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## Multiculturalism: Issues of Malaysian Female Sport Tourists' In Event-Based Sport Tourism

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### Abstract

*In a multiracial society, female's leisure practices are different than the general public because their choices are controlled by the structure of society within different cultures. This study is concerned with the barriers and negotiations experienced by Malaysian females in event-based sports tourism, based on Crawford, Jackson, and Godbey's (1991) hierarchical model of leisure constraints. The barriers experienced were related to structural and cultural components. The negotiations assumed were interpersonal coordination, skill acquisition, financial resources, and time management strategies. The insights gained could benefit the related operators in preparing strategies to tap the mega-billion ringgit sports tourism market.*

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Event-based sport tourism; leisure constraints; negotiation strategies; cultural constraints; multicultural sport tourism market

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### 1. Introduction

Malaysia, a country that is a popular destination, is well-admired for its diverse attractions of exciting sport events. Today, sports tourism is considered as a profitable segment of the tourism business that contributes a large part of tourist income, besides attracting the interests of related stakeholders. Growing development and the fame of event-based sports tourism, and the awareness of active lifestyle have caused individuals to pursue sports tourism. As related by the Malaysia Sports Tourism Council, sports tourism, which currently contributes RM5 billion per year, is positioned to become one of the best growing segments of the industry, equating to \$600 billion a year internationally. It is the key driver for Malaysia's successful RM55 billion tourism industries, which recorded 24.6 million visitors in 2010, and the figure is expected to rise in 2011. Thus, diverse cities around the globe compete to bid for hosting international sports events. Aiming to be the central sports tourism destination in the Asia-Pacific region, the Government of Malaysia has organized outstanding sports event annually to support Malaysia as an international event-based sports tourism destination. Efforts have been

intensified by the government of Malaysia to place Malaysia, a multiracial nation, as an attractive event-based sports destination for international and leisure sports.

Studies revealed that cultural identity does influence the constraints and motivations observed by sports tourists (Hudson, Hinch, Walker, & Simpson, 2010) [1]. Female's movements in their communities are strictly controlled by their general responsibilities in the social environments (Tsai, 2006) [2]. This statement is strongly agreed by culture leisure researchers (e.g. Arab-Moghaddam, Henderson, & Sheikholeslami, 2007 [3]; Walker, Jackson, & Deng, 2005 [4]), who disclosed that limitations to sports participation by females from different cultural backgrounds are generated by social structures. However, studies have yet to investigate the experience of multiracial females' sports tourists in event-based sports tourism. Although cultural way of life appeared to significantly control sports participation among females, research available about female sports tourists has been devoid of cultural analyses on event-based sports tourism. This study focused on the barriers experienced by Malaysian female sports tourists in event-based sports tourism and the negotiation practices adopted in maximizing involvements. Specifically being discussed are the experiences in terms of age and ethnic background, as socio-demographic trends are presumed to exercise considerable weight over the future of the sports tourism industry.

### *1.1. Review of literature*

Generally, sports tourists focus on sport activities as part of their tourism occasions. Sports tourism is classified as physically and psychologically demanding events that are normally participated in remote natural settings, like the sea, mountains, sky, space, and earth. Conventionally, only male tourists participated, as the event requires physical strength and risk-taking, thus preventing female's participation (Humberstone, 2000) [5].

Gibson (1998) [6] anticipated the domains of sports tourism as active sports tourism, event sports tourism, and nostalgia sports tourism. Event-based sports tourism relates to sporting events as tourist attractions. The main decision for sports tourists to travel is to pursue sporting events of interest. Thus, event-based sports tourists travel either to take part in sports or to watch sporting events, or to do both. The Standard Chartered International Marathon, the Monsoon Cup, and the Formula One Petronas Malaysia Grand Prix are a few examples of hallmark sporting events held in Malaysia that have become major international tourist attractions. AirAsia Berhad, a Malaysia-based low-cost airline company specializing in low-cost travel in Asia has emerged with its sports package, catering to travelers intending to attend major sports events in Malaysia, such as the Malaysia Formula One and the Borneo International Marathon.

Leisure barriers constraining event-based female sports tourists are related to factors that hold back an individual's ability to join in desired sports events, to participate longer in those events, or to achieve anticipated levels of enjoyment and advantage. Not all females experienced the same level of leisure (Jackson & Henderson, 1995) [7]. All along, many constraint models have been introduced to understand leisure behavior and the most accepted model was the one proposed by Crawford, et al. (1991) [8], which revealed that constraints are "covered" in a single model created of a chain within intrapersonal constraints, interpersonal constraints, and structural constraints, with intrapersonal and interpersonal constraints as the strongest influence on the creation of leisure practices. Thus, each individual is assumed to experience the three types of constraints hierarchically in his/her participation decision-making process, with the potential of being overcome or reduced (Hubbard & Mannell, 2001) [9].

