Host Residents' Support and Perceptions Toward Major Sport Events' Impacts on Sustainable Development Post-COVID19: Case Study of SEAGAMES 31

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Abstract. The COVID19 pandemic has damaged the global well-being, resulted in increasing poverty and unemployment due to lockdowns and other mobility restrictions and is considered as the deepest global recession since the Second World War (World Bank, 2020). Due to the uncertain circumstance, many sport events around the world were cancelled or postponed, including those in the ASEAN region and Vietnam. The Vietnamese government wishes to organize the SEAGAMES31 as a "kick-start" for the "new-normal" life, and introduce the country as a safe, friendly, and attractive destination. However, its success depends on the residents' support, assessing the influence of their fear and health concerns. The aim of this study is to understand the residents' willingness to host and support a sport event and give some insights to the government and other stakeholders to manage sport events and balance the economic benefits with the residents' well-being. Using the Social Exchange Theory and conceptual models of previous studies, a survey was conducted during SEAGAMES31 on 931 residents from some host places in Vietnam. The findings reveal that residents' habit of travelling, and sport would influence the perception towards the SEAGAMES' impacts on their life. Considering the post-COVID19 situation of uncertainty, it is necessary to be aware of these understandings to develop relevant policies and strategies to involve the host residents in the development and management of major sport events.

Keywords: residents' support · resident perception · sport event management · SEAGAMES · sustainable development

1 Introduction

Major sport events would impact directly on the quality of residents' life in the host communities. Although they are temporal, they may trigger positive or negative attitudes of people and lead to corresponding outcomes (in short- or long-term) on the local sustainable development (Ma et al., 2013). Governments have considered major sport

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events and festivals at local, regional and/or national, or even international scale for development strategies as these events would bring economic, social, environmental, political, cultural and tourism benefits to the local economy and residents' quality of life. Besides, these events may also promote the host places as tourism destinations, enhance the international reputation through social media, and therefore improve the host places' image worldwide.

However, sport events and mass festivals may generate hostile attitude from the local communities if there are more negative impacts on their lives, such as traffic jam, disruption, pollutions, annoying, crime, and especially their concerns of spreading diseases after the COVID19. While recognizing the increasing reliance on event hosting as a beneficial solution for a place's redevelopment and promotion (Ma et al., 2013), understanding the residents' attitudes and supports is also important (Fredline et al., 2006). The event planners and other stakeholders should take the local communities' views into their considerations for investment success and sustainable development (Williams & Lawson, 2001). After the dramatical effect of COVID19 worldwide, local people may justify a big sport event differently from their past behaviours. This fact may affect the goals of hosting a sport event of the government and other stakeholders, especially those businesses expecting economic benefits.

The Southeast Asian Games (SEAGAMES) is a biennial multi-sport event of the ASEAN region which includes eleven countries. The Games are under the regulation of the Southeast Asian Games Federation with supervision by the International Olympic Committee (IOC) and the Olympic Council of Asia (OCA). It is one of the five sub-regional Games of the OCA and uses "For a Stronger Southeast Asia" as the slogan for the competitions. However, since the beginning of COVID pandemic in late 2019, almost the sports events and mass festivals worldwide have been postponed or restricted to a minimum. ASEAN region and Vietnam are also under the similar circumstance so that the organization of the SEAGAMES 31 in Hanoi was delayed from year 2021 to 2022. After about two years of closing its border from international travelling, the Vietnamese government wishes to organize the event as a kick-start for the "new-normal" life, and introduce the country as a safe, friendly, and attractive destination. Through social media, SEAGAMES 31 is viewed as a "golden opportunity" for Vietnam to promote its people, culture, and natural beauty internationally. Taking place from May 5–23, 2022, the event hosted about 10,000 athletes from 40 sports. Kavetsos and Szymanski (2010) indicate that sport events would make the people happy for their "feel-good effect". Thus, besides economic benefits and international reputation, this event may bring some exciting experiences to the local resident after two years of restriction from public activities.

