

Perceived Support of Sports Tourism in Pakistan: Evidence from the Residents of Karachi and Lahore After Initiation of Pakistan Super League (PSL)

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***Abstract--**The purpose of this study is to investigate the perceived impact of economic, social, environmental, and cultural factors on the support towards sports tourism. The study utilizes subjective analysis technique and uses closed ended questionnaire, adopted from prior studies. The sample of the study has been taken from direct observers of sports tourism in Pakistan i.e. residents of Karachi and Lahore to assure the reliability of the results. Hence the data has been gathered through convenience sampling from a sample size of 3134 respondents. To analyze the results, AMOS software has been used. Results of the study posited that economic, social, and environmental factors produce favorable effects towards support of sports tourism in Pakistan although cultural factors do not produce any positive supportive impact towards sports tourism in the country. Study also uses terrorism as the moderating variable as several prior studies suggested terrorism as one of the major variables that can influence growth of business. Analogous results have been found in the study results that moderation of terrorism has diminished the impact of economic and social factors on support towards sports tourism.*

***Key words--**Sports Tourism; Tourism Development; Development of Sports Tourism.*

I. INTRODUCTION

Tourism industry came into limelight long time ago when people started focusing on the potential of this industry due to its linkage to the world's economy (Safdel, Yektayar, Mohammadi & Molazem, 2014.) Zauhar (2004), indicated that tourism encompasses experiences which are associated with visit of distant places and countries from one's residential location or country of origin. Tourism is treated as one of the major industrial activities of today (Karimi-Osbouyi Esfandiari & AliPour-Nakhi, 2015), which is also considered as one of the basic economic activities to earn revenue. Research also claims that in 2011, 43% of world's occupation was associated with tourism Industry (Safdel et al., 2014). Karimi-Osbouyi et al. (2015) asserted that by 2020, the number of tourists will reach 1.6 billion worldwide pronouncing tourism being world's largest and most diversified industry (Gay, 2003).

Tourism activities are immensely important in development of an economy (Karimi-Osbouyi et al., 2015). Tourism was initially associated with economic growth but with the passage of time expanded to social development & ecological preservation in order to diminish the negative impacts of mass tourism so as to play part effectively in the strategy of destination development (Telfer, 2009). In effect, Backer and Schanzel (2013) highlighted that tourism

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is one of the major employer industries almost everywhere in the world and can preserve beauty of nature and culture to showcase them across the globe. Thus, in recent times governments have become more interested in this industry (Karimi-Osbouyi et al., 2015; Mohammadi & Jazaei, 2016).

It is also seen as a strategy for destination development, to have an ability to enhance living standards and generate employment (Telfer & Wall, 2000). Though in order to yield advantages to full capacity, it is dependent upon proper planning from the government (Yoon, Gursoy, & Chen, 2001). Tourism is associated with the other sectors of economy which make it more prominent for achievement of developmental goals. (Muiruri Njoroge, Atieno & Vieira Do Nascimento, 2017) Therefore, governments must incorporate tourism as the strategy to reach their targets to achieve the global sustainable development goals. Tourism is especially important for North East Asia, South Asia, and South East Asia as it is predicted that there will be 4-5% annual increase in percentage of visitors in these locations (Backer & Schanzel, 2013).

Tourism may have many forms (Karimi-Osbouyi, et al., 2015), and among them one which has highest level of growth is known as “Sports Tourism” (Ehsani, Sogdel, Heidary & Jamshidi, 2010). Sports Tourism is an extension of tourism which overlaps sports and tourism in order to enhance economic growth (Pigeassou, 2004). This is treated as a more signified form of tourism (Ebrahimzadeh & Aghasizadeh, 2009), which has contributed up to 25% of tourism revenue in the world & has top level growth in comparison to any other type of tourism (Ehsani et al., 2010). Prominence of Sports Tourism has further been increased in last few years not only as field extension of tourism but also due to field of study (Masa’deh, Shannak, Maqableh, & Tarhini, 2017). Moreover, sports tourism is also associated with the development of other sectors of the economy (Muiruri Njoroge, et al., 2017). Turco (1998) claims that the enhancement of community’s pride and entertainment are also included in the objectives of sports tourism. Although, Fredline, Deery, and Jago (2006) assert that the sports tourism also produces some negative socio-economic and environmental impacts. Tough variation of size of sports events creates variation in the impact for the destination (Kaplanidou & Vogt, 2007), but comparison of results is much difficult as different studies have used different variables & measuring scales (Lesjak, Axelsson, & Uran, 2014).

