

A TALE OF FIVE CITIES: RESIDENTS' PERCEPTIONS OF THE AFRICAN CUP OF NATIONS TOURNAMENT IN CAMEROON

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Abstract: This study explores residents' perceptions of the impacts of hosting major sports events such as the Africa Cup of Nations football tournament (AFCON) 2022 in their city. Even though previous studies have established that support from the local community is vital for the successful delivery of major sports events, residents continue to be side-lined, and their views ignored in the organisation of various events. A cross-sectional research design was employed, and a questionnaire used in collecting data from 1683 respondents across all five host cities of AFCON 2022 in Cameroon. The main finding of this study is that the respondents perceive social, economic and community impacts from hosting the AFCON 2022 to be particularly high and that there are statistically significant differences between the respondents based on age groups and educational level. A major implication of this study is that organisers of sports events such as the AFCON 2022 need to pay greater attention to community perceptions if they intend to garner the support of residents. Tourism policy and planning implications are also discussed.

Key words: residents, perceptions, sports events, Social exchange theory, AFCON 2022, Cameroon

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INTRODUCTION

Studies on major sports events have gained increased traction in recent years, due in part to the extensive media attention on the countries and destinations hosting the events (Yao and Schwarz, 2018; Ye et al., 2012), and the widely publicised political and socio-economic benefits that could accrue from the successful hosting of such events (Donaldson, 2013; Kumar and Hussain, 2014; Nyikana and Tichaawa, 2023; Salgado-Barandela et al., 2021). Wang and Jin (2019) assert that sports events have been instrumental in the development of many destinations. Coates (2012), however, argues that the gains from hosting sports events are closely linked to whether the event was a small community event, a hallmark or a mega event. Hallmark events are usually destination bound, and held regularly (Getz, 2008), while major sports events such as the FIFA World Cup, the Olympic Games and the African Cup of Nations (AFCON) are organised on a rotational basis between countries, and have an international appeal (Jafari, 1988; Yao and Schwarz, 2018). The global attention that major sports events receive seems to explain the highly competitive nature of the bid to host such events (Arnegger and Herz, 2016; Jago et al., 2010). Johnston et al. (2021) have highlighted the critical role that residents play in the successful hosting of sports events. Support from the host community has the potential to ignite the festive atmosphere that could create lasting memories for sports fans and residents alike (Al-Emadi et al., 2017; Gursoy and Kendall, 2006). Residents' apathy or hostility towards a sports event can, however, engender unfriendliness, tensions, and aggressiveness towards visitors (Bull and Lovell, 2007). Despite the widely disseminated advantages of consultation with, and participation of, residents in the hosting of major sports events, Gursoy et al. (2017) lament the fact that the awarding of successful bids to host mega sports events continues to be driven by narrow political and financial interests, with little or no regard for the perceptions of local community members.

Extant research has alluded to the fact that consultation with, and involvement of, residents in the planning and delivery of major sports events could yield several benefits such as improved feasibility planning, less time spent on conflict resolution, more friendliness towards visitors, greater exposure to local culture and greater sustainability of events (Choi and Sirakaya, 2005; Lee and Jamal, 2008; Yen and Kerstetter, 2009). Most research linking residents to major sports events has centred on residents' attitudes towards the event (Kim et al., 2015) and participation in them (Bull and Lovell, 2007). This study contributes to the existing body of empirical research exploring the perceptions of residents on the impacts of hosting major sports events in their city (Al-Emadi et al., 2017; Johnston et al., 2021).

Study context

Cameroon as host of AFCON 2022

An analysis of Cameroon's perspective as host of AFCON 2022 requires consideration of the historical context, in the sense that Cameroon last hosted the continental showpiece fifty years ago, in 1972. At the time, there were only eight national teams participating in the finals of the competition. Currently, there are twenty-four teams vying for the trophy,

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with 404 foreign-based players involved in professional leagues across the world (The Guardian, 2022). The excitement of winning the rights to host the AFCON tournament in 2019 soon turned to frustration, however, as delays in infrastructure development prompted the Confederation of African Football (CAF) to request Egypt to host the competition in 2019, with Cameroon given another opportunity in June 2020. Unfortunately for Cameroon, the COVID-19 pandemic caused a further delay of the tournament, initially until June 2021, and then to January 2022, to avoid the mid-year rains in the country (BBC Sport, 2020). It is against this background that the motivations for Cameroon contending, against all odds, to host a successful AFCON tournament, are examined. The Mail and Guardian (2021) identifies three reasons why Cameroon beat all the odds to host AFCON 2022: national unity, infrastructure development and economic benefits.