Thus, the aims of this research are to understand the host residents' reactions to major sport events post COVID19:

(1) How do residents consider the impacts of SEAGAMES 31 to their lives post COVID19?
(2) Are there any differences in the SEAGAMES 31 supports among different groups of residents?
(3) How the impacts of COVID19 would affect the support of host residents toward a sport event?

2 Literature Review

2.1 Segmenting Residents as a Key Stakeholder

Sport events, especially mega-sport events, attract global audiences, boost up tourism, and create legacies for the host places (Prayag et al., 2013; Fourie & Santana-Gallego, 2011). Gursoy and Kendall (2006) indicated that the residents' support and involvement are critical to the success of the event and last a long-term economic benefit. On the other hand, Gursoy and Kendall (2006) and Waitt (2003) agree that lack of residents' support may lead to delays, legal actions, and hostile attitude toward attendees. Previous studies on residents' support to sport events have divided the local people of a host place into several groups, however, one of the common criteria is the residents' attitude toward the event: whether they have positive or negative views on the events (Fredline & Faulkner, 2002; Aguilo & Rossello, 2005; Zhou and Ap, 2009; Ma et al., 2013). These studies agree that potential benefits results would create positive attitudes among residents, leading to further supportive behaviour (Gursoy & Kendall, 2006; Boo et al., 2011). Duan et al. (2021), Oshimi and Harada (2019) and Gursoy et al. (2017) pointed out that host residents play an important role of the success of sport events. Previous studies also found that sport events in different size, scale and scope are all correlated closely to the local people' life and are attractive to both host residents and tourists. Even though, in some mega-sport events like Olympics Games or World Cup, the involvement of residents is limited, their supports are still crucial to the sustainability of events and their long-lasting benefits.

2.2 Social Exchange Theory (SET)

Previous studies (Duan et al., 2021; Prayag et al., 2013; Gursoy & Kendall, 2006; Andereck & Vogt, 2000; Nunkoo & Ramkissoon, 2011; Ma et al., 2013; Ap, 1992) on residential support for sport events and festivals were mainly drawn from social exchange theory (SET) of Homans (1958). This theory, which is rooted in economic theory, explains the residents' support based on experiential and psychological outcomes in which three main elements of the exchange process are economic, environmental, and socio-cultural benefits/ costs (Andriotis & Vaughan, 2003, p. 173; Prayag et al., 2013, p. 630).

Homans (1958) indicates that individuals are more willing to participate in an exchange if they will gain benefits without incurring unwanted costs, hence, SET recognizes people's behaviour as a kind of social exchange, and the quality and continuity of exchange would be influenced by the value received by both parties through exchange. If host residents perceived a development as beneficial, they would support more for that event (Prayag et al., 2013, p. 637; Gursoy & Kendall, 2006, p. 617). Thus, SET can be used to investigate the residents' motivations and support toward a sport event based on their perceived positive and negative impacts of the event on economic, environmental, and socio-cultural aspects (Boo et al., 2011, Gursoy & Kendall, 2006; Pappas, 2017).

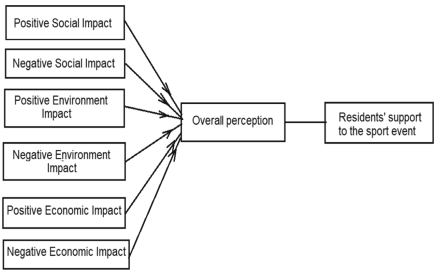

Fig. 1. Theoretical Framework from Prayag et al. (2013) conceptual model

2.3 Perceived Impacts of Sport Events and Residents' Supports

Using the SET to develop their studies in residents' support in sport marketing and management, many researchers agree that the residents' support correlates closely with their perception on the sport event's impacts on their environment, society, and economy (Prayag et al. 2013; Gursoy & Kendall, 2006, Boo et al., 2011). Some previous studies (Taks et al., 2016; Boo et al., 2011; Prayag et al., 2013; Ma et al., 2014) categorized these impacts into positive impacts and negative impacts. However, each of them revealed different mediators affecting the relationship between residents' perception on the sport events' impacts and their support.