II. STATEMENT OF THE PROBLEM

Radicchi (2013) highlighted that sports tourism might lead to socio-economic and environmental benefits, although there are limited evidences regarding the acceptance of these events by local residents (Tichaawa, Moyo, Swart & Mhlanga, 2015). Fortunately, the goal of majority research studies has focused to gain knowledge about the impact of sports tourism on the development of economy (South African Tourism, 2012). Therefore, studies in this area are mainly focused upon strategies used for the enhancement of sports tourism in regions and its impact on regional developmet (Tichaawa et al., 2015). Sports tourism also results in cultural development for the host destinations (Kim, Gursoy & Lee, 2006) as natural views and cultural heritage might also attract host tourists (Safdel, Yektayar, Mohammadi & Molazem, 2014). In Pakistan, the tourism industry has been immensely affected by the world’s security conditions, but vecouuse of its enormous tourism potential, tourists still visit this country (Qamar & Baloch, 2017). On the other hand, tourism is also an ignored and under rated industry of Pakistan with severe lacking harmony among authority regional centres and provinces (Baloch, 2006). Qamar and Baloch (2017), claim that

tourism industry of Pakistan is experiencing considerable growth and annual tourism is raised up to 300%. Asdullah Ahmad and Parveen (2015) assert that supplemented with good governance, and security & safety will also foster sports tourism in Pakistan. Study also redresses the public opinion that local and international sporting events must be progressively held in Pakistan and government must ensure proper safety and security measures in this regard. Keeping these points in view, this study follows a multi-disciplinary approach to enhance the knowledge associated with sports tourism in Pakistan.

III. THEORETICAL FRAMEWORK AND STUDY DELIMITATIONS

Ma, Ma, Wu, and Rotherham (2013), pinpointed that cost-benefit analysis are the main predictor of sporting events. Study further postulated that cost associated with economic, social and environmental factors are termed as most important in this regard. Moreover, it has been noticed that perception associated with sporting events might not remain homogenous as some of the residents may take these events positive and vice versa (Gursoy, Chi, Ai, Chen, 2011). These findings are in line with the results of Kim, Gursoy and Lee (2006) as massive difference was found in perception of socio-economic cost for pre and post activities for FIFA World Cup 2002. Similarly, Ritchie, Shipway, and Cleeve (2009) collected responses from non host population and found that the level of support declined significantly during implementation phase. Zhou and Ap (2009) also indicated that there is a strong level of support for sporting events at least by the local stake holders, especially the local residents. Although these results only yield generic idea about socio-economic and environmental impacts of tourism (Clark & Misener, 2015). Tichaawa (2017) posited that goodwill of location is always a potent variable in hosting sports or any other form of event. It is also perceived that benefits achieved through hosting these events will be on the higher side as per the cost incurred. (Nyikana & Tichaawa, 2018). Therefore, research must be conducted to figure out perception regarding massive benefits of tourism highlighted by previous studies so as to validate the cost-benefit analysis provided by the sports tourism activities.

Pakistan is selected as the place to conduct this research sports tourism is considered as one of the most ignored segments in tourism industry in the country although recently the industry has experienced a 300% increase in tourist traffic (Jatoi, 2018). Similarly, Pakistan Super League (PSL) might promote tourism as Han, Sun, Dong, and Li (2011) posited that planning of mega events significantly enhances local tourism & cricket is the only sports other than basketball and football having massive fan following (Chandran, 2017). Moreover, Nagi (2018) states that PSL will enhance international cricket in Pakistan which was abandoned for years after 2009 terror attacks on Sri Lankan team.

In contrast, success of sporting events is based upon the perceptions of the local residents (Jönsson & Lewis, 2014). If the benefits which sporting event are clear to the residents, then they will react more positively towards the arrangement of future events (Perić, Đurkin, & Vitezić, 2018). Therefore, this study is based upon data collected from residents of Karachi and Lahore as almost all the events of PSL are limited to these locations. Moreover risks, advantages and cost associated with the arrangement of sports tourism are mostly linked to the particular regions (Muiruri Njoroge, Atino, & Vieira Do Nascimento, 2015). Waitt (2003) indicated that impact created by the sporting events are different for different locations and results of one study cannot be generalized to other locations and sporting

events. Therefore, further research should be conducted to analyze the impact as well as to ascertain the managerial insights (Perić, Đurkin, & Vitezić, 2018). Hence, this study is based upon public opinion to collect responses from local residents as this is treated as one of the important tools for assessing chances for the success of sports tourism (Gursoy & Kendel, 2006; Jönsson & Lewis, 2014; Perić, Đurkin, & Vitezić, 2018).

IV. SIGNIFICANCE OF THE STUDY

There is always an impact of sporting event on the host destination although economic impacts are more considerable as compared to social and ecological impacts (Bob, Arrey & Swart, 2008). Moreover, sports tourism has been also used as the regional development strategy (Weed & Bull, 2009), therefore proactive determination of its impacts might enable policy makers to devise proper strategies and policies (Nunkoo & Ramkissoon, 2011).

Thus, this study will provide a hybrid of futuristic impacts (i.e. social, cultural, economic, and environmental) associated with sports tourism to optimize knowledge base & research. Moreover, this study will provide useful insights to policymakers, entrepreneurs, and event organizers to make them serve country and community more effectively. Perić, Đurkin, and Vitezić (2018), indicated that the support from the local residents might result is revival as well as origination of policies to increase social interaction on the bases of actual evidences. Lastly, findings of this study are especially beneficial for future work as these types of studies are rare in Pakistan but with revival of cricket through PSL, researchers now have a chance to conduct research in this domain.