Considering the insurrection by armed groups in the two Anglophone regions of the country fighting for a separate state, it is easy to see why national unity is a priority for the government of Cameroon. This assertion is supported by the government-owned newspaper, the Cameroon Tribune, which quotes President Paul Biya of Cameroon as saying, "As a nation, we have the duty and opportunity to remind the world that we are a united and indomitable people, capable of displaying the fighting spirit that has enabled us in the past to win great battles" (Cameroon Tribune, 2022). The Daily Maverick further supports this theme of Cameroon seizing the opportunity presented by AFCON 2022 to stir up nationalism and unity by suggesting that football is more than just a sport in Cameroon, as it has been instrumental in the past in rallying Cameroonians together (Daily Maverick, 2021). Hence, the Mail and Guardian (2021) describes hosting the AFCON 2022 as a "vehicle to heal a wounded nation". In preparation for the hosting of AFCON 2022, Cameroon developed thirty "high-level sports infrastructure which will eventually be used by the youth of the country for various sporting activities" (Mail and Guardian, 2021). In the same vein, The Africa Report (2022) states that more than US\$ 1bn was spent by the Cameroon government on infrastructure development and renovation. Most of the commentary on Cameroon as host of AFCON 2022 points to the link between infrastructure that was developed for the tournament and an attempt to pacify the youth of Cameroon. The economy of Cameroon has also suffered from the economic downturn caused by the COVID-19 induced lockdowns, as well as from the armed conflict. It has therefore been suggested that Cameroon went all out to host AFCON 2022 because the authorities saw it as an opportunity to stimulate economic activity in the country (Mail and Guardian, 2021; The Africa Report, 2022; The Guardian, 2022). The case for restoring national pride has also been suggested as one of the motivations close to President Biya's mind as he seeks to bring back the image of Cameroon as one of the most peaceful and politically stable countries in Africa (Mail and Guardian, 2021).

Tourism and sports in Cameroon

The enormous tourism potential of Cameroon has been widely documented in literature (Harilal et al., 2019; Hele, 2002; Kimbu, 2011; Tichaawa, 2017). Situated in the Gulf of Guinea, with direct access to the Atlantic Ocean coastline, and sandwiched between Central and West Africa, Cameroon is endowed with both the natural resource attributes of the equatorial rain forest to the southern and eastern parts of the country, and the grasslands to the north and north-west (McSweeney et al., 2008). It is therefore easy to understand why Cameroon is fondly referred to in tourism circles as "Africa in miniature" or a "microcosm of Africa", due to the rich diversity of its flora, fauna, topography and cultural heritage (Kimbu and Tichaawa, 2018; Nyikana and Tichaawa, 2018). The lauded tourism potential of Cameroon has not, however, yielded commensurate dividends towards its development, as tourism contributed a meagre 7.5% (US\$ 2915.6 million) to the country's Gross Domestic Product (GDP) in 2019 (World Travel & Tourism Council (WTTC), 2019). Cameroon has one of the densest concentrations of endemic species on the African continent, including 409 mammalian species (11 of which are endemic), 849 bird species (with 7 endemic), 143 reptile species (23 being endemic), as well as over 200 amphibians, and counting (Dowsett-Lemaire and Dowsett, 2000; Stuart et al., 1990; Vivien, 1991).

One would therefore expect the tourism sector in Cameroon to contribute more to the country's growth, but tourism supports only 663,000 (6.4%) of the total workforce in the country (WTTC, 2019). Major challenges to the development of tourism in Cameroon are well documented, including inadequate infrastructure, poorly managed support services for tourism, poor implementation of tourism development plans, unqualified human resources personnel, absence of (or insufficient) stakeholder consultation and development, and political instability (Kimbu, 2011; Nyikana and Tichaawa, 2018; Schmitz and Tsobgou, 2016; Tichaawa, 2017; Tichaawa and Kimbu, 2019). Nyikana and Tichaawa (2018) assert that the passion for sports, particularly football, runs through the fabric of Cameroon society. The sports bond is so strong among Cameroonians that the national football team's participation in international tournaments has been known to promote national unity and calm social tensions (Khun, 2011; Tichaawa, 2013). It is therefore plausible to argue that sports events, especially those that involve football, are major drivers of domestic tourism in Cameroon. In the same vein, Tichaawa (2017) affirms that sports events play a significant role in supporting local economic development (LED), considering that businesses, formal and informal, derive increased sales and income from serving travelling supporters. It is in this context that the current study seeks to gain insight into the perceptions of residents of the host cities of the just-ended AFCON 2022, with regard to the impacts of the event on their lives, livelihoods and the city.

LITERATURE REVIEW

Impacts of mega sports events on host communities

Previous studies on the impacts of major sports events on host communities have highlighted the complexity and multi-dimensional nature of such impacts (Andriotis and Vaughan, 2003; Gaurav, 2019; Yen and Kerstetter, 2009); hence, researchers have adopted various methods in studying the impacts. In the absence of consensus on how to approach the study of the impacts of mega sports events on residents of host cities, many researchers have adopted the triple bottom line

of economic, environmental and sociocultural dimensions as a conceptual framework (Chen, 2011; Fredline, 2004). This study adopts a similar approach, while using the Social Exchange Theory (SET) as a framework for assessing community support for major sports events (Gursoy and Kendall, 2006; Prayag et al., 2013). The underpinning proposition here is that residents' perceptions of the impacts of mega sporting events such as the AFCON 2022 will be influenced by their views on the potential benefits and costs associated with the event (Inoue and Harvard, 2014).

Perceived economic impacts

Most studies on the perceived impacts of major sports events generally focus on the potential economic impacts (Wang, 2008; Ye et al., 2012; Yao and Schwarz, 2018). In fact, many governments and organisations bidding to host mega events frequently lure public support by pointing to the potential economic benefits such as job creation, revenue generation and sales multipliers, that would accrue from having the event within their shores or destination (Crompton et al., 2001). According to Hemmonsbey and Tichaawa (2020) the branding of international sports events contributes significantly to the quality of visitors' experiences. The potential foreign currency injection into circulation in the local economy sounds not only appealing, but over-simplified (Kim et al., 2013). While the economic benefits arising out of the sales, and output multiplier emanating out of hosting a major sports event, are real (Liu, 2013), these should be pitched against possible social and environmental impacts that come with hosting mega sports events (Kim and Petrick, 2005; Prayag et al., 2013). Chen (2011) argues that potential economic impacts from hosting mega events often receive more publicity than social and environmental impacts, because economic impacts are more readily visible, while social and environmental impacts take longer to become apparent. It is therefore evident that regardless of the time factor, residents are more prone to support major sports events on the basis of economic considerations, than other factors.

