

SPORTS BUSINESS: PERSPECTIVES OF MALAYSIAN WOMEN'S EXPERIENCES IN SPORT TOURISM PURSUIT

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Abstract- This study identifies leisure constraints perceived by Malaysian women in sport tourism participation and negotiation strategies adopted to overcome these leisure constraints in creating positive sport tourism pursuits. The hierarchical model of leisure constraints developed by Crawford, Jackson, and Godbey (1991) was used as the guiding theoretical base. Some of the findings challenge the results of previous leisure studies by revealing that interpersonal constraint was the main component of leisure constraints perceived by Malaysian women in sport tourism participation. It was also identified that cultural constraint plays important role in deciding the levels of sport tourism participation among Malaysian women. Findings do, however, support previous researches that unavailability of time, lack of transport, ignorant about availability of leisure activities, lack of funds, and lack of convenient facilities are commonly perceived by Malaysian women in sport tourism pursuit. As sport tourism is capable of rejuvenating other sectors of the economy, this study could guide sport tourism operators in formulating strategies to enhance competitiveness on the multiracial markets.

Keywords- Sport tourism, leisure constraints, cultural constraints, negotiation strategies, multiracial markets

I. INTRODUCTION

Malaysia, a land renowned for its diverse attractions is a popular destination of many exciting sport tourism activities. Since 1999, sport tourism has carved a significant niche in promoting Malaysia globally, with yearly growth of eight to ten percent and contributed about 20 percent of the billions annual tourism profits (Tourism Malaysia, 2007). Sport tourism experienced by Malaysian women differed significantly from those experienced by the global population as they have to adhere to cultural tradition

to a greater extent than others. It is forecasted that tourism could generate receipts of 59.4million and provides 520,700 jobs by 2010. As it is capable of rejuvenating other sectors of the economy, this research could guide sport tourism operators in formulating strategies to enhance competitiveness on the multiracial markets.

The hypotheses generated were:

- (i) There is difference in each component of leisure constraints perceived by Malaysian women participating in event-based sport tourism in terms of age, ethnic, and monthly family income groups, and
- (ii) There is difference in each component of negotiation strategies adopted by Malaysian women participating in event-based sport tourism in terms of age, ethnic, and monthly family income groups.

II. METHODS

The 636 respondents consist of multiethnic Malaysian women (Chinese, Malay, Indian and other races) of all ages. The multistage cluster random sampling with proportion design was used to draw samples among full-time students at the selected local universities and their female family members. A self-administered questionnaire was developed for this study. The leisure constraints items were specifically developed in line with Crawford et al. (1991) Hierarchical Model of Leisure Constraints, with adding items of cultural constraints [2]. The Hubbard and Mannell's Negotiation Strategies Scale (2001) was referred in developing items of negotiation strategies. Multivariate Analysis of Variance (MANOVA) and Analysis of Variance (ANOVA) were used to test both hypotheses. In this study, significance level $p < .05$ was used to decide the significance level of research hypotheses.

III. RESULTS

A. Factor Analysis and Reliability of Measurement Scales

Measurement scale tests recorded item loading value greater than .40, with eigenvalues greater than one for each subscale. The item-total correlation value for each subscale measurement scale was more than .45. The overall Coefficient Alpha for the leisure constraints scale was .856 and .647 for negotiation strategies. The value of skewness and kurtosis was located within the range of -1 and 1.

B. Leisure Constraints Perceived by Malaysian Women in Sport Tourism Participation

The list of structural factors perceived by respondents are "There is a lack of public transport to the sport tourism destination", "I do not have the

opportunity to participate", "I have no personal transportation to the destination", "I do not have enough money to participate", "I do not have enough time to involve in sport tourism activities", "The activities are too crowded", and "Poor weather stops me from participating". The cultural factor perceived was identified as "I am obliged to visit my parents/grandparents when I have holidays", while the interpersonal constraints noted were namely "I am too busy with other activities", "I do not have information about existing sport program", and "I do not have a choice to choose my leisure travel". The intrapersonal constraints mainly reported were "I have to work hard to save for my children's future", and "I do not have the skills to participate". Interpersonal constraints were identified as the main component of leisure constraints perceived while cultural constraint factor reading "I am obliged to visit my parents/grandparents when I have holidays" received the highest mean score.