V. REVIEW OF THE LITERATURE

Sports tourism is one of the recent domains of research formally developed in 1990's and now it has become a fast growing and dynamic forums included in tourism research (Mokras-Grabowska, 2016). Although, in reality, sports tourism is a form of tourism undertaken for non-commercial reasons in order to participate or observe sporting events and activities away from home (Hall, 1992). Its major purpose is leisure, attend fitness activities and watch attraction associated with sports activities (Gibson, 1998). Though Standeven and Knop (1998) argue that sports tourism also includes business and commercial tourism and a person might also enjoy it having commercial purpose in mind. Hence, there are various forms of sports tourism. Mokras-Grabowska (2016) quoted Gibson (1998) to define two major forms of sports tourism i.e. Active Sports Tourism and Passive Sports Tourism. Similarly, Standeven and Knop (1999) assert that sports tourism encompasses both active and passive engagement through travelling outside from permanent living or working area(s).

Moreover, some more types of sports tourism are also reported like Nostalgia Tourism (visiting modern and historical sports facilities) and Specialized Tourism (for recreational purposes). Regardless of these definitions there is almost no evidence of relating the economic impacts of sports tourism as indicated by Jönsson and Lewis (2014). Thus, the following literature is found to be worthy enough as it elaborates various impacts of sports tourism:

Perceived Economic Impacts

It has been perceived that sporting events are fruitful for economic surplus (Weed & Bull, 2009). Gibson (1998) also marks sports tourism as a tool for the development of urban areas. Other studies e.g. Hritz and Ross (2010)

also signify the residents' perceptions that sports tourism is an effective measure for economic activities. Similarly, studies by Meurer and Lins (2018), and Schnitzer, Schlemmer, and Kristiansen (2017) also highlight economic benefits of tourism development activities.

Alternatively, Page and Connell (2006); and Telfer and Wall (2000), postulated that sports tourism also has a number of negative impacts. Moreover, Page and Connell (2006) indicated that impact of sporting event has been affected by geographic location as well as by structure and relationships in the community. This can be verified through study of Soutar and McLeod (1993) that perceptions of residents regarding America's Cup Defense in Australia was extremely different from the impact created by the event in actual. Thus, this study includes reviews associated with major economic impacts of hosting sporting events.

Potential Business Opportunities

Nowadays, businesspeople are taking keen interest in sports, and sporting events are actively organized all over the globe, therefore, effective promotion is required by business organizations (Han et al., 2011). Sports tourism strengthens business ventures to augment the economic benefits for the location through enhancement of trade activities for local businesses (Chalip & McGuirty, 2014).

Revenue Generation

Masa'deh et al (2017), indicated that tourism is directly associated with the enhancement of governmental revenues and optimizes revenue of host destination. Similarly, Han, Sun, Dong, Li (2011) posited that hosting events aids in shredding the economic burden through increasing business, tourism, media, transports, and hospitality. Furthermore, Kim, Jun, Walker, and Drane (2015) elaborated that job created through sports tourism are not temporary in nature and a successful event also results in reasonable retention of profits.

International Tourist Traffic

Han et al. (2011), postulated that sports tourism attracts tourists from all over the world and these tourists might prefer to visit popular locations in host country. In fact, assumptions of Chalip (2006), Chalip and McGuirty (2004) are also in support of Han et al. (2011) that the investment activities of visitors will enhance economic integration. Moreover, location will continue to attract visitors due to its past recognitions which might produce opportunities for other sporting bodies as well as for the location (Han et al., 2011)

Rights of Broadcast

Han et al. (2011), postulated that sporting event increases interest of several other countries in host location to gain right to broadcast the sporting event. Though in order to have rights for specific countries, investors have to pay for media rights e.g. live coverage, television, and newspaper advertising.

Financial Insolvency

Masa'deh et al. (2017), indicated that host destination needs to render sufficient financial resources to construct proper infrastructure required for quality perspective of the event. Therefore, these spendings must be treated as opportunity cost in lieu of investment in other sectors like education and healthcare. Moreover, investment in

sporting activates has also resulted in divergence from those sectors which are capable of bringing prosperity and growth to the host country. Therefore, it is appropriate to state that mass investment in sporting activists result in opportunity cost of facilities required by residents and can also cause financial insolvency if the sporting event(s) fail.

Environmental Impacts

Andereck, Valentine, Knopf, and Vogt (2005), indicated that the growth of tourism industry produces severe negative impacts on the quality of natural environment. Similarly, Ahmed Moodley and Sookrajh (2008) emphasized that sporting events and natural beauty are two separate elements. Comparably, Liu, Chang, Chen, Liu, and Ni (2011), claim reverse relationship as sports tourism has negative consequences like pollution, litter, wastage of water and so forth (Andereck et al. 2005; Page & Connell, 2006). However, sporting events are also used as tools to identify best practices for waste management (Allen, O'Toole, Harris & McDonnell, 2012), thus, literature encompasses positive as well as negative consequences of sports tourism.