Perceived social impacts

Residents' perceptions, assessment and reporting of social impacts that result from hosting major sports events, vary considerably (Yao and Schwarz, 2018). Some of the frequently cited social benefits of hosting major sports events include a sense of national identity, enhancing cultural values, and community building (Kim et al., 2015). Other researchers further allude to civic pride and improving destination image as some of the social benefits of hosting major events (Johnston et al., 2021; Prayag et al., 2013). A close study of literature on the perceived social impacts of mega sports events reveals that context plays a vital role in shaping residents' perceptions of such impacts. For instance, in their study on the social impacts of the FIFA World Cup hosted by South Korea in 2006, Kim and Petrick (2005) arrived at the conclusion that residents perceived that improved image, enhanced international recognition and a sense of community pride were the major benefits acknowledged by residents, while in a similar study on the FIFA World Cup hosted by Germany, Ohmann et al. (2006) found that residents of Munich perceived a sense of community, a better relationship with people of different ethnic origins and improved local infrastructure, as benefits to their community. It is important to note, however, that the measurement of perceived social impacts is complex and often subjective (Bull and Lovell, 2007; Waitt, 2003).

Perceived environmental impacts

The increased public discourse and awareness of environmental sustainability has raised the level of scrutiny on the environmental impacts of events, especially high-profile events such as mega sports events (Boggia et al., 2018; McCullough et al., 2020). Achu (2019) argues that regardless of size, all human activities generate environmental impacts. This is even more so because the organisation of major sports events such as the FIFA World Cup or the AFCON usually require significant infrastructure development, which heightens the environmental impacts of hosting such events. Parkes et al. (2016) urge organisers of mega sports events to take all necessary precautions to ensure that there is a balance between the construction required to host the event and the imperative of environmental preservation. In their study on the winter Olympic games in Salt Lake City in 2002, Deccio and Baloglu (2003) found that residents with a stronger environmental affinity were more inclined to oppose the hosting of the event in their city. A similar study by Konstantaki and Wickens (2010) prior to the London Olympic Games in 2012, revealed that older residents expressed greater concern about potential environmental impacts than younger respondents. Johnston et al. (2021), however, express a more optimistic view by pointing out that a city could actually draw greater attention to its physical landscape and local heritage through hosting a mega sports event. For instance, the organising committee of the Beijing Olympic Games initiated 160 projects aimed at curbing environmental pollution in the city during the games. Some of these projects included limiting the number of government cars in circulation during the games, shutting down some industrial production lines during the event, and prohibiting high-emission cars from entering the city for the duration of the games. While the triple bottom line may not exhaust all possible impacts from hosting mega sports events, it does provide a reasonable mechanism for discussion on most of the potential impacts that could result from hosting mega sports events. It is also clear that most of the impacts discussed here relate to general community welfare. The Social Exchange Theory (SET) presents an alternative framework within which the benefits and costs of hosting mega sports events can be examined within specific communities.

Social Exchange Theory

Inoue and Harvard (2014) suggest that the SET offers a framework for interpreting the transactional relationship within which the reaction of one party is predicated on the actions of another. The exchange of resources seems central to the SET as individuals and communities interact (Ap, 1992). The underlying assumption is that the perception of relationships as positive or negative is based on the potential rewards or costs associated with the exchange. West and Turner (2017) argue that humans are rational beings whose actions are aimed at accumulating rewards and avoiding losses or punishment. In any transaction,

therefore, people evaluate whether the rewards exceed the costs, and conclude that the exchange was satisfactory – or vice versa. Hence, the central question in this evaluation framework is, “What is in it for me?” (Balduck et al., 2011: 110). Tourism studies frequently use the SET to illustrate the motivation behind some community members’ perceptions of positive impacts resulting from community tourism projects, and the likelihood that future tourism development will gain approval from the community, while other community members remain hesitant (Ap, 1992; Fredline, 2004; Inoue and Harvard, 2014).

From a theoretical perspective, this can be translated to mean that residents with a positive inclination towards tourism development are those who perceive the benefits from tourism to exceed the costs, and therefore support the transaction or exchange. On the other hand, those who foresee the losses from the tourism venture as outweighing the benefits, will not support tourism development (Gursoy and Kendall, 2006). The purpose of introducing the SET in this study is to explore residents’ perceptions of the impacts on their city serving as host to the AFCON 2022, based on the potential rewards or losses they envisage resulting from the event. Indeed, Jago et al. (2013) suggest that community members tend to base their perceptions of the impacts of hosting a major sports event on both positive and negative outcomes of the event on their community. The two key questions guiding this study are therefore the following:

- How do residents of the host cities of AFCON 2022 perceive the impacts of the event on their lives, livelihoods and community?
- What are the underlying factors shaping the residents’ perceptions of the sport event?
- How do key demographic variables in the study compare based on the perceived impacts of hosting AFCON 2022?

