# LEISURE CONSTRAINTS AND NEGOTIATION STRATEGIES AMONG MALAYSIAN WOMEN'S PARTICIPATION IN SPORT TOURISM

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# LEISURE CONSTRAINTS AND NEGOTIATION STRATEGIES AMONG MALAYSIAN WOMEN'S PARTICIPATION IN SPORT TOURISM

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### ABSTRAK

Kajian kekangan kesenggangan wanita telah berkembang pesat dalam pelbagai disiplin tetapi tiada yang berkaitan dengan penyertaan wanita dalam pelancongan sukan. Tambahan pula kekangan kesenggangan yang dialami oleh wanita Malaysia adalah sangat berbeza daripada khalayak masyarakat umum disebabkan mereka dikehendaki mematuhi sebahagian besarnya amalan tradisi budaya berbanding dengan yang lain. Oleh itu, kajian ini bertujuan mengkaji tentang kekangan kesenggangan dan strategi rundingan dalam kalangan wanita Malaysia yang menyertai acara-acara pelancongan sukan. Di samping itu, kajian ini dapat membantu dalam pemahaman terhadap evolusi kesenggangan secara amnya memandangkan kajian tentang latar belakang budaya yang berbeza akan dapat memperkembangkan kajian dan penulisan dalam bidang kekangan kesenggangan. Soal selidik yang digunakan telah diadaptasi daripada model hierarki kekangan kesenggangan oleh Crawford dan pasukannya (1991), skala kekangan kesenggangan silang budaya oleh Chick dan Dong (2003) dan skala rundingan strategi oleh Hubbard dan Mannell (2001). Pensampelan rawak berkelompok secara berperingkat telah digunakan untuk memilih sampel dan data yang dikutip daripada responden seramai 636 orang telah dianalisis dengan menggunakan program SPSS-PC. Keputusan kajian ini menunjukkan bahawa wanita Malaysia mengamati kekangan kesenggangan iaitu meliputi kombinasi kekangan interpersonal, kekangan struktural, kekangan intrapersonal dan kekangan budaya. Komponen kekangan interpersonal merupakan komponen kekangan kesenggangan yang paling tinggi dialami oleh wanita Malaysia yang terlibat dalam pelancongan sukan. Di samping itu, faktor kekangan budaya yakni item "Adalah menjadi tanggungjawab saya untuk melawat

ibubapa/datuk/nenek semasa cuti" telah dikenal pasti sebagai faktor kekangan kesenggangan yang paling tinggi diamati oleh wanita Malaysia. Hal ini jelas menunjukkan bahawa komponen kekangan budaya memainkan peranan yang penting dalam kalangan wanita Malaysia membuat keputusan untuk menyertai pelancongan sukan. Selain itu, analisis kajian ini menunjukkan bahawa faktor umur, bangsa, status perkahwinan, pekerjaan dan pendapatan bulanan keluarga turut mempengaruhi persepsi wanita Malaysia tentang kekangan kesenggangan dalam penyertaan pelancongan sukan. Sehubungan itu, kombinasi strategi koordinasi interpersonal, perolehan kemahiran, sumber kewangan dan pengurusan masa membolehkan wanita Malaysia membuat rundingan kekangan kesenggangan dalam pelancongan sukan. Antara keempat-empat komponen strategi rundingan tersebut, komponen koordinasi interpersonal merupakan pilihan utama sebahagian besar wanita Malaysia dalam menangani kekangan kesenggangan dalam menyertai pelancongan sukan. Faktor umur, bangsa, status perkahwinan, pekerjaan dan pendapatan bulanan keluarga juga didapati mempengaruhi pemilihan komponen rundingan strategi dalam menyertai pelancongan sukan. Begitu juga kajian ini telah mengenal pasti bahawa wujud hubungan yang kukuh antara rundingan strategi dan kekangan kesenggangan secara menyeluruh dalam kalangan wanita Malaysia yang menyertai pelancongan sukan selepas melaksanakan kawalan kepada faktor umur, bangsa, status perkahwinan, pekerjaan dan pendapatan bulanan keluarga. Ini menunjukkan bahawa faktor umur, bangsa, status perkahwinan, pekerjaan dan pendapatan bulanan keluarga tidak mempengaruhi perhubungan antara pemilihan komponen rundingan strategi dan kekangan kesenggangan secara menyeluruh dalam kalangan wanita Malaysia yang menyertai pelancongan sukan.