Taks et al. (2016) mentioned about the role of residents' happiness, community pride, host place's reputable, and the residents' socio-demographic profiles. Boo et al. (2011) tested this relationship under some residents' socio-demographic identity such as age, gender, occupation, income, and education. Prayag et al. (2013) used "residents' overall perception" as the mediating variable of this relationship (Fig. 1).

Ma et al. (2014) also proposed a similar model, however, this research tested the differences of the residents' perception and supporting behaviour before and after the sport event and found there were a shift of the residents' perception. The findings of those above-mentioned studies lead to a suggestion that there may be some other moderating variables influencing this relationship, which are gaps of literature, that need to be explored for better understandings of residents' behaviour. This study would propose some social-demographic variables, such as age, education level, gender, job, residential status, habit (tourism and sport), and COVID19 circumstance as moderator to test the model of Prayag et al. (2013) in the context of post-COVID19 in Vietnam.

3 Research Methodology

3.1 Study Design

The methodology and attributes of the research are adopted from Prayag et al. (2013) and previous literature. Then after, some variables were added in the questionnaire, and a survey was developed with 32 items which were modified to suit with the post COVID19 context in Vietnam and to fit with the research questions. The survey was conducted from 5 to 30 May, i.e. during the time of SEAGAMES 31 in Hanoi (Vietnam). An Exploratory Factor Analysis (EFA) was run using the Principal Components Extraction Method with

Varimax rotation for the data set. Finally, 1 item were removed and the retained 31 items for the residents' support behaviour towards the SEAGAMES' impacts on three main categories: (1) economy, (2) environment, and (3) society under the 'new normal' context post COVID19 were used to build up the research framework.

3.2 Scale and Data Collection Development

There were 180 volunteers recruited to implement the survey in Hanoi and some other cities and provinces where SEAGAMES 31 was held. A total of 946 individuals participated in the survey The volunteers were trained and supervised to explain the questions and maintain the quality of data collected. The questionnaire was using a 7-point rating Likert scale where "1 = strongly disagree, 4 = neutral, and 7 = strongly agree" to quantify the responses to the items. The respondents were asked to share their supportive behaviours and perceptions toward SEAGAMES 31's impacts on the local economy, environment, and society. Besides, some questions about the participants' profile were asked to explore whether these dimensions would moderate the relationship between their perception and supportive behaviour. In the end, 931 valid responses were chosen for data analysis. It is believed that all respondents answered the questionnaire honestly as it was anonymous.

4 Research Results and Discussions

4.1 Sample Characteristics

The survey was conducted in Hanoi and some cities/ provinces where SEAGAMES 31 (SG31) was held. The event was held mainly in Hanoi; therefore, the participants were chosen mostly here (92.6%, n = 862), and 7.4% (n = 69) of the participants were in other cities/ provinces (Hai Phong, Ninh Binh, Ha Nam, Vinh Phuc, Quang Ninh, Bac Ninh) (Table 1).

All the participants in this survey have at least 2 shots of COVID19 vaccination. It also reflects the success of Vietnam vaccination strategy during the pandemic.

4.2 Factor Analysis of Residents' Perceived Impact Items

A principal component factor analysis with Varimax rotation (Hair et al., 2010; Tho, 2012) using 27 dependent variables was undertaken to determine the dimensions underlying the perceived impact items of SG31 on society, environment and economy.