C. Negotiation Strategies Adopted by Malaysian Women in Sport Tourism Participation

The financial resources strategies adopted were "I have just learned to live within my means", "I use the equipment and/or clothes that I have", and "I try to budget my money to save for sport tourism" while the skill acquisition strategies reported were namely "I participate in activities suitable to people of my age", "I do the best that I can", "I ask for help with the required skills", and "I learn new activities in sport tourism". The interpersonal coordination strategies selected were "I participate in activities suitable with my skill", "I try to find people with the similar interest", "I generate interest and information through information technology system", and "I participate in activities joined by women". The time management strategies adopted were "I take part in sport tourism during the school holidays", "I allocate at least one week in a year to participate in sport tourism", "I share my family commitments with my family members", and "I stop temporarily until my children are able to look after themselves". Results revealed that interpersonal coordination component was mainly adopted. The skill acquisition strategy reading "I participate in activities suitable to people of my age" received the highest mean score.

D. Leisure Constraints Perceived by Malaysian Women in Sport Tourism Participation in Terms of Age Groups

Differences existed for structural constraints factors listed as "I feel uneasy being attended by male facilitators in sport tourism activities", $F(4, 631) = 3.722, p = .005, \eta^2 = .02$, "I do not have enough time to involve in sport tourism activities", $F(4, 631) = 5.441, p = .000, \eta^2 = .03$, "I have no personal transportation to the destination", $F(4, 631) = 2.718, p = .029, \eta^2 = .02$, "I do not have the opportunity to

participate", $F(4, 631) = 3.230, p = .012, \eta^2 = .20$, "There is a lack of public transport to the sport tourism destination", $F(4, 631) = 3.022, p = .017, \eta^2 = .02$, and "Physically I am not suitable to involve in sport activities", $F(4, 631) = 2.718, p = .029, \eta^2 = .01$. The group aged 50 years and above highly perceived both factors reading "I do not have enough time to involve in sport tourism activities" and "I do not have the opportunity to participate".

Scores were significant for intrapersonal constraints factors reading "I have to work hard to save for my children's future", $F(4, 631) = 7.045, p = .000, \eta^2 = .04$, "As a woman, I am shy to involve in sport tourism activities", $F(4, 631) = 5.892, p = .001, \eta^2 = .04$, and "I do not like to get involved in sports", $F(4, 631) = 2.935, p = .020, \eta^2 = .02$. The group aged 50 years and above perceived significantly high constraints on factor noted "I have to work hard to save for my children's future", while the group aged 40 - 49 years highly perceived the factor reading "As a woman, I am shy to involve in sport tourism activities".

Differences were noted for interpersonal constraints factors but no identification was reported among the age groups. No significant result was noted for the cultural constraints.

E. Leisure Constraints Perceived by Malaysian Women in Sport Tourism Participation in Terms of Ethnic Groups

ANOVA's scores were significant for structural constraints factors naming "I do not have enough time to involve in sport tourism activities", $F(3, 631) = 12.393, p = .000, \eta^2 = .06$, "I feel uneasy being attended by male facilitators in sport tourism activities", $F(3, 632) = 18.553, p = .000, \eta^2 = .08$, "I do not have enough money to participate", $F(3, 632) = 3.585, p = .014, \eta^2 = .02$, and "The location of the sport tourism destination is inconvenient", $F(3, 632) = 3.705, p = .012, \eta^2 = .02$. The Malay group perceived high constraints for factor noted "I feel uneasy being attended by male facilitators in sport tourism activities" while the Indian group highly perceived the factor naming "I do not have enough time to involve in sport tourism activities".

Significant results were noted for cultural constraints factors listed as "My culture constricts my leisure activity, especially in sports, which are male domain", $F(3, 630) = 3.571, p = .014, \eta^2 = .02$, "As a woman, I am obliged to stay at home and take care of my family", $F(3, 630) = 3.708, p = .017, \eta^2 = .02$, "I am obliged to visit my parents/grandparents when I have holidays", $F(3, 630) = 9.122, p = .000, \eta^2 = .04$, and "Culturally, I feel uneasy wearing a particular sports attire", $F(3, 630) = 25.369, p = .000, \eta^2 = .11$. The Malays perceived high constraints for factors noted "I am obliged to visit my

parents/grandparents when I have holidays” and “Culturally, I feel uneasy wearing particular sports attire”.

Scores were significant for interpersonal constraints factors namely “I do not have a choice to choose my leisure travel”, $F(3, 632) = 7.891, p = .000, \eta^2 = .04$, “I do not have information about existing sport programs”, $F(3, 632) = 3.538, p = .015, \eta^2 = .02$, “I am too busy with other activities”, $F(3, 632) = 2.693, p = .045, \eta^2 = .01$, and “My family is not interested in sport tourism activities”, $F(3, 632) = 3.062, p = .028, \eta^2 = .01$. The Indians perceived significantly high constraints for factor noted “I do not have a choice to choose my leisure travel”.