In using SET to provide the theoretical underpinning in this study, it is acknowledged that SET has been criticised for focusing on individual needs at the expense of the group (Li et al., 2015; Miller, 2005). Nonetheless, Fredline and Faulkner (2000) point out that there are contexts and instances in which support for an event follows collective interests.

MATERIALS AND METHODS

The design and approach followed in attaining the objectives of this study are summarised in Figure 1 below:

Geographical context of the study

The five sites at which this study was conducted were purposively selected, as they were host cities for the matches played during AFCON 2021 – hence, Limbe in the South-West Region of Cameroon, Douala in the Littoral Region, Bafoussam in the West Region, Yaoundé in the Central Region and Garoua in the North Region. Three of the cities (Limbe, Douala and Garoua) have coastlines, while Bafoussam and Yaoundé are inland (Figure 1). Apart from Limbe, the rest of the host cities are regional capitals. Additionally, Yaoundé is the administrative capital of Cameroon, and Douala is the economic hub of the country. Considering the bilingual status of the country, except for Limbe where English is the main language of communication, the other four host cities have French as the principal medium of communication.

Related to the language question is the issue of political instability that is characteristic of the South-West Region where Limbe is situated. There is an ongoing armed rebellion in the South-West region, where separatist rebels are fighting the government for an independent state; however, the regions where the other four host cities are situated are politically stable. Another differentiating factor among the five host cities is that of religion or culture. Garoua is in a Muslim-dominated region, while the other four cities are in Christian-dominated regions. In terms of population, Douala and Yaoundé are more heavily populated (3 million and 2.5 million, respectively), whereas Limbe is the least populated, with 72,106 inhabitants, followed by Garoua (360,954) and Bafoussam (450,869) (World population review, 2022).

Study design

This study employed a cross-sectional research design to collect data from residents of the five AFCON 2022 host cities of Bafoussam, Douala, Garoua, Limbe and Yaoundé. Data was collected when the tournament started, on 6 January 2022, until 9 February 2022. A quantitative research approach was followed through the use of a questionnaire in collecting the data.

The questionnaire

A total of forty-four (44) items were included in the questionnaire, which was divided into two sections, labelled “A” and “B”. The first section “A”, consisted of questions 1-10, focused on collecting demographic information such as gender, age group, household income, employment, education, and host city, while questions 11 to 44 collected data on

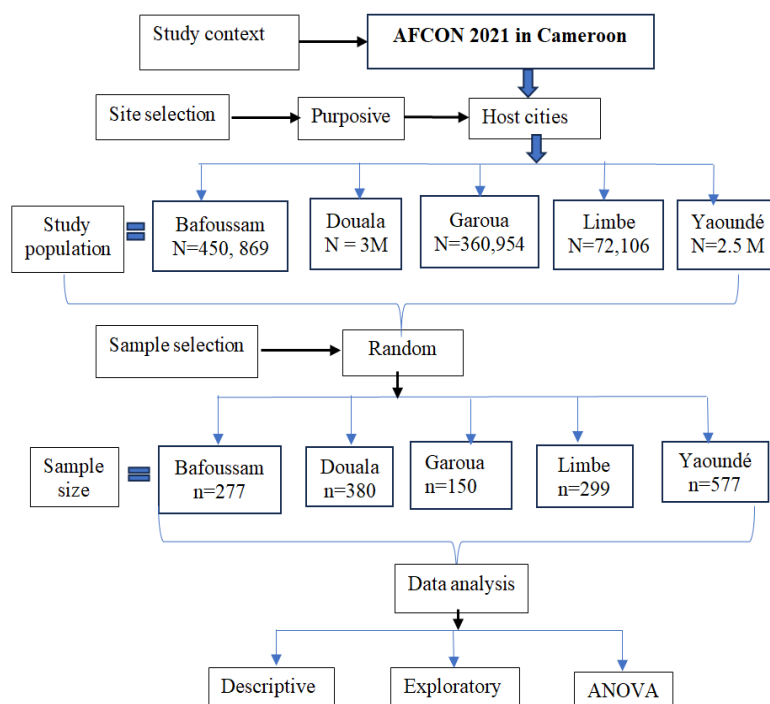


Figure 1. Summary of the research process followed in this study (Source: Author, 2023)

how the respondents perceived hosting the AFCON 2022 tournament would impact their lives and welfare. Questions in section “B” resulted from an in-depth literature review on the impacts of sports events on residents and the host city (Gursoy and Kendall, 2006; Jago et al., 2013; Johnston et al., 2021; Wang and Jin, 2019).

The triple bottom line of sustainability provided the underpinning lens or framework where various impacts were seen as being beneficial or detrimental to the economic, environmental or social welfare of the respondents (Johnston et al., 2021). The social context of the COVID-19 pandemic was also considered in some questions. A comprehensive list of potential impacts was subsequently adjusted to fit the Cameroon socio-economic context.

Pilot study

To ensure that all items considered in the questionnaire were relevant to the Cameroon situation, and that the use of language was clear of any ambiguity, a pilot study was undertaken in the town of Buea, which is in close proximity to the city of Limbe, in Cameroon. One hundred (100) postgraduate students from the University of Buea and Ahas University Institute of Tourism and Business Management were randomly selected to complete the questionnaire, based on their experience of local sports competitions. The outcome of this process was the rephrasing of some questions and the substitution of some words that did not solicit the intended meaning. Once the final version of the questionnaire was adopted, an application for ethical clearance was completed and submitted to the ethics committee in the Faculty of Commerce and Administration at Walter Sisulu University, East London. The committee further scrutinised the research process and the questionnaire for any possible ethical risks. Ethical clearance for the study was granted on 2 November 2021.