Intrapersonal constraints are individual psychological states and attributes that affect preference, which might lead to nonparticipation (Crawford & Godbey, 1987) [10]. Documented intrapersonal constraints perceived by females in leisure sports participation include shyness, self-consciousness and lack of skills, self-esteem, motivation, and knowledge of the availability of opportunities to participate (Liechty, Freeman, & Zabriskie,

2006) [11]. As event-based sports tourism demands physical and mental challenges, most females missed out in participation because they lack confidence in their ability to cope physically and emotionally, and to develop new skills, or to trust their existing abilities (Heberlein & Fredman, 2005) [12]. Interpersonal constraints occur in event-based sports tourism as a result of the unavailability of others, which prevents females from participating in sports events that require partners or team members. Females experience interpersonal constraints when they are unable to find a friend, family member, or partner to participate with them in their desired sports events. Among the interpersonal constraints identified by scholars are finding a companion or partner, fear of participating alone, and lack of family support (Wilcox, Castro, King, Housemann, & Brownson, 2000) [13]. With most sports tourism events being identified as incorporating challenges and risks in pursuits with uncertain outcomes (Ewert & Hollenhorst, 1989) [14], this lack of motivation and social conditioning may be particularly limiting females' participation in event-based sports tourism.

Structural constraints involve resources and reasons that come between leisure preferences or choices and actual participation (Crawford & Godbey, 1987 [10]). As identified by most related studies, structural constraint issues experienced by females in sports tourism pursuits include family life course stages, financial resources, and work time. Time and money remain the most common constraints females felt toward pursuing their favourite sports leisure activities (Trail, Robinson, & Yu, 2008) [15]. Female's daily rigid routines are scheduled around home duties, responsibility of childcare (Craig, Mullan, & Blaxland, 2010) [16], and the "ethic of care" for other people in their lives (Samdhal & Jekubovich, 1997) [17]. Research shows that in dual-earner families, females combine housework and childcare (Craig et al., 2010) [16] with other activities more frequently than their spouses. Since such chores are routine in females' lives, they do bother about the social structures that control their basic freedom. These psychological issues strengthen females' preference to deny themselves opportunities to pursue the sports tourism events of interest.

Chick and Dong (2005) [18] identified culture as an extra constraint category that may also substantially enhance the validity of the constraint model when applied to other societies. Culture is a collective occurrence partly shared with people who live or lived within the same social surroundings (Hofstede, 1991) [19]. As Malaysia consists of a multicultural population, the discussion on the issues of Malaysian female sport tourists' participation in event-based sport tourism included cultural constraints in addition to the three universal leisure constraints identified by most leisure researchers.

The research questions developed were:

- (i) What leisure constraints do Malaysian female sports tourists experience in event-based sports tourism?
- (ii) How do they negotiate any barriers to maximize their participation?
- (iii) Is there any difference in leisure constraints experienced by Malaysian female sports tourists in event-based sports tourism in terms of age and ethnic background?
- (iv) Is there any difference in negotiation practices adopted by Malaysian female sports tourists in event-based sports tourism in terms of age and ethnic background?

Two hypotheses were generated:

- (i) There are differences in leisure constraints experienced by Malaysian female sports tourists in event-based sports tourism in terms of age and ethnic background.
- (ii) There are differences in negotiation practices adopted by Malaysian female sports tourists in event-based sports tourism in terms of age and ethnic background.

## 2. Method

### 2.1. Sample

The research population for this study consisted of sport tourists at the four selected major sport events held in Malaysia, that is, the Le Tour de Langkawi 2010, the Kuala Lumpur Tower International Forest Towerthon Challenge 2010, the Sukan Malaysia (SUKMA) XIII Malacca 2010, and the Standard Chartered Kuala Lumpur Marathon 2010. The principles of probability sampling were applied to decide the representative size of samples. The selection of basic units into the samples was performed with known probability. All the characteristics of each unit in the samples resembled closely the proportion of Malaysia's population with 50.4% of Malays, 24.6% of Chinese, 7.3% of Indians and 18.8% of other races. The multistage cluster random sampling with proportional design was used to draw samples.

