract huge economic impacts.

However, although the events are non- mega, they still negatively affect the QLEI. Usually, residents who participate in the events throw up trash such as paper, cans, bottles and waste food after watching or participating in football events. In most cases, there are no organized systems which clean up litter from these events. This could have contributed in

influencing the respondents in perceiving the positive impacts to be less on QLEI but more on FC.

On the QLE, The results revealed that the respondents were more likely to agree that the impacts were positive on PSVC than on DDL and CQLEI. On the other hand, they were more like to disagree that impacts were positive on CQLE than on PSVC and CQLE.

Regarding the FCI, The results showed that the respondents were more likely to agree that impacts were positive on CC than on CIC, FFC and ACB.

Finally, concerning EMWI, The results showed the respondents were more likely to agree that the impacts were positive on sales than on income, employment and awareness.

5.2. The influence of gender and involvement frequency on the perception of the QLEI

In this investigation, Quality of the Living Environment Impacts refers to impacts on PSVC, DDL and CQLE.

Based on the quantitative data analyzed in this study, it was found that when residents perceived the impacts of NMFES on the QLE, gender did not affect their views. Males and females did not show significant differences in the way they thought that NMFES impacted the QLE.

My results contrast Kim and Petrick, (2003) who found that female respondents more highly perceived Social Impacts than male respondents. Although it was a study on mega Sports events, it still showed that gender had effects on the perceptions of the residents regarding Social Impacts. This is not the case in our study. Ritchie, Brent, Shipway, and Cleeve, (2009) also affirmed that resident perceptions toward tourism and events may vary based on socio-demographics. Our research opposes this idea because gender did not cause any significant variation on the views concerning the QLE.

Nevertheless, my findings agree with Christopher Mensah (2012), who found that gender did not cause a difference in the views on the QLE Impacts. Equally, it concurs with Zhou, Young and John (2009), who revealed that gender had little or no effect on the perceptions regarding Social Impacts.

Another result showed that involvement frequency had an important effect on the perceptions with respect to the QLE. Those who had watched more matches were more likely to agree that football events positively contributed to the QLE than those who had watched fewer or none. This is consistent with Ritchie, Brent, Shipway, and Cleeve, (2009) who also found that respondents who actively participated in a sports events were more likely to agree with the positive impacts, compared to those who did not.

An explanation to my finding could be that residents who watched

more football matches probably found greater benefits in them compared to those who had watched fewer or none. Hence, they almost certainly did not want to incline more to disagreeing that the events were not positively contributing to the QLE. It is also likely that residents who had watched fewer matches or none had little or no expectations of benefits from them. This could be a reason why they were less likely to agree that football events positively contributed to the QLE compared to those who had watched more. Bagozzi (1975) suggested in his theory that residents perceive impacts of events as either positive or negative in terms of the expected benefits.

Further analysis proved that the differences in the perceptions between group one (those who did not watch any match) and group three (those who had watched three or more matches) were indeed caused by their involvement frequency. Equally the differences in the views between group two (those who had watched one or two matches) and group three were also as a result of their involvement frequency. Nevertheless, involvement frequency did not affect the views between group one and group two.

An explanation to this finding could be that; those who had watched one or two matches as far as I know, had not acquired enough experiences from the events. Therefore, they did not reach an extent of being influenced in having different views from those who had not watched any match.

Probably, it is only when chongwe residents watch three or more matches that they get the required experiences to start perceiving the impacts on QLE differently.

5.3 The influence of gender and involvement frequency on the perception of the FCI.

In this investigation, Family and Community Impacts refers to impacts on family, friends and community cohesion, community identification and connectedness and alterations in community behavior.

My research showed the gender affected the views of the residents regarding the Social Impacts on Family and Community. The results indicated that males were more likely to affirm that football events positively contributed to FCI than females. This outcome does not agree with that of Kim and Petrick, (2003) who found that females were more likely to have more positive perceptions than males. It neither concurs with the findings of Mensah (2012) and Zhou, Young and John (2009) as their results showed that gender did not affect the views of the residents. For Mensah (2012), it was only on two out of nine economic impact statements were residents' perception varied by gender.