The 27 items consist of 6 factors with Eigenvalues higher than 1.0. The factors accounted for 68.228% of the variance and were labelled: "Perceived positive social impacts (PS)", "Perceived negative social impacts (NS)", "Perceived positive environmental impacts (PE)", "Perceived negative environmental impacts (NE)", "Perceived positive economic impacts (PC)", and "Perceived negative economic impacts (NC)". All items revealed factor loadings of over 0.5 and communalities values for each variable, which accounts for the variances explained by the factors, ranged from .522 to .846 (all values > .4), indicating that each variable contributes to forming the factor structure (Table 2).

Table 1. Participants' profile statistic

		n	%
Age	16–25	251	27
	26–35	200	21.5
	36–45	173	18.6
	46–55	157	16.9
	>55	150	16.1
Gender	Female	467	50.2
	Male	464	49.8
Job	Tourism-related	130	14
	Non-tourism-related	801	86
	SEAGAMES31-related	112	12
	Non-SEAGAMES31-related	819	88
Education	Bachelor's degree	385	41.4
	Baccalaureate degree	330	35.4
	Diploma	78	8.4
	Postgraduate	92	9.9
	Lower than high school	46	4.9
Resident	Local-born	400	43.0
	Non-local-born	531	57.0
Tourism preference	Like travelling	108	11.6
	Don't like travelling	823	88.4
Sport preference	Like sport	767	82.4
	Don't like sport	164	17.6
COVID19 infected	Have not been infected	284	30.5
	Have been infected	647	69.5

Table 2. Principal component factor analysis with Varimax rotation

	Factor loading						**Communalities**
	1	2	3	4	5	6	
PS1	.792						.650
PS2	.787						.666
PS3	.817						.692
PS4	.765						.650
PS5	.795						.655
PS6	.782						.654
NS1		.542					.530
NS2		.722					.608
NS3		.694					.564
PE1			.860				.788
PE2			.883				.836
PE3			.802				.725
NE1				.734			.616
NE2				.819			.673
NE3				.834			.722
NE4				.818			.676
NE5				.833			.701
NE6				.534			.846
PC1					.791		.702
PC2					.759		.684
PC3					.742		.699
PC4					.563		.596
PC5					.676		.662
PC6					.700		.666
PC7					.599		.522
NC1						.821	.749
NC2						.814	.725

Eigenvalues 7.817 5.263 2.332 1.329 1.238 1.124
% of Variance 27.918 18.796 8.329 4.747 4.423 4.015
Extraction Method: Principal Component Analysis
Rotation Method: Varimax with Kaiser Normalization
a. Rotation converged in 6 iterations.

4.3 Residents' Perceptions and Supportive Behaviour Towards SEAGAMES 31

The residents' perceptions about the sport events are based on their perceived positive impacts and negative impacts on society, environment, and economy.

Table 3 shows that the participants of the survey are highly value the positive impacts of SEAGAMES 31 (SG31) to their society. All items in this category got mean scores above the neutral point of 4, and they range from 5.86 (PS6) to 6.36 (PS3). These results imply that the residents find SG31 bring benefits to the local community and promote their places' reputable.

The results of NS2 in Table 4 indicate that the residents are aware of the overcrowding of local facilities during the SG31. However, the mean score of NS2 is slightly above the neutral point (4.27) and the other items of this category are below the neutral point show that the residents find there is little negative impact from SG31 to their society.

Regarding the environment, it is clearly to see from Table 5 that the residents are concerned about the impact of SG31 on their place's habitat. The mean scores of their perceived positive environment impact are slightly above the neutral point of 4. However, their concerns about the negative impacts are not much, that means even though they are aware of negative effects from SG31 on the environment, they believe the effects are not much and would not last long.