### 2.2. Data collection

In this study, a self-administered questionnaire was constructed, as there is no pre-developed instrument available to measure multiracial female sports tourists participating in event-based sports tourism. The questionnaire was adapted from Crawford et al.'s Hierarchical Model of Leisure Constraints (1991) [8], Chick and Dong's (2003) [20] Leisure Constraints across Culture Scale, and the Hubbard and Mannell (2001) [9] Negotiation Strategies Scale. Section A was composed of demographic items, while items in Section B explored the leisure barriers experienced by Malaysian female sports tourists in event-based sports tourism pursuits. Items in Section C identified the negotiation practices adopted by Malaysian female sports tourists in overcoming the barriers to maximize participation in event-based sports tourism. All items in Section B and Section C were rated using a 4-point Likert-type response format with values ranging from 1 (Strongly Disagree) to 4 (Strongly Agree).

### 2.3. Statistical analyses

In analyzing the research data, operational definitions were used as variables to measure concepts and research hypotheses. The Multivariate Analysis of Variance (MANOVA) was used to test both research hypotheses. The Analysis of Variance (ANOVA) was conducted as a follow-up test on each component of leisure constraints and negotiation practices on demographic characteristic groups with significant differences. Prior to the hypotheses testing, a normal distribution test on research data was confirmed. A significance level of  $p < .05$  was used to decide the significance level of both research hypotheses.

## 3. Results

### 3.1 Factor analysis and reliability of measurement scales

Item loading values for the measurement scale were greater than .40, while values for item-total correlation for each subscale recorded was greater than .45. The overall value for Coefficient Alpha for the leisure constraints scale was .856 and for the negotiation strategies scale was .647.

*3.2 Leisure constraints perceived by Malaysian female sports tourists in event-based sports tourism*

As shown in Table 1, the structural constraints that influenced respondents’ experience in event-based sports tourism pursuits are related to the lack of public transport to the event-based sports tourism destination, overcrowded events, lack of money to participate, and does not have personal transport to the destination. Conversely, the cultural barriers perceived by respondents were identified as the obligation to visit parents / grandparents during holidays, and having to work hard to save for their children’s future. In contrast, respondents’ experience in event-based sports tourism was not restrained by any interpersonal and intrapersonal constraints. A majority of the respondents were culturally constrained in their event-based sports tourism as they were obliged to visit their parents / grandparents during holidays.

**Table 1.** Mean and percentage of frequencies of leisure constraints perceived by Malaysian female sports tourists in event-based sports tourism (N = 589)

Leisure Constraints	Mean	Standard Deviation	Percentage of Frequencies (%)			
			1 Strongly Disagree	2 Disagree	3 Agree	4 Strongly Agree
<b>Structural Constraints</b>						
Lack of public transport to the sport event destination.	2.55	.936	13.2	28.5	40.2	18.0
Events are too crowded.	2.53	.871	10.7	34.8	39.7	14.8
Do not have enough money to participate.	2.52	.945	13.1	33.1	34.6	19.2
Do not have personal transportation to the sport event destination.	2.50	.985	16.0	32.9	30.7	20.4
Too busy with other activities.	2.38	.940	18.7	38.9	28.7	13.8
Do not have information about existing event-based sports tourism programs.	2.32	.884	18.3	41.3	30.6	9.8
Do not have an opportunity to participate.	2.30	.921	21.9	36.7	31.4	10.0
Location of the sports event is inconvenient.	2.25	.904	21.2	42.6	26.0	10.2
Do not have a travel companion.	2.25	.918	22.6	40.2	27.0	10.2
Do not have a choice to choose leisure travel.	2.20	.926	25.3	39.0	26.1	9.5
Do not have enough time to be involved in events.	2.19	.907	24.4	41.4	25.1	9.0
Do not have proper clothes or equipment to participate.	2.18	.941	28.0	35.0	28.2	8.8
<b>Overall</b>	<b>2.35</b>					

<b>Cultural Constraints</b>						
Obligation of visiting parents / grandparents during holidays.	2.98	1.008	12.7	13.2	36.8	37.2
Work hard to save for children's future.	2.63	.988	16.5	24.8	38.2	20.5
Events are not conducted according to religious beliefs.	1.90	.939	40.6	38.4	11.9	9.2
Community has a negative image of females in sports.	1.88	.986	45.6	29.0	16.0	9.2
<b>Overall</b>	<b>2.35</b>					
<b>Interpersonal Constraints</b>						
Fear of attack or harassment.	2.19	.918	26.3	36.2	29.5	8.0
Family is not interested in event-based sports tourism.	2.06	.882	29.7	41.4	22.4	6.5
Obligation of staying home and taking care of my family.	1.93	.983	42.8	30.1	18.2	9.0
<b>Overall</b>	<b>2.06</b>					
<b>Intrapersonal Constraints</b>						
Unsuitable to participate in sport events.	1.86	.903	43.0	33.4	18.0	5.6
Do not like to involve in sports.	1.80	.920	47.2	32.4	13.4	7.0
Too old for sport events.	1.79	.941	49.1	30.2	13.1	7.6
Shy to be involved in event-based sports tourism events.	1.77	.909	49.2	30.6	14.1	6.1
<b>Overall</b>	<b>1.81</b>					