Difference was noted for intrapersonal constraints factor reading “As a woman, I am too shy to involve in sport tourism activities”, $F(3, 632) = 13.311, p = .000, \eta^2 = .06$ with the Indian group as the main perceiver.

F. Leisure Constraints Perceived by Malaysian Women in Sport Tourism Participation in Terms of Monthly Family Income Groups

Scores of ANOVAs were significant for structural constraints factors such as “I do not have enough time to involve in sport tourism activities”, $F(4, 631) = 4.838, p = .001, \eta^2 = .03$, “I do not have enough money to participate”, $F(4, 631) = 9.353, p = .000, \eta^2 = .06$, and “I have no personal transportation to the destination”, $F(4, 631) = 6.283, p = .001, \eta^2 = .04$. The group earning monthly family income of less than RM1000 perceived high constraints for factors namely “I have no personal transportation to the destination” and “I do not have enough money to participate”, while the group earning RM2501 and more perceived high constraint on factor “I do not have enough time to involve in sport tourism activities”.

The ANOVAs conducted on cultural constraints, interpersonal constraints, and intrapersonal constraints did not show any significant results.

G. Negotiation Strategies Adopted by Malaysian Women in Sport Tourism Participation in Terms of Age Groups

Differences were noted for interpersonal coordination reading “I try to find people with the similar interest”, $F(4, 631) = 2.714, p = .029, \eta^2 = .02$, “I generate interest and information through information technology system”, $F(4, 631) = 3.227, p = .012, \eta^2 = .02$, and “I participate in activities joined by women” scores, $F(4, 631) = 2.717, p = .029, \eta^2 = .02$ but no comparisons was identified among the scores of the three respective strategies.

The MANOVA conducted on financial resources strategies, skill acquisition strategies, and time management strategies using age group as the independent variable was not significant.

H. Negotiation Strategies Adopted by Malaysian Women in Sport Tourism Participation in Terms of Ethnic Groups

Differences were noted for all financial resources strategies adopted, such as “I have just learned to live within my means”, $F(3, 632) = 13.613, p = .000, \eta^2 = .06$, “I try to budget my money to save for sport tourism”, $F(3, 632) = 12.176, p = .000, \eta^2 = .06$, “I use the equipment and/clothes that I have”, $F(3, 632) = 12.411, p = .000, \eta^2 = .06$ and “I work extra time to save money for sport tourism”, $F(3, 632) = 3.423, p = .017, \eta^2 = .02$. The group of other races highly adopted strategies reading “I try to budget my money to save for sport tourism” and “I use the equipment and/clothes that I have”, while the Malay group highly adopted the strategy read as “I have just learned to live within my means”.

Differences also existed for skill acquisition strategies naming “I learn the new activities in sport tourism”, $F(3, 632) = 7.578, p = .000, \eta^2 = .04$, “I do the best that I can”, $F(3, 632) = 6.277, p = .000, \eta^2 = .03$, “I ask for help with the required skills”, $F(3, 632) = 7.578, p = .000, \eta^2 = .04$ and “I participate in activities suitable for people of my age”, $F(3, 632) = 3.085, p = .027, \eta^2 = .02$. The Malay group adopted significantly high strategies of “I learn the new activities in sport tourism” and “I ask for help with the required skills”, while the Chinese group highly adopted the strategy naming “I do the best that I can”.

ANOVAs results were significant for interpersonal coordination strategies naming “I generate interest and information through information technology system”, $F(3, 632) = 4.346, p = .005, \eta^2 = .02$, “I participate in activities joined by women” scores, $F(3, 632) = 17.210, p = .000, \eta^2 = .08$ and “I participate in activities suitable to my skill”, $F(3, 632) = 3.810, p = .010, \eta^2 = .02$. The group of Malays highly adopted strategies listed as “I participate in activities joined by women”, and “I participate in activities suitable to my skill”.

Differences were noted for time management strategies, namely “I take part in sport tourism during the school holidays”, $F(3, 632) = 4.687, p = .003, \eta^2 = .02$, “I allocate at least one week in a year to participate in sport tourism”, $F(3, 632) = 5.019, p = .002, \eta^2 = .02$, “I stop temporarily until my children are able to look after themselves”, $F(3, 632) = 9.958, p = .000, \eta^2 = .05$, and “I share my family commitments with my family members”, $F(3, 632) = 9.968, p = .000, \eta^2 = .05$. The group of Indians highly adopted the strategy naming “I stop temporarily until my children are able to look after themselves” and “I

share my family commitments with my family members". The Malay group highly adopted the strategy reading "I allocate at least one week in a year to participate in sport tourism" while the other races group highly adopted the strategy reading "I take part in sport tourism during the school holidays".