The residents also believe in the management of the government regarding the control of COVID19 during the SG31. All the participants in this survey were vaccinated for COVID19 at least twice and about two-third of them were infected a least once. That might be the reason for the mean score of NE6 = 4.45, which is the highest in this

Table 3. Residents' perception on SEAGAMES31's positive impacts on society

Positive social impacts (Cronbach's Alpha = .905)	**Mean**	**S.D**
PS1- SG31 will bring the community in this place closer	5.92	1.265
PS2- SG31 will provide residents a chance to meet new people	5.95	1.239
PS3- SG31 will foster pride among this place's residents and Vietnamese people	6.36	1.089
PS4- SG31 will promote this place as a multi-cultural destination	5.96	1.266
PS5- SG31 will provide residents relaxation and entertainment	5.99	1.230
PS6- SG31 will strengthen local community bonds and cohesion	5.86	1.285

Table 4. Residents' perception on SEAGAMES31's negative impacts on society

Negative social impacts (Cronbach's Alpha = .757)	**Mean**	**S.D**
NS1- SG31 will disrupt residents' quality of life	2.88	1.682
NS2- SG31 will lead to overcrowding of local facilities	4.27	1.809
NS3- SG31 will stimulate planning and administrative control	3.47	1.769

category (Table 6). However, this item got the largest standard deviation score in this category, which means there is a proportion of residents are worried about the COVID19 spreading due to SG31.

The mean scores of the items in the "perceived positive economic impacts" category range from 5.15 (PC2) to 6.13 (PC6) (Table 7) reveal that the residents recognize the economic benefits from SG31 to their places, especially tourism destination image and reputations (PC5, PC6, PC7).

Complying with the outcomes from above analysis, the results in Table 8 agree that the residents perceive the economic benefits from SG31 are more than its costs. This result is important to the government's plan as Vietnam's economy was affected after two-year border-closing due to the COVID19. Vietnamese small and medium entrepreneurs and small private businesses are the most damaged because of the pandemic. The outcome of this survey implies that SG31 is not only the first major sport event of the "new-normal" life, but also the hope for the economy recovery in the residents' perception. Therefore, their supports are important to the success of this major event to prove that Vietnam is a safe and friendly tourism destination and business environment.

In general (Table 9), the residents are happy to host the SG31 in their places and believe that the event would bring more benefits to them than the negative effects. This perception leads to the high mean score of their willingness to support to the event (SG3) and wish to host more major sport events in their places. This outcome agrees with the

Table 5. Residents' perception on SEAGAMES31's positive impacts on environment

Positive environment impacts (Cronbach's Alpha = .866)	**Mean**	**SD**
PE1- SG31 will improve environmental conservation and protectionism	4.19	1.632
PE2- SG31 will raise environmental awareness	4.49	1.593
PE3- SG31 will stimulate planning and administrative controls such as recycling policies and pollution controls	4.71	1.564

Table 6. Residents' perception on SEAGAMES31's negative impacts on environment

Negative environment impacts (Cronbach's Alpha = .891)	**Mean**	**S.D**
NE1- SG31 will damage the natural environment	3.27	1.699
NE2- SG31 will increase noise pollution	4.28	1.774
NE3- SG31 will increase visual pollution	3.66	1.763
NE4- SG31 will increase littering	4.56	1.737
NE5- SG31 will increase air pollution	4.09	1.760
NE6- I am worried that the SG31 will increase the COVID19 pandemic spreading in this place	4.45	1.848

Table 7. Residents' perception on SEAGAMES31's positive impacts on economy

Positive economic impacts (Cronbach's Alpha = .879)	**Mean**	**SD**
PC1- The Games will provide locals employment opportunities	5.22	1.485
PC2- SG31 will improve the provision of public services and infrastructures	5.15	1.525
PC3- SG31 will increase business opportunities	5.57	1.379
PC4- SG31 has led to the regeneration and redevelopment of towns and cities	5.67	1.290
PC5- SG31 will enhance this place's international reputation through world media exposure	6.09	1.213
PC6- SG31 will improve this place's image worldwide	6.13	1.148
PC7- SG31 will promote this place as a tourist destination	5.98	1.281