Table 1. Demographic profiles of respondents (Source: Author, 2023)

Variable	Description	Frequency (N = 1683)	Percent
Gender	Male	863	51.3
	Female	819	48.7
Age	18 - 24 years	650	38.6
	25 - 35 years	460	27.3
	36 - 45 years	319	19
	46 - 55 years	158	9.4
	56 - 65 years	57	3.4
	Above 65 years	39	2.3
Income	Less than CFA50,000	384	22.8
	CFA50,000 - 150,000	330	19.6
	CFA151, 000 – CFA250,000	259	15.4
	CFA251, 000 – CFA350,000	209	12.4
	CFA351, 000 – CFA450,000	157	9.3
	CFA451, 000 – CFA550,000	132	7.8
	More than CFA550,000	212	12.7
AFCON interest	Will go to the stadium to watch	402	23.8
	Will go to the stadium to watch If there's money	427	25.4
	Will watch matches on TV	678	40.3
	Not interested in AFCON 2022	176	10.5
Employment	Not employed	682	40.5
	Government employee	211	12.5
	Private sector employee	334	19.8
	Self-employed	456	27.2
Highest education	Below GCE Ordinary level	262	15.6
	GCE Ordinary level	257	15.3
	GCE Advanced level	514	30.5
	Bachelor's degree	458	27.3
	Master's degree	140	8.3
	Doctoral degree	51	3
Province/Region	South-West	261	15.5
	Littoral	359	21.3
	Central Province	555	33.0
	Western Province	296	17.6
	North Province	7	0.4
	East	8	0.5
	North-West	38	2.3
	Far North	149	8.9
	Adamawa	2	0.1
	South	8	0.5
Host city	Limbe	299	18.0
	Douala	380	23.0
	Yaoundé	577	34.0
	Garoua	150	9.0
	Bafoussam	277	16.0

Data collection

Prior to data collection, fifteen (15) postgraduate students who had previously taken part in research activities, were recruited and trained in fieldwork. To qualify for selection, the students needed to have taken part in research at

undergraduate level, and had to be residents of the AFCON 2022 host city where they were going to collect data. Three fieldworkers were allocated to each of the host cities, to ensure that data collection was as widely spread as possible across the study site. Data collection started on the day the opening match of the tournament was played on 6 January 2022, and ended when the final match was played on 9 February 2022. This was to ensure that the respondents were actually living the experience of hosting the matches. During the data collection exercise, residents who were outdoors doing their usual daily activities such as shopping, walking, going to work or relaxing in a liquor outlet or restaurant, were randomly approached and asked if they would be willing to take part in the study. Those who accepted to participate in the study were familiarised with their rights to anonymity and the freedom to opt out of the study at any point without further interrogation. With ethical considerations addressed, the respondents were handed the questionnaires to complete, while the fieldworker waited or attended to other potential respondents. The completed questionnaires were then returned to the fieldworkers who checked for completeness, at which point the process itself was complete.

Table 2. KMO and Bartlett's Test of Sphericity (Source: Author, 2023)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.909
Bartlett's Test of Sphericity	Approx. Chi-Square	1.618E4
	df	528
	Sig.	.000
Determinant		0.0000615

Table 3. Results of the Exploratory Factor Analysis (Source: Author, 2023)

Variables	AFCON 2022 impact factors			
	Factor 1 Social impacts	Factor 2 Economic impacts	Factor 3 Community impacts	Factor 4 Climate change
Traffic congestion	0.635			
Social distancing	0.658			
Prostitution	0.728			
crime	0.755			
Spread of Covid-19	0.750			
Diseases	0.698			
Increase happiness	0.325			
Friendliness	0.407			
Increased littering	0.344			
Employment opportunities		0.332		
Quality services		0.512		
Investment		0.763		
Reduce poverty		0.782		
Access to stadiums		0.653		
Waste of tax money		0.706		
Price increases		0.491		
Tourism		0.594		
Trade		0.467		
Improved promotion of the city			0.737	
Improved transport services			0.640	
Improved security			0.473	
Improved peace			0.476	
More pride in the city			0.482	
More cultural promotion			0.493	
Nation building			0.358	
Improved image			0.664	
Wildfires				0.750
Changes in weather				0.823
Greenhouse gases				0.727
Animals and plants				0.384
Environmental changes				0.409
Shortage of water				0.666
Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO)	.863	.806	.841	.755
Bartlett's Test of Sphericity	.000	.000	.000	.000
Mean	3.89	4.0	4.1	3.2
Extraction Method: Principal Component Analysis. Rotation Method: Oblimin with Kaiser Normalization.				

Data analysis

The data collection exercise yielded a total of 1683 completed, screened and usable questionnaires distributed as follows: Bafoussam - 277, Douala – 380, Garoua – 150, Limbe – 299, and Yaoundé – 577. The gathered responses were primarily coded and cleaned for outliers and other errors prior to being exported to SPSS 24.0 for comprehensive analysis. Exploratory Factor Analysis (EFA) was applied, in order to determine critical factors that are mostly impacted by hosting mega events such as the AFCON 2022, in Cameroon.