*3.3 Negotiations practices adopted by Malaysian female sports tourists in event-based sports tourism*

Comparison of the results revealed that respondents commonly adopted interpersonal coordination strategies to prevail over leisure barriers in sports tourism participation. Table 2 identified the related strategies as doing the best that they can, chose the events suitable with acquired skills, learning new events, living within means, getting help with the required skills, generating interest and information through information technology systems, and participating with those who share similar interests in event-based sports tourism. Conversely, the respondents acquired skill acquisition strategies by participating with female partners in events suitable to their age. Among the strategies of financial resources adopted by respondents in negotiating leisure barriers were using the equipment and attire available, besides planning financially and working extra hours to save for event-based sports tourism pursuits. The respondents also adopted time management strategies that included participation in event-based sports tourism during the school holidays, allocation of at least one week a year to participate in event-based sports tourism, and sharing family commitments with others in the family.

**Table 2.** Mean and percentage of frequencies of negotiation strategies adopted by Malaysian female sports tourists in event-based sports tourism (N = 589)

Negotiation Strategies	Mean	Standard Deviation	Percentage of Frequencies (%)			
			1 Strongly Disagree	2 Disagree	3 Agree	4 Strongly Agree
<b>Interpersonal Coordination</b>						
Do the best that I can.	3.21	.739	3.2	9.3	50.9	36.5
Participate in activities suitable with my skill.	3.19	.755	4.4	9.3	54.5	31.7
Learn the new events.	3.14	.735	4.2	8.1	56.9	30.7
Learn to live within my means.	3.14	.719	3.1	10.5	55.5	30.9
Ask for help with the required skills.	3.13	.749	4.4	9.2	55.7	30.7
Generate interest and information through information technology system.	3.12	.763	4.8	9.3	54.7	31.2
Try to find people with similar interests.	3.02	.743	4.9	11.7	59.6	23.8
<b>Overall</b>	<b>3.14</b>					
<b>Skill Acquisition</b>						
Participate in events suitable to my age.	2.98	.789	5.8	14.6	55.2	24.4
Participate in events joined by females.	2.88	.834	8.0	17.7	53.0	21.4
<b>Overall</b>	<b>2.95</b>					

<b>Financial Resources</b>						
Use the equipment and clothes available.	3.13	.725	3.6	9.8	56.5	30.1
Try to budget in order to save for participation.	2.86	.843	7.8	19.9	50.6	21.7
Work extra hours to save for participation.	2.62	.925	14.3	26.0	43.1	16.6
Stop temporarily until the children are independent.	2.44	1.011	22.6	26.8	34.5	16.1
<b>Overall</b>	<b>2.84</b>					
<b>Time Management</b>						
Sharing family commitments with family members.	3.06	.732	4.1	11.5	58.4	26.0
Participate during the school holidays.	2.81	.899	11.0	18.3	48.9	21.7
Allocate at least one week a year to participate in event-based sports tourism.	2.60	.922	14.1	28.4	41.3	16.3
<b>Overall</b>	<b>2.82</b>					

### 3.4 Structural constraints perceived by Malaysian female sports tourists in event-based sports tourism in terms of age

The MANOVA results using age as the independent variable were reported significant, Wilk's  $\Lambda = .864$ ,  $F(48, 2209) = 1.616$ ,  $p = .005$ , thus revealing that the population means on the structural constraints perceived were different for the five age groups. The results of post-hoc analysis as displayed in Table 3 disclosed that respondents aged 40-49 years were highly influenced by the structural constraints. They were complaining about not having personal transport to participate in event-based tourism.

**Table 3.** Differences of Post-Hoc Turkey HSD on structural constraint factors perceived by Malaysian female sports tourists in event-based sports tourism in terms of age

<b>Factor</b>	<b>Age (I)</b>	<b>Age (J)</b>	<b>Mean differences (I - J)</b>	<b>p</b>
<b>Structural Constraint</b>				
Do not have personal transportation to the sport event's destination.	30 - 39 years	40 - 49 years	.43*	.023
	30 - 39 years	50 years and above	.42*	.040

\*The mean difference is significant at  $p < .05$  level.