Table 8. Residents' perception on SEAGAMES31's negative impacts on economy

Negative economy impacts (Cronbach's Alpha = 0.655)	**Mean**	**S.D**
NC1- SG31 has led to increased tax rates for this place's residents	3.31	1.749
NC2- The large investment required to host the SG31 cannot be justified in terms of the economic benefits that will be generated for residents	3.33	1.680

Table 9. Residents' support to SEAGAMES31

Overall support (Cronbach's Alpha = .898)	**Mean**	**S.D**
SG1- Overall, I am excited about this place hosting the SG31	5.80	1.341
SG2- Overall the SG31 positive impacts will outweigh its negative ones	5.89	1.300
SG3- I support the SG31 as a resident	6.03	1.293
SG4- This place should bid for other major sporting events	5.92	1.315

Social Exchange Theory and previous literature, even though under the post COVID19 circumstances. The residents are aware of and worried about the COVID19 spreading, but it would not compare to the positive values to the society and economy. It also reveals that the residents may feel tired of a long time being self-quarantined and restricted from public activities.

As shown in Fig. 2, during the time of COVID19 spreading in Vietnam, the residents participated in this survey were affected most in their physical health (62.84%, n = 585), work (56.07%), and income (48.12%, n = 448) when they were asked to rank the first three issues that they got problems the most. However, while considering only the first problem, the participants chose "work" to be the most affected (56.07%, n = 522). This

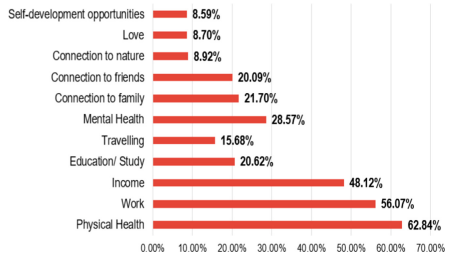

Fig. 2. COVID19 negative impacts on residents' life

Table 10. ANOVA tests on "How did COVID19 COVID have serious negative consequences on residents' life?" according to their profiles

	F value	**Sig.**
Age	6.208	**.000**
Gender	1.614	.204
Job (tourism_related)	8.399	**.004**
Job (SG31_service_related)	.031	.861
Education	4.043	**.003**
COVID19_infected	11.875	**.001**
Tourism_preference	.168	.682
Sport_preference	3.640	.057
Resident	4.243	**.040**

number indicates that the sustainability of the economy got the highest concern of the residents post-COVID19. It also implies the uncertainty circumstance in the residents' perception after a few years being affected dramatically from the pandemic.

There were 20.62% of the answers pointed out that their "Education/Study" was negatively affected during the COVID19 time in Vietnam. Taking into account that there are only 27% the participants of this survey are at the age of 16 to 25 (i.e. they may be studying in a educational program at the time of the COVID19), it can be guessed that "Education/ Study" is one serious concern of the residents.

About one-fifth to one-fourth of the residents got problems with their mental health and connection to family and friends during COVID19 time. This result would explain the high mean score of participants' perception towards the positive impacts of SG31 on their society.

This outcome would encourage the government to open the border entirely and return to normal economic and society activities since Vietnam got the high percentage of vaccinated population, and it effectively manages the COVID19 situation. The government's policy would balance between the pandemic control and the people's benefits and well-being.

Table 10 reveal some of the reality of how COVID19 affects residents' life. The residents of this survey indicated that COVID19 had some negative consequences on their life (mean score = 4.86, S.D = 1.564), but not too serious. However, this survey was conducted mainly in Hanoi where the residents received most of the government's efforts to control the pandemic, such as strictly lockdown, good medical system, and adequate full vaccination, so it might not represent for the whole COVID19 situation in Vietnam.

From the data collected of this study, the residents at the age from 16 to 25 got the least negative impacts from the pandemic, as most of them are students. People from 26 to above (i.e. main labour force) was suffered from the COVID19 crisis, especially people within the 46 to 55 years of age group.