Environmental Pollution

Sporting events particularly result in significant increase of waste due to litter and pollution. Moreover, attraction of tourists also results in human waste as well as in garbage which are left due to disposing off the used and consumed items (Han et al., 2011). Muiruri Njoroge et al. (2017), affirm that tourism result in the generation of mass wastage and noise. Government tries to invest in infrastructure to control sewerage water and sewerage solid waste, but issues might be uncontrollable due to lack of planning, legislations, and financing (Burak, Dogan, & Gazioglu, 2004). These issues create massive problems in developing countries and according to the study focusing towards tourism, it is directly against the ecological benefits for the host population (Ahmed & Pretorius, 2010).

Shortage of Water

Gossling (2002) indicated that the tourism activities are accompanied by shortage of water as it is reported that recently in Spain, 440 liters of water had been consumed by tourists and value reached almost 880 liters after inclusion of entertainment activities. Han et al (2011) posited that nonalignment of sporting events with the seasons of water sufficiency might make destination suffer from poor water supply & create more negative consequences upon locals.

Development of Parks and Protection of Wildlife

Sports tourism also generates positive impact on protection of wildlife and development of parks and green spaces (Andereck, 1995). Moreover, preservation of historic locations is another benefit of sports tourism (Page & Connell, 2006).

Social Impact

Sporting events also generate several non-financial impacts (Cheung, Mak & Dixon, 2016; Hallmann & Breur, 2010), and these impacts are social impacts which are defined more promptly than those which have any impact upon the life of the locals (Fredline, Deery & Jago, 2006). These types of impacts are mostly in-direct and non-financial like enhancement in the image of the location (Hallmann & Breur, 2010). Moreover these impacts are also

treated as those which are more complex than the economic and environmental effects of sports tourism (Kim & Petrick, 2005), as these effects might have quantitative as well as qualitative impacts (Simpson, 2007) and also have an impact on future planning of sporting events (Kim & Petrick, 2005).

Jönsson and Lewis (2014) highlighted that social impacts might be gauged through the opinion of the local residents, as according to Chang (2006) social activities of residents might be disturbed by the tourists. Study of Jönsson and Lewis (2014), also indicated similar sort of disturbance for locals in the form of traffic diversions, however study also postulated that the issue is minor in nature and can easily be adjusted.

On the other hand there are numerous social benefits as sporting events e.g. increase in sports participation, improvement in level of interactions, betterment in quality of life, development of sense of pride and sense of patriotism in local communities (Kim & Petrick, 2005, Kim et al., 2015; Reis, Stephen, Hodgetts, Thompson, & Hughs, 2017).

Branding a Soft Image

Arrangement of international events increases the reputation of the host country by making it a center of the attention (Masa'deh et al., 2017). Similar has been proved by the study of Tichawwa et al (2015), in the survey regarding impact of 51.2% of respondents who feel that sports tourism made residents of East London proud. In addition to this Perić, Đurkin, and Vitezić (2018), through refereeing Kim et al. (2015), indicated that community pride and community development are two separate advantages of sports tourism. Community pride is actually due to increase of the destination's esteem. Whereas, community development is the increase of community's spirit (Kim et al., 2015). Taks, Chalip and Green (2015) observed that small scale events increase the sense of team in the volunteers. Study also highlighted that volunteers also experience high potential for personal growth for the local residents.

Improvement of Social Infrastructure

Infrastructure development is also treated as one of the outcomes of sports tourism (Kurtzman, 2005), as it is a duty of the location to provide facilities of international level to the sportsmen coming to the location (Elendu, 2013). Highlighted by Kurtzman (2005) that hosting of mega or small events are directly associated with building of sporting and social activities. In fact, it is also one of the requirements of organizing bodies as international football association requires the host of football world cup to build modern stadium having capacity of 60,000 spectators.

These indications are even supported by latest study of Chen, Lehto, and Choi (2009) that host locations must build several new facilities for athletes and tourists. Moreover Kurtzman (2005), also indicated that organizing of any mega event also require enhancement of power generation capabilities, accommodation facilities and transportation facilities of international standards.

Traffic Issues

Li, Wang, Wang, Zhang, Lin, and Yang (2011), highlighted the fact that that mega event like Olympics might result in massive traffic related issues. This might happen as local residents use public transport to reach their destinations, but the presence of sportsmen and viewers from across the globe result in increase of traffic. Similarly,

Jönsson and Lewis (2014) indicated that traffic diversion is also treated as one of the potent variables to reflect impacts of events on the residents of the location.

Similarly suggested by Cubizolles (2015), that sports tourism also have the tendency to increase social issues although residents of host cities might face more issues like traffic-jam and unavailability of parking spaces as compared to non-host cities residents (Perić, Đurkin, & Vitezić, 2018).