*3.5 Cultural constraints perceived by Malaysian female sports tourists in event-based sports tourism in terms of age*

MANOVA results conducted on the four factors of cultural constraints were significant; Wilk’s  $\Lambda = .908$ ,  $F(16, 1776) = 3.553$ ,  $p = .000$ . Thus, the population means on the cultural barriers perceived were different for the five age groups. As shown in Table 4, post-hoc analysis identified that respondents aged 50 years and above were highly constrained as they were obliged to visit their elderly parents during the holidays. In contrast, the respondents aged 20-29 years perceived that the events of sports tourism were not conducted according to their religious beliefs.

**Table 4.** Differences of Post-Hoc Turkey HSD on cultural constraint factors perceived by Malaysian female sports tourists in event-based sports tourism in terms of age

<b>Factor</b>	<b>Age (I)</b>	<b>Age (J)</b>	<b>Mean differences (I – J)</b>	<b>p</b>
<b>Cultural Constraint</b>				
Obligation of visiting parents / grandparents during holidays.	40 - 49 years	20 - 29 years	.40*	.024
	50 years and above	Below 20 years	.44*	.012
	50 years and above	20 - 29 years	.56*	.000
Events are not conducted according to religious beliefs.	Below 20 years	50 years and above	.51*	.001
	20 - 29 years	50 years and above	.55*	.000
	30 - 39 years	50 years and above	.40*	.033

\*The mean difference is significant at  $p < .05$  level.

*3.6 Interpersonal constraints perceived by Malaysian female sports tourists in event-based sports tourism in terms of age*

Based on the MANOVA conducted on the interpersonal constraints perceived using age as the independent variable, differences existed among the five age groups as the results produced were significant; Wilk’s  $\Lambda = .962$ ,  $F(12, 1540) = 1.885$ ,  $p = .032$ . The results of post-hoc analysis, as stated in Table 5, revealed that respondents aged 20-29 years were mainly restrained from sports tourism participation as their leisure interests were not in line with their families’ interests. The respondents aged 30-39 believed that as females, they were obliged to stay home to care for their families, rather than pursuing event-based sports tourism.

**Table 5.** Differences of Post-Hoc Turkey HSD on interpersonal constraint factors perceived by Malaysian female sports tourists in event-based sports tourism in terms of age

Factor	Age (I)	Age (J)	Mean differences (I – J)	<i>p</i>
<b>Interpersonal Constraint</b>				
Family is not interested in event-based sports tourism.	20 - 29 years	50 years and above	.43*	.019
Obligation of staying home and taking care of family.	30 - 39 years	50 years and above	.54*	.002

\*The mean difference is significant at  $p < .05$  level.

### 3.7 Intrapersonal constraints perceived by Malaysian female sports tourists in event-based sports tourism in terms of age

The results of the MANOVA test performed on the four intrapersonal constraints using age as the independent variable were not significant; Wilk's  $\Lambda = .965$ ,  $F(4, 584) = 1.297$ ,  $p = .190$ . No differences were observed in intrapersonal constraints perceived by the respondents in terms of age as the population means on the four intrapersonal constraints factors were the same across all the five age groups.

### 3.8 Structural Constraints Perceived by Malaysian Female Sports Tourists in Event-Based Sports Tourism in Terms of Ethnic Background

MANOVA results on the twelve structural constraints using ethnic background as the independent variable produced significant results; Wilk's  $\Lambda = .895$ ,  $F(36, 1697) = 1.795$ ,  $p = .003$ . The Malay respondents (see Table 6) perceived significantly high structural constraints on factors related to the decision of choosing leisure travel, and also the inconvenience of event location, while respondents of other races were constrained by the non-availability of proper attire and equipment for participation in event-based sports tourism.

**Table 6.** Differences of Post-Hoc Tukey HSD on structural constraint factors perceived by Malaysian female sports tourists in event-based sports tourism in terms of ethnic background

Factor	Ethnic (I)	Ethnic (J)	Mean differences (I – J)	p
<b>Structural Constraint</b>				
Do not have a choice to choose leisure travel.	Malay	Indian	.46*	.009
Do not have proper clothes or equipment to participate.	Other races	Indian	.46*	.034
Lack of public transport to the event destination.	Malay	Indian	.60*	.001
	Chinese	Indian	.60*	.002
	Other races	Indian	.67*	.001
Location of the sport event is inconvenient.	Malay	Other races	.28*	.036

\*The mean difference is significant at  $p < .05$  level.

### 3.9 Cultural constraints perceived by Malaysian female sports tourists in event-based sports tourism in terms of ethnic background

The MANOVA test carried out on the factors of cultural constraints generated significant results; Wilk's  $\Lambda = .912$ ,  $F(12, 1540) = 4.530$ ,  $p = .000$ . Therefore, the population means on the cultural barriers perceived by each of the four ethnic groups were different. As displayed in Table 7, respondents from other races were obliged to spend time visiting their elderly parents rather than enjoying event-based sports tourism. As for respondents in the Indian group, the procedures of organizing sport events that were not in accordance with religious beliefs held back their interests in pursuing event-based sports tourism.