Nevertheless it very important to note that further analysis pointed out that gender only seemed to have significant differences in one sub-

construct of the FCI construct. It only mattered on the views concerning community cohesion. Here, males were more likely to agree that football events positively contributed to impacts on community cohesion than females. This was a very interesting finding. It revealed that there were no significant differences on the views of males and females concerning the impact of football events on family and friends cohesion, community identification and connectedness and alterations in community behavior.

While, this result may be explained by the fact that males in Chongwe generally participate more in football events than females. This could have therefore influenced them to perceive more likely that football events help them to; make collective community decisions, feel closer to other people and meet new people than females. Since males have had more experiences in football events than females, their many past experiences could have really affected their views.

It was also found that the number of matches watched in actual fact, had an influence on the perceptions about the impacts on Family and Community. The findings showed that those who had watched more football matches were more likely to agree that the events positively contributed to FCI than those who watched fewer or none. This coincides with the investigation by Ritchie, Brent, Shipway, and Cleeve, (2009).

It is interesting to note that involvement frequency seemed to produce the same effect on the perceptions on the QLE impacts and FCI. On FCI, analysis also revealed that the differences in the perceptions between group one (those who did not watch any match) and group three (those who had watched more than three matches) were caused by involvement frequency. In the same vein, the differences in the views between group two (those who had watched one or two matches) and group three were also as a result of the number of matches watched. Nonetheless, involvement frequency did not affect the views between group one and group two.

An explanation to this finding is the same as that explained earlier on the effect of involvement frequency on QLE impacts.

5.4. The influence of gender and involvement frequency on the perception of the EMWI

In this investigation, Economy and Material wellbeing impacts refers to impacts on sales, income, employment and awareness.

My research found that the gender had affected the views of the residents regarding the Economy and Material Wellbeing Impacts. The results of the research showed that males were more likely to agree that football events positively contributed to the Economy and Material well-being Impacts than females. This does not concur with Ritchie, Brent, Shipway, and

Cleeve, (2009) who found that males were less likely to perceive the positive economic impacts of an event compared to females. Nevertheless it agrees with Mensah (2012), who revealed that male residents more than females perceived tourism events to have improved living conditions for people as well as creating job opportunities.

Detailed analysis pointed out that gender had affected the views on only three sub-constructs of the Economy and Material wellbeing Impacts construct. These were; sales, employment and awareness. However, it did not significantly make a difference on the perceptions with respect to the impacts on income.

As mentioned earlier, males in Chongwe generally participate more in football events than females. Therefore, they probably have a better understanding of how the events positively impact sales, employment and awareness than females. This could have been the reason why they were more likely to agree than females.

It was also found that involvement frequency had an influence on the perceptions about the impacts on Economy and Material wellbeing. The findings showed that those who had watched three or more football matches were more likely to agree that the events positively contributed to the impacts on the Economy and Material wellbeing than those who had watched fewer

matches or none. This coincides with the investigation by Ritchie, Brent, Shipway, and Cleeve, (2009).

Further analysis revealed that the differences in the views between group one (those who did not watch any match) and group three (those who had watched more than three matches) were significant. The distinction in the opinions between group two (those who had watched one or two matches) and group three was also sufficiently great.

However, there were no statistically significant differences between the perceptions of group one and group two. As explained already, those who watched one or two matches as far as I know, had not acquired enough experiences from the events. Therefore, they did not reach an extent of being influenced in having different views from those who had not watched any match.

It was also observed that involvement frequency affected the perceptions about the impacts on QLE, FC and EMW in the same way.