Improper Fund Allocation from the Government

Study of Li et al (2011) indicated that arrangement of mega events might also lead to improper funds allocation for other social activities required by locals. Study indicated that too much focus towards development of sports infrastructure might decrease funding towards housing and other basic requirements of the masses. Moreover, increase of sports infrastructure might lead to decrease in proper living spaces as population of any country mostly follow incremental pattern which creates needs for more housing and residential schemes.

Social Inequality

Li et al. (2011), indicated that too much focus towards facilities associated with social events will lead to social inequality. Study quoted the reference of Olympics games which resulted in massive social inequality as health care facilities were decreased significantly and minimum wage rate dropped to only 50p/ day. This became clearer with the indications of Tichawwa et al (2015) that it is strongly believed by the majority of respondents that only sports tourism is not beneficial for masses and will result in betterment of specific class of residents.

Increase in Crime Rates

Andereck et al. (2005) proclaim that in addition to the traffic issues, overcrowding and hybridization of culture, tourism might also result in increase of crime rates. Tichawwa et al. (2015), postulate through their survey based in South Africa that 32.5% of respondents affirm that sports tourism brings crimes like theft. Although other study of South Africa by Ntloko and Swart (2008), indicated that residents did not perceive increase of crime due to sports tourism as only 10% of the respondents were found to agree with the assumption.

Cultural Impact

Kim, Gursoy, and Lee (2006), emphasized that the Korean cultural was positively influenced by the football World Cup 2002. Spanou (2007) indicated that positive and negative outcomes of tourism depend heavily upon human factors i.e. attitudes and behaviors, which might change due to interactions. Therefore, study highlighted that positive or negative impacts are resultant of three major contributors i.e. tourists, tourism experience and tourism hosts/destination.

Preservation of Cultural Heritage

Smith (2009) indicated that earning from tourism is helpful for preservation of cultural heritage. This actually happens due to the aid in sharing of cultural values and learning due to cross-cultural relations which brings back the cultural pride. There are some other benefits of tourism like cultural sharing and learning due to cross-cultural relations.

Similarly, Shahzalal (2016) posited that cross-cultural interactions as well as strengthening of cultural values and preserving of cultural heritage are treated as the major cultural advantages of tourism. Exemplified by Cole (2007) that villagers believe that tourism optimizes their cultural values and hence makes them proud of tourism activities in their region.

Institutional Infrastructure

Tourism is also an effective tool for the awareness of cultural heritage especially among those which are not associated directly with the business of arts and crafts (Witt, 1991). Counterpart International uses the examples of entrepreneurship during 2006-2012 through co-managing and co-conserving approach to protect 100-years of Maya culture. Later, this entrepreneurship was publicized all over the globe and resulted in increase of tourism (Shahzalal, 2016). Although the project empowered women and fostered women entrepreneurship through folk arts and pottering goods, but also resulted in increase in family conflicts and divorce rates (Nzama, 2008).

Augments Collectivism

Social contact also has the capacity to change the self-centric approach to collectivism (Shahzalal, 2016). Study quoted the example of Jaipur where the residents change their approach from self-centric to collectivism in order to posit good impact on tourists. Other studies like Moyo and Tichawa (2017), and Tichawa et al. (2015), also provide evidence of increase in community pride due to increase of sports tourism. Tichawa et al (2015) indicated that during the study survey, 40.5% of respondents seemed to be strongly agreed upon the point that sports tourism enhances the percentage of cohesiveness among the members of society. Similarly, study of Moyo and Tichawa (2017) highlighted the increase of community pride due to increase of communication, collaboration, and relationships.

Acculturation Effect

Ebin et al. (2001) indicated that acculturation is the process of adoption and adjustment. It has been studied in order to trace the impact which a culture of guest might create on locals. Rasmi, Ng, Lee, and Soutar (2014) used the reference of Berry (1997) to integrate the concept of acculturation in the field of tourism. De Juan-Vigaray, Sarabia-Sanchez, and Garau-Vadell (2013) posited that age, gender, nationality, and length of stay of guests are the most important variables which might affect the values of the hosts. Similarly, Ebin et al (2001), quoted that acculturation is the process of tourism which might result in loss of cultural and religious values from hosts. Study further emphasized that there are more chances that stronger culture will dominate the weaker ones.

Hybrid (Mix) Culture

Tourism is capable of making new additions to cultural elements and result in cultural assimilation (Andereck, 1995; Page & Connell, 2006). Kraidy (2005) posited that hybridity in culture is due to globalization and is one of the main symbols of the globalization era. Shahzalal (2016) also exemplified the same through quoting the example of Greece where overlapping of western and local culture resulted in addition of new values to the culture.

Cultural Commoditization

Commoditization is the process where the cultural elements are transformed into saleable elements. Maccarrone-Eaglen (2009) indicated that commercial use of cultural elements might result in decrease in association with cultural values and norms. It is more common in low cultural societies where cultural elements have intrinsic value for the residents although due to economic purpose the value of these elements get diminished. Similarly, Menon (1993) presented the concept of Jaisalmer, India where material of other territories is used to attract more tourists.