**Table 7.** Differences of Post-Hoc Tukey HSD on cultural constraint factors perceived by Malaysian female sports tourists in event-based sports tourism in terms of ethnic background

Factor	Ethnic (I)	Ethnic (J)	Mean differences (I – J)	P
<b>Cultural Constraint</b>				
Obligation of visiting parents / grandparents during holidays.	Other races	Malay	.52*	.000
	Other races	Chinese	.42*	.005
	Other races	Indian	.77*	.000
Events are not conducted according to my religious beliefs.	Malay	Other races	.34*	.005
	Chinese	Other races	.32*	.045
	Indian	Other races	.66*	.000

\*The mean difference is significant at  $p < .05$  level.

### 3.10 Interpersonal constraints perceived by Malaysian female sports tourists in event-based sports tourism in terms of ethnic background

The outcomes of the MANOVA test performed on the three interpersonal constraints using ethnic background as the independent variable were significant; Wilk's  $\Lambda = .965$ ,  $F(4, 584) = 1.297$ ,  $p = .190$ . Differences were observed for the interpersonal constraints perceived by the respondents for the four ethnic groups. As revealed in Table 8, the respondents of other races were restrained from pursuing event-based sports tourism as they were obliged to stay home and take care of their families.

**Table 8.** Differences of Post-Hoc Tukey HSD on interpersonal constraint factors perceived by Malaysian female sports tourists in event-based sports tourism in terms of ethnic background

Factor	Ethnic (I)	Ethnic (J)	Mean differences (I – J)	p
<b>Interpersonal Constraint</b>				
Obligation of staying at home and taking care of family.	Chinese	Other races	.34*	.036
	Indian	Malay	.48*	.012
	Indian	Other races	.70*	.000

\*The mean difference is significant at  $p < .05$  level.

### 3.11 Intrapersonal constraints perceived by Malaysian female sports tourists in event-based sports tourism in terms of ethnic background

For the MANOVA test conducted on the four factors of interpersonal constraints using ethnic background as the independent variable, significant result was reported; Wilk's  $\Lambda = .955$ ,  $F(12, 1540) = 2.274$ ,  $p = .007$ . Results of post-hoc analysis as displayed in Table 9 revealed that the respondents in the Malay group were highly constrained by the intrapersonal barriers in event-based sports tourism. Besides not suitable to participate in sport events, they disliked sports involvements. In fact they felt shy to participate in event-based sports tourism.

**Table 9.** Differences of Post-Hoc Tukey HSD on intrapersonal constraint factors perceived by Malaysian female sports tourists in event-based sports tourism in terms of ethnic background

Factor	Ethnic (I)	Ethnic (J)	Mean differences (I – J)	p
<b>Intrapersonal Constraint</b>				
Unsuitable to participate in sport events.	Malay	Other races	.29*	.020
Do not like to involve in sports.	Malay	Other races	.35*	.004
Shy to be involved in event-based sports tourism events.	Malay	Other races	.31*	.004

\*The mean difference is significant at  $p < .05$  level.

### *3.12 Financial resources adopted by Malaysian female sports tourists in event-based sports tourism in terms of age*

The MANOVA test conducted on the four strategies of financial resources using age as the independent variable did not produce significant results; Wilk's  $\Lambda = .970$ ,  $F(16, 1776) = 1.180$ ,  $p = .341$ . No differences were observed for the strategies adopted by respondents in event-based sports tourism participation in terms of age.

### *3.13 Skill acquisition adopted by Malaysian female sports tourists in event-based sports tourism in terms of age*

Similarly, the MANOVA test results analyzed for the two skill acquisition strategies using age as the independent variable were not significant; Wilk's  $\Lambda = .994$ ,  $F(8, 1166) = 1.192$ ,  $p = .902$ , an indication that there was no difference in skill acquisition strategies adopted by respondents in negotiating constraints in event-based sports tourism pursuits in terms of age.

### *3.14 Interpersonal coordination adopted by Malaysian female sports tourists in event-based sports tourism in terms of age*

The MANOVA test conducted on the seven interpersonal coordination strategies using age as the independent variable did not produce significant results; Wilk's  $\Lambda = .967$ ,  $F(28, 2085) = 0.686$ ,  $p = .891$ . There was no difference in interpersonal coordination strategies adopted by respondents in event-based sports tourism participation in terms of age.