5.5. Limitations

The analysis of this research focuses on the influence of two demographic characteristics (gender and involvement frequency) on Social Impacts variables (QLE, FC and EMW). Nevertheless previous investigations did not really study this effect on perceptions concerning Social Impacts of

NMFEs or NMSEs. Therefore, I could not accurately evaluate the consistency of my findings because there were no previous results to compare with. However studies on MSEs and tourism events have revealed findings of such effects. I was therefore compelled to evaluate the consistency of my findings by referring to what was revealed from Social Impact studies on MSEs and tourism events. This somehow made the consistency of my findings not to be very precise.

Secondly, the research did not study the relationships among variables. Therefore, we did not know how the typical value of the dependent variables changed when any one of the independent variables varied, while the other independent variables are held fixed.

Thirdly, the research was mainly quantitative and thus lost the thorough or in-depth analysis and discussions that comes with qualitative analysis. A mixed method approach could have provided explanations to factors that accounted for the significant difference in the perceptions of the residents.

5.6. Recommendations

Since there is limited research on the influence of demographic characteristics on the perceptions concerning Social Impacts of NMSEs, it is recommended that future research explores this area. This will help provide more specific understanding of the effects of gender, involvement frequency, age, and occupation, length of stay and level of education on perceptions concerning impacts of NMSEs.

It is important for future research to study the relationships among variables. This will help understand holistically how the typical value of the dependent variables (QLE, FC and EMW) changed when any one of the independent variables (age, involvement frequency, and occupation, gender level of education and length of stay) varied, while the other independent variables are held fixed.

It is also highly recommended that future studies to consider imploring both qualitative and quantitative research methods. A mixed method approach will provide explanations to factors that accounted for the significant difference in the perceptions of the residents.

5.7. Conclusions

As mentioned in the introduction chapter, this study investigated the residents' perceptions of the Social Impacts of NMSEs. In order to conduct this study, these three research questions were constructed: What are the residents' perceptions of the impact of NMFES on the QLE in Chongwe? What are the residents' perceptions of the impact of NMFES on the FC in Chongwe? What are the residents' perceptions of the impact of NMFES on the EMW of the people of Chongwe?

Generally, the residents were more likely to agree that the impacts were positive on FC than on QLEI and EMWI. Chongwe residents perceived the least positive impacts on EMW.

The main findings from this study revealed that involvement frequency more than gender mattered on how the residents perceived the Social Impacts of NMFES. The number of matches an individual had watched affected the views of the residents on all the three dependent variables (QLE, FC, and EMW) of this research. Gender mattered less than involvement frequency because it only affected the perceptions on two out of the three dependent variables of the study. In addition, although sex had affected the views on the FC construct, significant differences were only observed on one out of the four sub-constructs. This is why its importance was less in affecting

the views compared to involvement frequency.

The research showed that those who had watched three or more matches were more likely to agree that football events were positively contributing to the impacts on QLE, FC and EMW. The views were statistically different between those who did not watch any match and those who had watched three or more matches. Equally, between those who had watched one or two matches and those who had watched three or more, the views were statistically different. Nonetheless, it was noticed that for all the constructs of the study, the views were not really different between those who did not watch any match and those who had watched one or two.

An interesting finding revealed that sex did not really affect the perceptions of the residents on how NMFEs impacted QLE. This was a very unique result. It was only on the QLE construct where gender did not affect the perceptions of the respondents at all.

The strongest effect of gender on the opinions was found on the impacts on EMW. Here it produced significant differences on three out of the four sub-constructs. It was noted however that on the income sub-construct perceptions, it do not matter.

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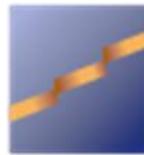
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Appendix

Survey Questionnaire



SEOUL
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Global Sport Management
Graduate Program

Dear participant,

This survey aims to collect residents' opinions on the Social Impacts of Football Events in Chongwe. It will take approximately 10-15 minutes to complete.

All the information collected will solely be used for academic purposes. No names or confidential information shall be disclosed.

Thank you for the valuable information you are going to provide.

Sincerely,

Nicholas Chipeta

Global Sport Management Master Candidate,

Seoul National University

Email:

Instructions: For this section, please tick the option that best applies to you.