Due to the lockdown and border-closing situation, people whose work related to tourism or tourism service were vulnerated more from the global health crisis. It is also understandable that people who were COVID infected (at least once) got more negative issues than the people who were not.

Regarding the education, people hold a diploma, or those whose education level below high school had more problems from the COVID19, as most of them are blue-collar workers, or unemployed.

And local-born people had less problems with the pandemic than those who are non-local-born. This can be explained by the complicated administration and paper works during the pandemic to the non-local-born residents. Moreover, many of them live far from their family, relatives, parents, etc., so, during the lockdown, they got less support from their families than the local-born people.

According to the ANOVA tests for residents' support to SG31 and their perception towards its impact to their life based on different groups of residents due to their age, gender, job, education, resident origin, COVID19 vaccination, and COVID19 infections, it is found that there is no significant difference among these groups. However, there are significant differences in the residents' perceptions and support to SG31 due to their travelling preference and sport preference.

In general, people who are interested in travelling perceive positive impacts from the SG31 on society less than people who don't like travelling. On the other hand, people who don't like travelling perceive less risks from SG31 to their society (Table 11).

People have no significant differences in their perceived positive impacts on the environment. However, people who are interested in tourism are concerned more about the negative impacts of SG31 on their place's habitat (Table 12), except for NE6 which means both groups are slightly "worried that the SG31 will increase the COVID19 pandemic spreading in this place".

Regarding the perceptions of residents about the economic impacts of SG31, people who don't like travelling believe that this sport event would "bring business opportunities" (PC3, $F = 7.239$, sig. $= .007 < .05$), "enhance the place's international reputation" (PC5, $F = 7.270$, sig. $= .007 < .05$), "promote this place as a tourism destination" (PC7, $F = 5.145$, sig. $= .024 < .05$), and "the economic benefits from SG31 is higher than its investment" (NC2, $F = 11.092$, sig. $= .001 < .05$) more than those who prefer travelling;

Due to those above analysis, as they perceive more positive impacts and less negative impacts, the people who don't like travelling would support more to the SG31 than

Table 11. ANOVA tests for residents' perceived social impacts of SG31 based on "travelling preference"

Items	Mean	F value	Sig.
PS1	5.92	10.513	**.001**
PS2	5.95	19.604	**.000**
PS3	6.36	10.164	**.001**
PS4	5.96	13.631	**.000**
PS5	5.99	25.143	**.000**
PS6	5.86	9.584	**.002**
NS1	2.88	12.842	**.000**
NS2	4.27	4.056	**.044**
NS3	3.47	9.721	**.002**

Table 12. ANOVA tests for residents' perceived negative environmental impacts of SG31 based on "travelling preference"

Items	Mean	F value	Sig.
NE1	3.27	8.827	**.003**
NE2	4.28	7.167	**.008**
NE3	3.66	9.919	**.002**
NE4	4.56	10.479	**.001**
NE5	4.09	10.249	**.001**
NE6	4.45	1.218	.270

Table 13. ANOVA tests for residents' support to SG31 based on "travelling preference"

Items	Mean	F value	Sig.
SG1	5.80	24.685	.000
SG2	5.89	20.606	.000
SG3	6.03	16.290	.000
SG4	5.92	24.519	.000

those who are interested in travelling (Table 13). It does not only comply with the Social Exchange Theory, but also is understandable as long as they don't like travelling, they would like to have more major sport events in their place.

Table 14. ANOVA tests for residents' perceived social impacts of SG31 based on their attitude to "sport"

Items	Mean	F value	Sig.
PS1	5.92	32.674	.000
PS2	5.95	37.942	.000
PS3	6.36	44.874	.000
PS4	5.96	33.699	.000
PS5	5.99	28.886	.000
PS6	5.86	37.530	.000
NS1	2.88	19.281	.000
NS2	4.27	12.288	.000
NS3	3.47	23.028	.000

It is also interesting to see that the people have different perceptions about the SG31 impacts on their life according to their attitude to sport, as long as SG31 is considered as a major sport event of the ASEAN region.