VI. RESEARCH METHODOLOGY

The methodology of this paper encompasses two-fold approach which are dependent upon the concept of research onion posited by Saunders, Lewis, and Thornhill (2007) and adapted by Saunders Lewis Thornhill and Bristow (2015). Hence according to the concept Research methodology has been divided into **a) Research Design** and **b) Sampling Design**.

Research Design

The research is using epistemology as the philosophy of research as it is the associated with the perception regarding reality which research is deemed to investigate (Bryman & Cramer, 2012). Therefore epistemology suits best in this regard as the aim of this study is to use the recent available knowledge in order to use that for optimization of available ideas. The stance associated with the study is critical realism as through this paper researchers tried to investigate the relationship of previous constructs is recent setting through continuous research work (Saunders et al., 2015).

Moreover this research is based upon existing theories and focused towards hypotheses testing therefore according to Silverman (2013) the approach of this study is deductive which is from general to specific solutions and answers (Kothari, 2004). In addition to this strategy of research used for this study is survey (Saunders et al., 2007) through primary data and quantitative approach as mentioned by Bryman and Bell (2011). The choice of data collection follows mono method as questionnaire was the only tool for the collection of data adapted from prior studies on tourism and sports tourism and the time horizon is cross-sectional (Saunders et al., 2015)

Sampling Design

In order to validate the study there is a need of other references i.e. in addition to Saunders et al (2015) therefore study also takes the reference of Kim et al (2015) which indicated that the study aimed to investigate the perceived social impacts of large scale sports tourism was done through collecting at least 10 responses/ observed variables and the research was done through collection of data from local residents through convenience sample.

Though the sample size for the study of Kim et al (2015) was 1567 as the study was only focused upon only social impacts thus there is need of some amendments in order to conduct large scale study. Thus in this study researchers multiply the sample size of Kim et al (2015) by two in order to increase the application of sample with the objectives of the study therefore the sample of the study is 3134 respondents. In addition to all these sample for this

study has only been collected from residents of cities which actually hosted PSL as according to the McGehee and Andereck (2004) the sampling done from non-host cities might not yield appropriate results.

Survey Questionnaire

The data for this study has been collected from closed ended questionnaire in order to have more reliability in the results achieved. Although the framework is adopted from prior studies but in order to implement that in the country which is non-reliable and new for these type of studies the study requires reliability. Hence the questionnaire has been developed through Kim et al (2015), Masa'deh et al (2017), Muiruri Njoroge et al (2017), Safdel et al (2014) and Tichawwa et al (2015).

Statistical Techniques

The study of Kim et al (2015) uses AMOS (Analysis of Moment of Structure) the plug inn of SPSS for the purpose of data analysis thus researchers also uses the same software for the purpose of analysis. Although the study of Kim et al (2015) indicated that they use Exploratory Factor Analysis and Confirmatory Factor Analysis for the purpose of data analysis.

Although this study is based upon the constructs posited by the prior studies like Kim et al (2015) Masa'deh et al (2017) and Muiruri Njoroge (2017) etc. Therefore, the tool used for analysis is structural equation modeling which is a hybrid of exploratory factor analysis and multiple regressions (Ulman, 2001). Therefore the tool has been used for analysis

Data Analysis

As mentioned earlier the questionnaire for the study is based upon adapted questions from prior studies done on the topic of sports tourism. Although in order to follow Kim et al (2015) researchers used Cronbach's Alpha in order to evaluate the level of reliability for each of the constructs. The values of Cronbach Alpha are highlighted in table 1.

Table 1. Values of Cronbach's Alpha

Variables	Items	Cronbach Alpha
Potential Business Opportunities/ Businesses interested	5	0.898
Generation of Revenue	5	0.794
Visitors from countries	5	0.832
Rights to broadcast	5	0.891
Financial Insolvency	5	0.812
Perceived Economic Impacts (PEI)	5	0.819
Increase of Pollution	5	0.851
Water Shortage	5	0.784

Development of Parks	5	0.917
Perceived Environmental Impacts (PEI)	5	0.865
Honor to the country	5	0.861
Community Development	5	0.853
Improvement of Social-Infrastructure	5	0.853
Increased Traffic Issues	5	0.784
Improper Fund Allocation	5	0.801
Societal In equality	5	0.878
Increased rate of crime	5	0.774
Perceived Social Impacts (PSI)	5	0.898
Preservation of Cultural Heritage	5	0.888
Building of Institutional Infra-Structure	5	0.752
Optimizes collectivism	5	0.784
Diminishes Distance between Guest and Host	5	0.763
Acculturation Effect	5	0.909
Hybrid Culture	5	0.762
Cultural Commoditization	5	0.821
Perceived Cultural Impacts (PCI)	5	0.838
Support for Sports Tourism	5	0.819
Terrorism	5	0.832

Since the value of Cronbach’s Alpha is more than 0.7 for every case, therefore it is legitimate to believe the construct is valid and data is appropriate enough for inferential testing. After gauging the reliability of all the constructs researchers evaluated the reliability of overall model through measures like CMIN/DF, CFI, GFI and RMSEA as used by Kim et al (2015). Therefore, the values for the parameters associated with the validity of the model are shown in table 2.