RESULTS

Demographic profiles of respondents

The first part of the descriptive analysis examined the demographic profiles of respondents. The objective of the analysis was to reflect on the characteristics of the participants in order to have an understanding of the representivity of various community groups such as gender, household income, employment status, education, among others. The results of the analysis of the demographic variables are presented in Table 1.

Out of the 1683 respondents, the majority (51.3%) were males, less than 24 years of age (38.6%) and used English as their main language of communication (61%). The annual income of most of the respondents (22.8%) was less than CFA50,000 francs (US\$100) and most of the respondents said they were following the AFCON matches on television (40.3%). Even though the majority (30.5%) of the participants have successfully completed the General Certificate of Education Advanced level qualification (GCE A' level), unemployment is still unacceptably high (40.5%).

Factor analysis

Given the large quantity of data obtained from the 1683 respondents, Exploratory Factor Analysis (EFA) was considered relevant to determine the underlying impact factors from hosting the AFOCN 2022 matches (Anuar et al., 2012). However, prior to subjecting data to Factor Analysis (FA), it is advisable to check whether the data is suitable for the FA procedure (Yong and Pearce, 2013). The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's Test of Sphericity were used for this test (Table 2).

A KMO value of 0.909 > 0.6 minimum threshold (Dhakal, 2018) was obtained. This strongly supported the use of factor analysis in order to extract the underlying factors which are deemed to significantly influence community perceptions on the impact of hosting sports events such as the AFCON 2022 in Cameroon. A highly significant Bartlett's Test result of .000 (Duran and Ozkul, 2012) was achieved, indicating existence of relationships between measured variables of the study.

Principal Component Analysis (PCA), along with Varimax rotation, was used in this study, in order to identify underlying factors of the study. Factor loadings of less than 0.40 were suppressed, as these were believed to have insignificant influence, as suggested by Dhakal (2018). In this study, EFA considered 32 variable items that were measured, in order to extract the underlying factors which are deemed to significantly influence community perceptions on the impact of hosting mega events such as the AFCON 2022 in Cameroon. The FA yielded results presented in Table 3.

The four factors extracted using FA (Table 3) yielded a cumulative variance of 52.44% and were labeled based on convenience as social impacts, economic impacts, community impacts and climate change impacts. Factors with Eigen values greater than one (1) were retained in this study, as these explained significant amounts of variance in the data.

Analysis of Variance (ANOVA)

Considering the fact that this study was undertaken across five cities, it was deemed necessary to explore the data further for possible variations among key demographic constructs such as the geographic location of respondents (host cities), gender and level of education. The data set was subjected to ANOVA in order to check for any statistically significant differences based on demographic characteristics. Results of the ANOVA based on host cities are presented in Table 4, below.

Table 4. Results of ANOVA on host cities and perceived social impacts (Source: Author, 2023)

Factor 1 Social considerations of hosting AFCON 2022	Host city and perceived impacts by residents											
	Limbe (N1 = 299)		Douala (N2 = 380)		Yaoundé (N3 = 577)		Garoua (N4 = 150)		Bafoussam (N5=277)		P-value	t
	Mean	Std Dev	Mean	Std Dev.	Mean	Std Dev.	Mean	Std Dev.	Mean	Std Dev.		
Traffic congestion	4.22	0.89	3.93	1.15	4.91	0.37	3.82	1.22	4.23	0.93	<.001	.08
Social distancing	4.10	0.96	3.90	1.21	4.97	0.16	3.92	1.24	4.15	0.95	<.001	.07
Prostitution	3.46	1.29	3.33	1.44	4.69	0.84	3.25	1.48	3.92	1.13	<.001	.10
crime	3.35	1.21	3.50	1.30	4.67	0.79	3.47	1.44	3.88	1.09	<.001	.09
Spread of Covid-19	3.77	1.23	3.60	1.35	4.85	0.61	3.64	1.44	3.86	1.11	<.001	.07
Diseases	3.78	1.30	3.42	1.29	4.72	0.64	3.41	1.42	3.94	1.08	<.001	.09
Increase happiness	4.02	0.83	3.69	1.16	4.76	0.56	3.61	1.07	3.77	0.99	<.001	.09
Friendliness	4.48	0.57	3.80	1.06	4.97	0.21	4.10	1.02	4.21	0.89	<.001	.12
Increased littering	3.82	0.89	3.56	1.22	3.60	1.09	3.22	1.27	3.90	1.08	<.001	.05
Total mean	3.89	1.02	3.64	1.24	4.68	0.59	3.60	1.29	3.98	1.03	<.001	0.08

It is evident from the results of the ANOVA presented in Table 4 that respondents from four of the five host cities of AFCON 2022 (Limbe – 4.48 out of 5, Yaoundé – 4.97, Garoua – 4.10 and Bafoussam – 4.21) perceive the greatest social benefit of hosting the tournament to be in the area of friendliness among people. On the other hand, traffic congestion is identified as the greatest social inconvenience based on the results from Limbe (4.22), Douala (3.93), Yaoundé (4.91), Garoua (3.82) and Bafoussam (4.23). With only one variable rated below 4 out of 5, respondents from the city of Yaoundé perceive the social impacts from hosting AFCON 2022 to be quite high, while respondents from Douala perceive all social variables to have an impact of less than 4. Results of the ANOVA on the economic impacts of hosting AFCON 2022 from the five cities are presented in Table 5, below.