Section I: Profile of respondents

1. How long have you been living in Chongwe?
Less 1 year 1-5 years 6 years or more
2. Have you watched any football event held in Chongwe?
yes no
3. In the last month, about how many football matches in Chongwe do you think you watched? None 1 -2 3 or more
4. What is your Gender? Male Female
5. What is your age group in years?
18-35 36-45 46 or more
6. What is your highest level of education?
Never attended formal School Primary or Secondary school
College or University
7. What is your occupation?
 Student Unemployed Employed

Section II: Social Impacts statements

Instructions: For this section, please circle the response that best reflects the level of your agreement with the statements. There is no right or wrong answer. 1= strongly disagree (SD), 2 = disagree (D), 3 = not usually (NU), 4 = Neutral (N), 5 = agree (A) and 6 = strongly agree (SA). There is no right or wrong answer.

#	Statement	SD	D	NU	N	A	SA
1	People who sale items such as food stuffs, soft drinks, water and snacks near football grounds in Chongwe tend to increase their prices when there are football events.	1	2	3	4	5	6
2	I usually watch football events in Chongwe with my family and relatives	1	2	3	4	5	6
3	More football grounds have been created in Chongwe because of the football events	1	2	3	4	5	6
4	I like watching or playing football in Chongwe so that I can get away from other routine things I do every day.	1	2	3	4	5	6
5	I feel close to other people when I am attending a football event in Chongwe	1	2	3	4	5	6
6	Some traders of food stuffs , drinks, water and snacks temporarily station themselves near football grounds when there are football events in Chongwe	1	2	3	4	5	6
7	I feel bad when visiting teams from outside Chongwe win football events hosted in Chongwe	1	2	3	4	5	6
8	Players and technical staff of football teams in Chongwe earn money through paid allowances when they go on trips to visit other teams within and outside Chongwe.	1	2	3	4	5	6
9	Football events in Chongwe create opportunities for players to earn money through winning tournaments	1	2	3	4	5	6
10	Football events in Chongwe create opportunities for local people to earn money through their participation as match officials	1	2	3	4	5	6
11	Football events in Chongwe increase our local pride because they showcase the aspect of our culture.	1	2	3	4	5	6
12	Football events in Chongwe help the local people to make collective decisions on different community issues	1	2	3	4	5	6
13	I often meet new people when I am watching or playing football in Chongwe	1	2	3	4	5	6
14	Somebody can easily steal from me at a football event in Chongwe	1	2	3	4	5	6
15	I feel safe to watch football events in Chongwe	1	2	3	4	5	6
16	I feel uncomfortable to pass near football grounds in Chongwe when there are football events because of overcrowding	1	2	3	4	5	6

17	Football teams in Chongwe pay money to institutions that own football grounds when they use a non-home ground	1	2	3	4	5	6
18	Local people are employed to work as football players in football teams in Chongwe	1	2	3	4	5	6
19	Football events in Chongwe create disturbing noise	1	2	3	4	5	6
20	Some local people earn their living through football events organized in Chongwe	1	2	3	4	5	6
21	Local businesses close to the football grounds increase their sales during football events in Chongwe	1	2	3	4	5	6
22	Football events in Chongwe sometimes increase traffic congestion	1	2	3	4	5	6
23	People who live in houses near football grounds in Chongwe opt to shift because of the noise from the football events.	1	2	3	4	5	6
24	I watch football events in Chongwe with my friends	1	2	3	4	5	6
25	Football events in Chongwe have caused destruction on the natural vegetation because of the creation of new playing fields	1	2	3	4	5	6
26	People in Chongwe take care of the football grounds because they appreciate local football events	1	2	3	4	5	6
27	Football events in Chongwe attract local people to participate more in football related activities	1	2	3	4	5	6
28	People drink alcohol when watching football events in Chongwe	1	2	3	4	5	6
29	Football events in Chongwe disturb the privacy of local residents who live near football grounds	1	2	3	4	5	6
30	People verbally harass each other when watching or participating in football events in Chongwe	1	2	3	4	5	6
31	Football events in Chongwe somehow contribute to improving the economy and material well-being of local individuals and the district	1	2	3	4	5	6
32	Football events in Chongwe create opportunities for local people to earn money through their participation as organizers of tournaments	1	2	3	4	5	6
33	During football events in Chongwe, people engage in delinquent behaviours such as substance abuse and illicit sexual related activities	1	2	3	4	5	6
34	People vandalize property when participating in football events in Chongwe	1	2	3	4	5	6