1. Negotiation Strategies Adopted by Malaysian Women in Sport Tourism Participation in Terms of Monthly Family Income Groups

ANOVA's results reveal significant scores for financial resources strategies "I have just learned to live within my means", $F(4, 631) = 2.427, p = .047, \eta^2 = .02$, "I try to budget my money to save for sport tourism", $F(4, 631) = 2.813, p = .025, \eta^2 = .02$ and "I work extra time to save money for sport tourism", $F(4, 631) = 3.618, p = .006, \eta^2 = .02$. The group earning monthly family income of RM1001 - RM1500 highly adopted the strategy naming "I work extra time to save money for sport tourism".

Results of ANOVAs reveal that scores for skill acquisition strategies identified as "I learn the new activities in sport tourism", $F(4, 631) = 5.656, p = .000, \eta^2 = .04$, "I do the best that I can", $F(4, 631) = 3.168, p = .014, \eta^2 = .02$, and "I ask for help with the required skills", $F(4, 631) = 5.656, p = .000, \eta^2 = .04$ were significant. The group earning monthly family income of RM1001 - RM1500 was identified as the main adopter of strategies reading "I learn the new activities in sport tourism" and "I ask for help with the required skills".

There was no difference for time management strategies adopted by Malaysian women. Although some differences were noted for the interpersonal coordination strategies adopted, no specific monthly family income group was identified as the main adopter of these strategies.

IV. DISCUSSION

Findings confirm previous studies that women are susceptible to experience many constraints in sports participation, and they are able to negotiate the constraints to maintain their involvement. Malaysian women are inhibited in their ability to act out their leisure preferences in sport tourism by a combination of interpersonal constraints, structural constraints, intrapersonal constraints, and cultural constraints with interpersonal constraints as the main barrier. The identification of the cultural constraint factor reading "I am obliged to visit my parents/grandparents when I have holidays" as the main constraint influencing Malaysian women's sport tourism pursuit clearly indicates that cultural constraints play important role in deciding the levels of sport tourism pursuit among Malaysian women. This shows that the inclusion of cultural constraints as an important component of leisure constraints perceived by women residing in

the Eastern region in sport tourism research is one of the most important addition to the knowledge of sport tourism field. Besides that age factor does influenced Malaysian women's perception of leisure constraints especially from the structural and intrapersonal aspects. Monthly family income factor also influenced the perception of structural constraints. Ethnic factor places important effects on all the components of leisure constraints perceived by Malaysian women in sport tourism pursuits.

Most Malaysian women adopted interpersonal coordination strategies in negotiating leisure constraints perceived in sport tourism, which include participating in activities suitable with their skills, along with people who shared their interests and of similar gender, a finding which is at variance with previous leisure studies which revealed that participating with partners of the same physical fitness and well being, and sharing the challenge and enjoyment of the same interest has impacts on the participation in various sport tourism activities. Among all the strategies, Malaysian women preferred to participate in activities suitable to their age, possibly because of their physical fitness and personal constraints. Specifically, monthly family income factor influenced Malaysian women's adoption of interpersonal coordination strategies, financial resources and skill acquisition strategies in sport tourism pursuit. While age factor influenced the adoption of interpersonal coordination strategies by Malaysian women in sport tourism pursuit, ethnic factor placed important effects on all components of negotiation strategies adopted.

V. CONCLUSION

The results of the study, however, should be interpreted through the limitation imposed by the methods used. While the psychometric properties of the new scales were proven acceptable, it should be further verified and evaluated in order for future sport tourism researchers to confidently accept the validity and reliability of the scales. Despite the limitation, this study suggests a number of areas for future research. Today, recognition of leisure satisfaction through women's perspectives is necessary as women's role in Malaysia has changed tremendously from the caretaker to the empowerment of a social position. There needs to be exploration of how sport tourism leisure activities impact on women's leisure satisfaction and to what extents do they influence the sport business. This will give a better interpretation of the role of sport tourism among women in Malaysia and it may lead to the positive change directed toward enhancing sport business in multicultural markets. Furthermore, the differences between the components of constraints illustrated in this study suggested that cultural constraints component may serve a different function in the perception of constraints because of their real-life nature. It would also be interesting to

understand the kind of activities and socio-cultural contexts which are associated with leisure constraints. Under what circumstances do women resist by negotiating constraints on their sport tourism participation? The findings in this study could broaden comprehension of sport tourism in general, while potentially having a positive impact on the sports business.

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