Compared with results of the ANOVA on social impacts, data from Table 5 on the economic impacts of hosting the AFCON 2022 matches presents more optimistic scores, especially with regards to investment opportunities, tourism growth and quality services. As with the previous case of social impacts, the city of Yaoundé has consistently high scores of above 4 out of 5. However, the city of Douala presents the least optimistic ratings of below 4, except in the case of more investment

(4.05). An interesting observation is that respondents from Douala perceive that hosting the AFCON 2022 will result in price increases (4.00). Most respondents from Limbe on the other hand consider hosting the AFCON a waste of taxpayers' money (4.47). With regards to community development impacts, the ANOVA results are presented in Table 6, below.

Table 5. ANOVA of economic impacts and host city perceptions (Source: Author, 2023)

Factor 2 Economic impacts of hosting AFCON 2022	Host city and perceived impacts by residents											P-value	t
	Limbe N1 = 299		Douala (N2 = 380)		Yaoundé (N3 = 577)		Garoua (N4 = 150)		Bafoussam (N5=277)				
	Mean	Std Dev.	Mean	Std Dev.	Mean	Std Dev.	Mean	Std Dev.	Mean	Std Dev.			
Employment opportunities	4.20	0.89	3.41	1.28	4.93	0.31	3.79	1.18	3.92	1.03	<.001	.13	
Quality services	4.60	0.83	3.54	1.23	4.94	0.39	3.88	1.10	3.91	1.13	<.001	.15	
Investment	4.62	0.69	4.05	0.98	4.98	0.14	3.93	1.16	4.51	0.79	<.001	.13	
Reduce poverty	3.59	1.08	2.89	1.42	4.43	0.55	2.95	1.54	3.39	1.36	<.001	.10	
Access to stadiums	4.39	0.92	3.54	1.32	4.97	0.21	3.88	1.26	3.83	1.16	<.001	.12	
Waste of tax money	4.47	0.76	3.92	1.24	4.95	0.25	4.18	1.18	4.48	0.89	<.001	.02	
Price increases	4.55	0.58	4.00	1.02	4.92	0.36	4.22	1.00	4.36	0.84	<.001	.03	
Tourism growth	4.45	0.79	3.79	1.08	4.93	0.35	3.88	1.09	4.06	0.90	<.001	.09	
Trade	3.39	1.05	3.30	1.24	3.89	2.5	3.41	1.18	3.60	1.10	<.001	.12	
Total mean	4.26	0.85	3.60	1.19	4.77	0.56	3.79	1.19	4.00	1.02	<.001		

Table 6. ANOVA on community impacts of hosting AFCON 2022 (Source: Author, 2023)

Factor 3 Community impacts of hosting AFCON 2022	Host city and perceived impacts by residents											P-value	t
	Limbe N1 = 299		Douala (N2 = 380)		Yaoundé (N3 = 577)		Garoua (N4 = 150)		Bafoussam (N5=277)				
	Mean	Std Dev.	Mean	Std Dev.	Mean	Std Dev.	Mean	Std Dev.	Mean	Std Dev.			
Improved promotion of the city	4.48	0.60	3.86	1.04	4.97	0.18	4.10	1.12	4.42	0.80	<.001	.12	
Improved transport services	4.34	0.87	3.49	1.17	4.95	0.24	3.74	1.22	4.27	0.87	<.001	.17	
Improved security	4.64	0.54	3.77	1.12	4.87	0.49	4.36	0.99	4.11	0.98	<.001	.13	
Improved peace	4.17	0.77	3.16	1.10	4.78	0.65	3.29	1.17	3.55	1.08	<.001	.19	
More pride in the city	4.41	0.66	3.61	1.13	4.94	0.29	3.82	1.07	4.02	0.99	<.001	.14	
More cultural promotion	4.46	0.65	3.43	1.14	4.97	0.18	3.38	0.99	3.86	0.94	<.001	.23	
Nation building	4.45	0.82	3.50	1.19	4.84	0.57	3.29	1.29	3.93	0.98	<.001	.18	
Improved image	4.51	0.76	3.97	1.07	4.96	0.19	4.15	1.03	4.22	0.91	<.001	.04	
Total mean	4.43	0.71	3.60	1.12	4.91	0.35	3.77	1.11	4.05	0.94	<.001	0.3	

Respondents from the cities of Limbe and Yaoundé perceive that hosting the AFCON 2022 will have significant impacts on the communities, particularly with regards to promotion of the city brand, image of the city and cultural attributes. Respondents from Bafoussam share the positive sentiments of their counterparts in Limbe and Yaoundé, but equally perceive positive impacts to accrue from improved transport services and improved security. However, respondents from the city of Douala are still quite apprehensive as their perceptions on all community variables are still below 4. The final theme extracted from the data in this study is on climate change. Results of the ANOVA are presented in Table 7, below.