35	People in other districts get to know about Chongwe through their participation in football events	1	2	3	4	5	6
36	People physically harass each other when watching or participating in football events in Chongwe	1	2	3	4	5	6
37	Football events are generally good for the families and community in Chongwe	1	2	3	4	5	6
38	Opposing fans and players of football teams in Chongwe are unfriendly to each because of the football events.	1	2	3	4	5	6
39	People in Chongwe clean up trash such as paper, cans, bottles and waste food after watching or participating in football events	1	2	3	4	5	6
40	Football events in Chongwe are generally good for the living environment	1	2	3	4	5	6
41	Football events in Chongwe help young players to be identified and selected by professional teams	1	2	3	4	5	6

초 록

비(非) 메가 축구 이벤트의 사회적 영향에 대한 잠비아 지역 주민들의 인식

Nicholas Chipeta

글로벌 스포츠 매니지먼트, 체육교육과

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모든 스포츠 행사는 이벤트를 주관하는 공동체에 다양한 영향을 미친다. 지금까지 대다수의 기존 연구들은 메가 이벤트의 경제 및 관광 영향에 초점을 두었다. 하지만 선행 연구만으로는 중소 규모 이벤트가 실제로 주관 공동체, 즉 이벤트를 주관하는 지역 거주자들의 전반적인 삶에 실제로 영향을 미치는지 여부가 분명하지 않다.

본 연구는 비(非) 메가 축구 이벤트 (Non Mega Football Events : NMFEs)의 사회적 영향에 관한 총위(Chongwe) 주민의 인식을 탐색하였다. 특히 본 연구는 사회적 영향의 세 가지 구성

요소인 생활 환경의 질(QLE), 가족/공동체(FC), 경제 및 물질 웰빙(EMW)에 대한 지역 주민의 견해에 초점을 두었다. 또한 연구에서 언급된 구성요소에 대한 응답자의 성별 및 관여도의 영향을 탐색하였다.

본 연구는 사회 영향 개념화 관련 선행 연구(Frank Vanclay, 2001)를 바탕으로 설문 조사를 실시하였으며 그 결과 181 명의 데이터를 수집하였다. 본 연구의 분석을 위하여 SPSS를 이용하여 빈도분석, 대응표본 t 검정과 ANOVA를 실시하였다.

그 결과, 총위 지역 주민들은 비(非) 메가 축구 이벤트가 경제 및 물질 웰빙(EMW)보다 가족/공동체(FC)에 긍정적 영향을 미친다는 것에 대체적으로 긍정적이게 생각하는 것으로 나타났다. 또한 총위 주민들은 세계의 사회적 영향 중 경제 및 물질 웰빙(EMW)을 가장 긍정적으로 생각하는 것으로 나타났다. 또한 성별과 관여도가 총위 주민들의 이벤트 사회적 영향 인식에 중요한 역할을 하는 것으로 나타났다. 관여도는 연구의 세 가지 변인(QLE, FC, EMW)에 대한 주민들의 인식에 영향을 미쳤으며, 성별은 FCI와 EMWI에 영향을 미치는 것으로 나타났다. 성별은 두 가지 구성에 대한 의견에 영향을 미쳤지만 FCI에 미치는 영향은

하위 구성 요소 중 부분적 영향만을 가진 것으로 나타났다. 이는
관여도가 성별보다 더 많은 구성요소에 영향을 미치는 이유인
것으로 보여진다.

Keywords : Residents' perceptions, Social Impacts,
Non- Mega Sports Events, Chongwe.

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