### ABSTRACT

There has been positive expansion of research on women's leisure constraints in various disciplines but none was on Malaysian women's sport tourism participation. Furthermore leisure constraints experienced by Malaysian women differed significantly from those experienced by the general population as they have to adhere to cultural tradition to a greater extent than others. Therefore, this study explored the leisure constraints and negotiation strategies among Malaysian women's participation in sport tourism events. Besides that it assists in understanding the evolution of leisure in general as research of different cultural backgrounds would greatly enhance the leisure constraints literature. A self-administered questionnaire adapted from Crawford et al.'s hierarchical model of leisure constraints (1991), Chick and Dong's (2003) leisure constraints across culture scale, and Hubbard and Mannell (2001) negotiation strategies scale was developed for this study. Multistage cluster random sampling with proportion design was used to draw samples and data collected from 636 respondents were analyzed using SPSS-PC. The results reveal that Malaysian women perceived a combination of interpersonal constraints, structural constraints, intrapersonal constraints, and cultural constraints with interpersonal constraints most highly perceived in sport tourism participation. The identification of cultural factor reading "I am obliged to visit my parents/grandparents when I have holidays" as the leisure constraint most highly perceived by Malaysian women clearly indicates that cultural constraints component plays important role in deciding the levels of sport tourism participation among Malaysian women. Analysis revealed that age, ethnic, marital status, occupation, and monthly family income factors do partially influenced Malaysian women's perception of leisure constraints in sport tourism participation. A combination of interpersonal coordination, skill acquisition, financial resources, and time management strategies place some Malaysian women in a better position to negotiate leisure constraints in sport tourism with majority adopting interpersonal coordination factors. Age, ethnic, marital status, occupation, and monthly family income factors do partially affect the adoption of negotiation strategies components in sport tourism participation. Significant relationship existed between negotiation strategies and the overall leisure constraints of Malaysian women participating in sport tourism controlling for age, ethnic, marital status, occupation and monthly family income groups. It could be assumed that age, ethnic, marital status, occupation and monthly family income groups did not affect the relationships between Malaysian women's adoption of negotiation strategies with the overall leisure constraints perceived in sport tourism participations.

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# **CHAPTER ONE**

### INTRODUCTION

# 1.1 Background of the Study

Today, sport and tourism are believed to be among the world's most popular leisure experiences (Ritchie & Adair, 2004). Majority regards sport to be the world's biggest social phenomenon (Kurtzman & Zauhar, 2003) and tourism its largest industry (Goeldner & Ritchie, 2006) attracting a considerable amount of media attention, money, participants, and political interest. As both sport and tourism complement one another, they become more lucrative and culturally influential. Sport Tourism is known as leisure-based travel that takes individuals temporarily outside of their home communities either to play, watch physical activities or venerate attractions associated with these activities (Gibson, 1999). So the deciding criterion is that sport is the prime motivation to travel, though the touristic element may act to reinforce the overall experience. As early as 776 BC the Romans and Greeks traveled to and participated in numerous sports events to honor the god Zeus (McIntosh, Goeldner, & Brent, 1995). Today's sport tourism is merely a new adaptation on an old theme.

The sport tourism industry is seen as an important driver of economic growth and development for global economy. Changes in the local and international travel industry had recognized sport tourism as a growing segment of the tourism industry (Leisure Consultants, 1992; Terry, 1996; Weiler & Hall, 1992). At present, vast numbers of

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