### *3.15 Time management adopted by Malaysian female sports tourists in event-based sports tourism in terms of age*

Likewise, the MANOVA test conducted on the time management strategies using age as the independent variable did not generate significant results; Wilk's  $\Lambda = .989$ ,  $F(12, 1540) = 0.550$ ,  $p = .882$ . There was no difference in time management strategies assumed by respondents in terms of age.

### *3.16 Financial resources adopted by Malaysian female sports tourists in event-based sports tourism in terms of ethnic background*

For the MANOVA test performed on the strategies of financial resources using ethnic background as the independent variable, no significant results were observed; Wilk's  $\Lambda = .970$ ,  $F(16, 1776) = 1.180$ ,  $p = .341$ . No differences were observed for the strategies adopted by respondents in terms of ethnic background.

### *3.17 Skill acquisition adopted by Malaysian female sports tourists in event-based sports tourism in terms of ethnic background*

For the skill acquisition strategies adopted, MANOVA test results using ethnic background as the independent variable also did not record significant results; Wilk's  $\Lambda = .986$ ,  $F(6, 1168) = 1.404$ ,  $p = .210$ , thus failed to identify differences for the skill acquisition strategies adopted by respondents in terms of ethnic background.

### *3.18 Interpersonal coordination adopted by Malaysian female sports tourists in event-based sports tourism in terms of ethnic background*

Report of the MANOVA test on the interpersonal coordination strategies using ethnic background as the independent variable was not significant; Wilk's  $\Lambda = .956$ ,  $F(21, 1663) = 1.256$ ,  $p = .195$ . No differences existed in the adoption of interpersonal coordination strategies adopted by respondents in terms of ethnic background.

### *3.19 Time management adopted by Malaysian female sports tourists in event-based sports tourism in terms of ethnic background*

The MANOVA test carried out on the time management strategies using ethnic background as the independent variable did not produce significant results; Wilk's  $\Lambda = .981$ ,  $F(9, 1419) = 1.266$ ,  $p = .251$ . No differences were identified in time management strategies adopted by respondents in terms of ethnic background.

## **4. Results**

The findings supply details to justify the four proposed research questions.

### *4.1 Leisure constraints experienced by Malaysian female sport tourists in event-based sport tourism*

The leisure difficulties restraining Malaysian female sports tourists in event-based sports tourism consist of the combined interaction of structural constraints, cultural constraints, interpersonal constraints, and intrapersonal constraints. The findings identified both structural and cultural constraints as the main components of leisure constraints observed. These results contrasted most leisure research studies previously that identified intrapersonal constraints as the main barrier in leisure participation. However, the results are partially in accordance with a previous local leisure constraints study (e.g., Aminuddin Yusof & Mohd Suffian Omar Fauzee, 2001) [21], which cited structural constraints as the main barrier identified by Malaysian female respondents in general leisure pursuits. In this study, the Malaysian female sports tourists were structurally constrained in relation to availability of private and public transport to event destination, financial constraints, and overcrowded events, as commonly identified in local leisure studies (Aminuddin Yusof & Mohd Suffian Omar Fauzee, 2001) [21]. Financial constraint is generally positioned among the most common and influential constraint on leisure sport activities (Trail et al., 2008) [15].

The finding that cultural constraints do influence Malaysian female sports tourists' in event-based sports tourism holds up earlier studies by Hudson et al. (2010) [1] that cultural background does significantly control involvement in sports tourism. Culturally, Malaysian female sports tourists' are obliged to visit parents / grandparents during holidays, besides working hard to save for their children's future. These cultural obligations are in line with conclusions by Walker, Jackson, and Deng (2007) [22] that the conservative thought of "*filial piety*" is strongly exercised in the Asian region. To add to the knowledge of sports tourism field, it is noteworthy that cultural constraints should be considered as an important component of leisure constraints in studies of female respondents in multicultural societies.

### *4.2 Negotiation practices adopted by Malaysian female sports tourists in event-based sports tourism*

To negotiate the barriers in maximizing participation in event-based sports tourism, the Malaysian female sports tourists assumed sixteen strategies related to interpersonal coordination, skill acquisition, financial resources, and time management. The negotiation component of interest is the interpersonal coordination with strategies that allowed them to do the best with what they have by focusing on events suitable to their skills, besides preference to participate along with partners who shared the same interest that are able to help them with

the skills required for the event. Besides that, the Malaysian female sports tourists also generate interest and information about sports events through information technology systems. All these strategies are able to help Malaysian female sports tourists in maintaining confidence in their ability to cope physically and emotionally in event-based sports tourism pursuits.