Table 2 Determinants of Validity of Model

CMIN/DF	GFI	CFI	RMSEA
1.989	0.815	0.973	0.042

The value of Relative Chi-Square or Normed Chi-Square (CMIN/DF), is found to be lesser than three i.e. 2.584 that is lesser than the cut-off value indicated for the chi-square i.e. 3.80 by Bollen (1989). On the other side the recommended values of confirmatory Fit Index are more than 0.95 and recommended values for Goodness of Fit Index are lesser than 0.95.

On the other hand, the value of Root Mean Square Error of Approximation (RMSEA) is also lesser than 0.06 which indicates reasonable fit (Kim et al., 2015). After these pre requisites for validating study and model researchers

used AMOS to draw the model through software so as to analyze the values of second level CFA (Path Analysis). The model from AMOS has been shown in figure 1, while the analysis of impact of different variables as well as constructs on sports tourism can be seen in table 3.

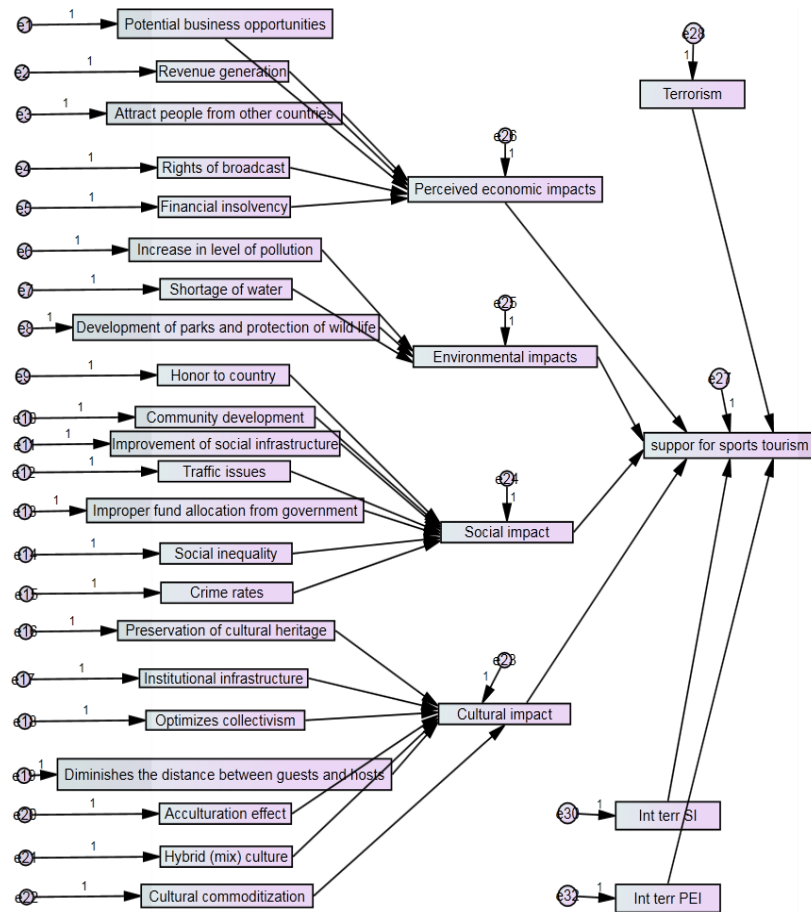


Figure 1: Model for Perceived Support for Sports Tourism

Table 3. Path Analysis (SEM=Multiple Regression and EFA)

			Estimate	S.E.	C.R.	P
Perceived Econ Impacts	<---	Businesses interested	.200	.034	5.850	***
Perceived Econ Impacts	<---	Generation of Revenue	.305	.034	9.065	***
Perceived Econ Impacts	<---	Visitors from countries	.137	.035	3.983	***
Perceived Econ Impacts	<---	Rights to broadcast	.154	.034	4.541	***
Perceived Econ Impacts	<---	Financial Insolvency	.150	.034	4.418	.030
Perceived Envir Impacts	<---	Development of Parks	.275	.034	8.073	***
Perceived Envir. Impacts	<---	Waste Generation	.303	.024	2.992	0.40
Perceived Envir Impacts	<---	Water Shortage	-.224	.034	-6.493	-.015