People who are interested in sport perceive higher benefits and less negative impacts from SG31 to their society in comparison to those who don't like sport (Table 14). This finding agrees with Taks et al. (2016) that residents' happiness would affect their perception of the sport event's impacts. People who like sport would be happier if a major sport event is hosted in their places.

People who like sport believe that SG31 would "raise environmental awareness" within the community more than people who don't care for sport (PE2). They also perceive less risks to the environment from SG31 than those people who don't like sport (Table 15), even with the risk of COVID19 spreading (NE6).

Similarly, those people who prefer sport activities perceive more economic benefits and less negative economic impacts to their places than those people who don't (Table 16).

From above analysis results, it is obvious that the people who are interested in sport activities are highly supportive to the SG31 and other coming major sport events in their place in comparison to the people who don't like sport (Table 17).

In sum, all the residents in this survey show that they are supportive to SG31 as they believe there are more positive impacts from it than the negative impacts. However, people who like travelling and sport show their higher supportive behaviour as they perceive more benefits and less risks. This is not only agreeable with the Social Exchange Theory, but also suggest an idea that they are long to attend a sport event and participate into social activities after a long time been restricted and stay in one place due to the COVID19 control.

Table 15. ANOVA tests for residents' perceived environmental impacts of SG31 based on their attitude to "sport"

Items	Mean	F value	Sig.
PE1	4.19	2.055	.152
PE2	4.49	6.477	**.011**
PE3	4.71	1.861	.173
NE1	3.27	23.267	**.000**
NE2	4.28	19.123	**.000**
NE3	3.66	23.018	**.000**
NE4	4.56	22.349	**.000**
NE5	4.09	14.176	**.000**
NE6	4.45	6.001	**.014**

Table 16. ANOVA tests for residents' perceived economic impacts of SG31 based on their attitude to "sport"

Items	Mean	F value	Sig.
PC1	5.22	3.160	.076
PC2	5.15	8.005	**.005**
PC3	5.57	5.019	**.025**
PC4	5.67	23.988	**.000**
PC5	6.09	19.052	**.000**
PC6	6.13	36.949	**.000**
PC7	5.98	23.918	**.000**
NC1	3.31	8.313	**.004**
NC2	3.33	5.079	**.024**

Table 17. ANOVA tests for residents' support to SG31 based on their attitude to "sport"

Items	Mean	F value	Sig.
SG1	5.80	56.717	.000
SG2	5.89	44.062	.000
SG3	6.03	59.467	.000
SG4	5.92	74.590	.000

5 Conclusion

Even though COVID19 has given much damage to the global economy and society, the findings of this study reveal that major sport events and festivals are still attractive activities to bring people closer, connect tourists and local people, create more business opportunities, enhance destinations' reputable and promote tourism. Even though the COVID19 has made uncertainty situation to the people's life and affected heavily on their work, income and physical health, people are supportive to SG31 as they consider it as a "hopeful symbol" for the new-normal life post COVID19.

Residents appreciate sport events as they perceive more benefits than negative impacts from these events to their life and may keep the memories of these events as something valuable to their life experience. Therefore, they support to these activities although they have some concerns about the COVID19 risk, regardless of their age, gender, job, education, or place of living (local born or non-local-born).

However, this study found that travelling and sport habit would affect residents' perception of the sport events' impacts on their life, and thus, lead to difference in their supporting behaviour. This could be explored further in future research to understand more on how people's interests would affect the relationship between their perceptions and supporting behaviour.

A limitation of this study is that the data were collected during the SG31 time when the residents were highly focusing on the event. Future studies on this topic may explore more on the residents' perceptions and support before and after the event to understand the role of social media and how residents' supporting behaviour would change over time. Another direction for future research would be on sport events and festivals at different scales.

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