Among the sixteen strategies, Malaysian female sport tourists favored the choice of doing the best in their effort to maintain, continue, or create participation in event-based sports tourism. Little (2002) [23] considered this effort stems from females' resources, viewpoints, and understanding of leisure barriers, and their inspirations and opportunities for involvement. Furthermore, the barriers perceived are possible to trigger the adoption of negotiation strategies, as according to Loucks-Atkinson and Mannell (2007) [24], where higher motivation increases efforts to negotiate and participate. Furthermore, rest or gentle exercise for therapeutic reasons is the expected norm for aging females.

#### *4.3 Leisure constraints experienced by Malaysian female sports tourists in event-based sports tourism in terms of age and ethnic background*

It had been reviewed in leisure studies that (e.g., Heberlein & Fredman, 2005 [12]; Shaw & Henderson, 2005) [25], participation in leisure activities is related to the age of the individual. Similarly, in this study, Malaysian female sports tourists perceived different components of leisure constraints between the age groups in event-based sports tourism pursuits. For the younger sports tourists aged 20-29 years, their limitations in event-based sports tourism were either because the sport events were not conducted according to their religious beliefs or their leisure interests were different from their families. The sport tourists aged 30-39 believed that females should stay home to care for their families rather than pursuing leisure interests in event-based sports tourism. However the sport tourists aged 40-49 years were struggling structurally as they do not have personal transport to participate in event-based sports tourism. Yet the barriers experienced by the female sports tourists aged 50 years and above were highly related to cultural issues. They were obliged to visit their elderly parents during the holidays, indirectly affecting their leisure pursuits in event-based sports tourism. Nevertheless, the Malaysian female sports tourists were observing the same intrapersonal constraints across all five age groups.

Previous leisure studies revealed that ethnic backgrounds do influence females' leisure preferences and outcomes (Henderson & Ainsworth, 2001 [26]; Shinew & Floyd, 2005) [27]. Thus, understanding of females from multiethnic backgrounds and their social interactions provides critical insight into sports participation choices. In this study, the Malay, Chinese, Indian and other female sports tourists in Malaysia were highly constrained in their event-based sports tourism pursuits. Primarily the Malay sports tourists were not given the chance to select their leisure interests in sports. For those who have the opportunity, they found that the locations of the sports events were not convenient. Some of the Malay female sports tourists disliked the idea of participating in sport events, because the sports events are usually conducted in open areas with participation by both genders. For the Malaysian female sports tourists of other races, their opportunities to participate in event-based sports tourism were hindered by family obligations. Besides staying home to take care of their families, they were required to visit their elderly parents during free hours. On top of that, their opportunities to pursue event-based sports tourism were also hindered by the non-availability of related attire and equipment for sports events. Nevertheless, the Malaysian Indian female sports tourists disagreed with the organization of the sport events that were not in accordance with their religious beliefs, hence restraining their interests in pursuing event-based sports tourism.

#### *4.4 Negotiation practices adopted by Malaysian female sports tourists in event-based sports tourism in terms of age and ethnic background*

Leisure studies reported that most females have little choice about their leisure patterns (Henderson, Bialeschki, Shaw, & Freysinger, 1996) [28], primarily due to family obligations. Furthermore, some females believed that they are not entitled to leisure or do not have the right to leisure (Tsai, 2006) [2]. Disregardful of age and ethnic background, Malaysian female sports tourists undertook all the negotiation strategies of interpersonal coordination, skill acquisition, financial resources, and time management to overcome the leisure limitations in their quests of event-based sports tourism. Besides that, sports tourism is believed to contribute to a pleasurable life. To the elderly groups, event-based sports tourism helps to prevent and reduce the negative consequences of physical and psychological aging as health is a major personal concern nowadays. To the younger groups, sports tourism suits the instincts of the youngsters as it provided them with the sensation of being challenged as the events are risky in pursuits with unknown results. Furthermore, the young generations preferred sports tourism because sporting events have been proven to improve one's health and physical well-being.

### **5. Conclusions and recommendations**

Sports tourism is an adventurous and exciting leisure desired by people of all walks of life. The findings are practical to marketers in tapping the sports tourism industry. The updated information on the issues experienced by female sports tourists in event-based sports tourism could facilitate the planning of marketing strategies in multicultural populations. On top of that, the results achieved from this study could probably develop the hypothetical importance of issues experienced by females in multicultural societies in event-based sports tourism. This paper evidently disclosed that the event-based sports tourism industry in multicultural nations is highly influenced by the societies' cultural values, beliefs and lifestyles. Related to that, future research on sports tourism should consider the cultural component as an important variable in gaining a better perception of the behavioral outcomes among the different ethnic groups in a population.

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