			Estimate	S.E.	C.R.	P
Perceived Social Impacts	<---	Honor to the country	.310	.034	9.014	***
Perceived Social Impacts	<---	Comm Development	.262	.034	7.642	***
Perceived Social Impacts	<---	Imp of Soc Infrastruc	-.012	.034	-3.488	.728
Perceived Social Impacts	<---	Societal In equality	-.010	.034	-3.01	-.021
Perceived Social Impacts	<---	Increased Traffic Issues	-.119	.034	3.526	-.001
Perceived Social Impacts	<---	Imp Fund Allocation	.241	.034	2.190	.192
Perceived Social Impacts	<---	Increase in crime rates	.441	.054	2.010	.106
Perceived Cultural Impacts	<---	Cultural Development	.172	.028	6.242	***
Perceived Cultural Impacts	<---	Cultural Preservation	.167	.026	6.324	***
Perceived Cultural Impacts	<---	Motivating collectivism	.414	.026	15.756	***
Perceived Cultural Impacts	<---	Building of Inst. Infra Structure.	.073	.027	2.665	.008
Perceived Cultural Impacts	<---	Acculturation Effect	-.094	.027	-3.530	***
Perceived Cultural Impacts	<---	Hybrid Culture	-.165	.027	6.126	***
Perceived Cultural Impacts	<---	Cultural Commoditization	-.041	.027	-1.521	.128
Support for Sports Tourism	<---	Perceived Economic Impacts	.093	.045	2.071	.038
Support for Sports Tourism	<---	Perceived Environmental Impacts	.168	.043	3.946	***
Support for Sports Tourism	<---	Perceived Cultural Impacts	.058	.043	1.344	.179
Support for Sports Tourism	<---	Perceived Social Impacts	.995	.044	22.564	***
Support for Sports Tourism	<---	Terrorism	.199	.028	7.017	-.011
Support for Sports Tourism	<---	Int Terrorism PEI	-.241	.034	-3.190	-.015
Support for Sports Tourism	<---	Int Terrorism PSI	-.007	.004	-1.630	-.103

VII. CONCLUSION

The study highlighted that sports tourism does have some positive as well as negative impacts and PSL will also bring the same to the territories of Pakistan. In fact, the study indicated that particularly for different variables associated with economic, social, cultural, and environmental impacts and reflected that all the variables except financial insolvency are coherent with the residents of Karachi and Lahore and might influence Pakistan economically. Although there are minimal chances of financial insolvency in case of PSL as it will induce foreign reserves and government is not borrowing from foreign lenders.

Environmental variables have also indicated mixed results as development of parks is positively associated with the perception regarding PSL while shortage of water is negatively associated, and waste generation does not have any impact. Similarly variables associated with social impacts also have range of impacts as honor to the country,

improvement of infrastructure; cultural development, cultural preservation, motivating collectivism and building institutional infrastructure all are producing positive results. Although social inequality and increased traffic jams are producing negative impacts, whereas, over development of sports infrastructure and increased rate of crime are not producing any impact. At the end, variables associated with perceived cultural impacts of sports tourism are creating positive or no effect on enhancement of sports tourism activities and this can be seen through values of all the three variables used in this regard.

VIII. DISCUSSION

The results in path analysis presented in table 3 indicated that there is a sufficient support for sports tourism in Pakistan with respect to perceptions concerning economic, social, cultural, and environmental activities. Although prior research work mostly highlighted impact of economic and social activities; Environmental Impacts (Liu et al., 2011, Safdel et al., 2014), Social Impacts (Kim et al., 2015), Social Environmental and Economic impacts (Hritz & Ross, 2010, Masa'deh et al., 2017, Muiruri Njoroige et al., 2017, Perić, Đurkin, & Vitezić, 2018; Tichaawa et al., 2015), and Socio-Cultural Impacts (Jönsson & Lewis, 2014), there is significant lacking of studies focused towards cultural impacts of sports tourism & the only study which present hybrid of economical, social, environmental and cultural impacts in generic manner is Han et al (2011). Therefore the significance of the research is valid as it provides detailed views on economic, social, environmental and cultural impacts of sports tourism.

Moreover, this article also highlights the perceive impacts of economic, social, environmental and cultural factors on support for sports tourism in Pakistan and emphasized that after analyzing the perceived economic, social and environmental residents are still in support of sports tourism activities although it has been apparent that sports tourism might disturb the cultural heritage therefore results of cultural tourism are against sports tourism. Thus, it is appropriate to believe that respondents are showing their reservations toward sports tourism in order to preserve their traditional eastern cultural, religious values and norms.

Similarly it is underlined in this study that although the use of terrorism as a moderator (Asdullah et al., 2015) influences the results of support towards sports tourism and indicated that terrorism might reduce the support of residents towards sporting events as shown in table 3. The moderation of terrorism indicated that the support of residents towards the sports tourism has a negative slope and moderation of terrorism with perceived economic benefits and perceived social benefits leads to negative results as terrorism may decrease the economic as well as social benefits.

Area for Future Study

In order to enrich the current findings, the future research should be done on the impact of sports tourism activities on other business and economic initiatives like China Pakistan Economic Corridor. Moreover, studies should also focus to find out the relationship between perception of active and passive residents due to PSL i.e. residents of other cities in comparison to the residents of host cities.

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