

Residents' Psychological Benefits from a Sport Event: The Impacts of Daytona 500

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The impact study of hallmark and mega sport events became an important issue of the tourism and leisure since the 1980s (Gratton, Shibli, & Coleman, 2006). Advocates for sport events tend to propose optimistic benefits, but there is no standardized tool to assess properly impacts of major sport events. The majority of previous impact analyses were essentially focused on economic impact analysis (Sherwood, Jago, & Deery, 2005). Academic researchers found inaccurate economic impact assessments and current literature called for a comprehensive tool to evaluate the impact of sporting events and facilities on local communities (Austrain & Rosentraub, 2002; Baade & Dye, 1990; Burningham, 1995; Crompton, 2004; Ritchie, 1984). The goal of this research was to investigate sporting events host residents' psychological benefits as a response to the increased call for a broader approach to impact analysis.

First, the researchers assessed the framework of community residents' psychological benefits. Second, the researchers attempted to provide information that explain residents' psychological benefits by their demographic profiles. The findings are applicable not only to the field of sport but also to the tourism and event management. Studying individuals' psychological benefits is part of social impact analysis and this study used the term "psychic income." Howard and Crompton (2004), in the context of sport, have defined psychic income as "the emotional and psychological benefit residents perceive they receive, even though they do not physically attend sports events and are not involved in organizing them" (p. 181). This "feel-good" impact to the residents (Hall, 1989) is an individual's overall positive perception toward the event. Multiple items for measuring construct of psychic income were modified and adapted from existing social impact studies and the original 63 items were modified based on the results of a panel of experts, a pilot test, a field test, an internal consistency measure and corrected item-to-item correlations.

The main survey was conducted in Daytona Beach, Florida, and the target sporting event was the Daytona 500 which regarding the most prestigious among Stock Car Racing games ("Daytona 500", 2008). A convenience sample of 177 participants was included in the data analysis. Thirty-two items were initially factor analyzed and four factors with 23 items were finalized. The Cronbach's alphas for each factor were .95 ("Emotional benefits"), .90 ("Positive economic assessment"), .75 ("Increased quality of community life"), and .83 ("Enhanced perception of public utility"). The results of the analyses suggested that psychic income construct can be measured based on the four factors extracted in this study.

Among four factors, community members' perception of economic enhancement was highest. The five economic assessment items showed relatively high mean scores of individuals' perception. This finding confirmed that sporting events are still conceived as essential economic incentives to the local community (Hiller, 1998; Soutar & MaLeod, 1993). To assess whether there were significant differences among participants' demographic information and their psychic income, the researchers conducted a one-way multivariate analysis of variance (MANOVA) and three separate between-group MANOVA using the general linear model procedure in SPSS 15.0. The results of MANOVA tests revealed that in general significant differences among participants' psychic income from the increased quality of community life and their enhanced perception of the public utility. In addition, community residents' psychic income varies across age, home ownership, and the length of residence. These variables indicate residents' attachment level to their community and the findings confirmed that the higher attachment levels promote individuals' psychological benefits from hosting sporting events (Seid, 1994; McCool and Martin, 1994).