Table 7. Results of ANOVA on climate change (Source: Author, 2023)

Factor 4 Climate change impacts of hosting AFCON 2022	Host city and perceived impacts by residents											P-value	t
	Limbe N1 = 299		Douala (N2 = 380)		Yaoundé (N3 = 577)		Garoua (N4 = 150)		Bafoussam (N5=277)				
	Mean	Std Dev.	Mean	Std Dev.	Mean	Std Dev.	Mean	Std Dev.	Mean	Std Dev.			
Wildfires	2.83	1.14	2.95	1.26	2.64	1.06	2.90	1.24	3.20	1.04	<.001	.02	
Changes in weather	2.52	1.07	3.01	1.19	2.86	0.91	3.08	1.11	3.36	1.01	<.001	.07	
Greenhouse gases	3.00	0.94	3.23	1.25	2.73	0.99	3.36	1.17	3.48	0.99	<.001	.05	
Animals and plants	3.79	0.78	3.08	1.16	3.89	1.01	3.30	1.19	3.38	1.05	<.001	.06	
Environmental changes	2.80	1.24	2.85	1.27	2.52	1.32	2.64	1.23	3.24	1.05	<.001	.04	
Shortage of water	2.97	1.11	3.30	1.27	2.83	1.24	3.21	1.26	3.60	1.14	<.001	.05	
Total mean	2.98	1.05	3.07	1.23	2.91	1.09	3.08	1.20	3.38	1.05	<.001	.04	

Results of the ANOVA on climate change impacts resulting from hosting the AFCON 2022 (table 7) present the lowest ratings from respondents in the host cities as all the perceived impacts are below the value of 4 out of 5. In fact, most of the scores range between 1 and 2. This could either mean that many of the respondents in this study do not perceive the correlation between sports events such as the AFCON and the climate change variables indicated or they perceive that the likelihood of sports events having an impact on the climate change variables is low.

In addition to analysing the results of this study from a host city perspective, it was deemed important to reflect on other demographic variables such as gender, age groups and level of education. Results of the analysis from a gender perspective are presented in table 8. The male respondents were coded as N1 and females as N2.

Results of the analysis of perceived impacts of hosting the AFCON games from a gender perspective (Table 8) reveal that with the exception of impacts on climate change (3.17), female participants in this study were more conservative on the severity of the impacts of the sport event than males. This is because the mean scores of the male participants on social impacts (3.96), economic impacts (4.09) and community impacts (4.19) are above those of the females. Results of the ANOVA based on age groups are presented in Table 9.

The objective was to find out if there are any statistically significant differences in the perceived impacts of hosting the AFCON 2022 matches based on age groups. In preparation for this analysis, the age groups were coded as follows: 18 – 25 years (N1), 26 – 35 years (N2), 36 – 45 years (N3), 46 – 55 years (N4), 56 – 65 years (N5) and above 65 years (N6).

Table 8. Analysis the impacts of hosting AFCON 2022 from a gender perspective (Source: Author, 2023)

AFCON impact factors	Gender variables and perceptions on AFCON 2022 impacts			
	N1 – 863 (Male)		N2 – 819 (Female)	
	Mean	Std Dev.	Mean	Std Dev.
Social	3.96	1.12	3.81	1.17
Economic	4.09	1.08	3.89	1.12
Community	4.19	0.98	3.89	1.06
Climate change and weather sensitivity	3.13	1.14	3.17	1.15
TOTAL MEAN	3.84	1.08	3.69	1.13

Table 9. ANOVA based on age groups (Source: Author, 2023)

AFCON IMPACT FACTORS	Age group (in years) and perceived impact level												P-value	t
	N1 – 650 (18-25)		N2 – 460 (26-35)		N3-319 (36-45)		N4-158 (46-55)		N5-57 (56-65)		N6-39 (65+)			
	Mean	Std Dev.	Mean	Std Dev.	Mean	Std Dev.	Mean	Std Dev.	Mean	Std Dev.	Mean	Std Dev.		
Social	3.68	1.23	4.04	1.06	4.12	1.01	3.93	1.06	3.80	1.24	3.70	1.24	.001	0.02
Economic	3.80	1.14	4.09	1.05	4.21	1.06	4.05	0.97	4.00	1.14	4.01	1.10	.001	0.01
Community	3.87	1.07	4.14	1.02	4.25	0.94	4.11	0.91	3.97	1.13	4.01	1.08	.001	0.03
Climate change	3.15	1.16	3.16	1.19	3.19	1.05	3.09	1.11	3.00	1.20	3.04	1.16	.001	0.04
TOTAL	3.63	1.15	3.86	1.08	3.94	1.02	3.80	1.01	3.69	1.18	3.69	1.15		0.03

Results of the ANOVA on age groups presented in Table 9 reveal that there are statistically significant differences in the perceptions of the participants based on age groups. This is evident in the P-values which are all below 0.05 (Pallant, 2012). In order to understand the significance of the differences, the effect sizes (t) were calculated using the formula:

$$\text{Eta squared} = \frac{\text{Sum of squares between groups}}{\text{Total sum of squares}}$$

The results indicated minimal impact of the effect sizes as the values were below 0.06 (Cohen, 1988) while the rest demonstrated medium effect with values less than 0.14.

Further ANOVA was processed in order to ascertain if there were any statistically significant differences on the responses of the participants based on the level of education. Once more, the participants were divided according to their age groups coded as below General certificate of Education (N1), having obtained General Certificate of Education (N2), having passed the General Certificate of Education at the Advanced level (N3), having a Bachelor's degree (N4), Master's degree qualification (N5) and Doctoral degree (N6). Results of the ANOVA based on level of education are presented in Table 10.

Table 10. ANOVA on level of education and impacts of the AFCON 2022 (Source: Author, 2023)

AFCON IMPACT FACTORS	Education level and perceived impact level												P	t
	N1 – 262 (Below GCE O' Level)		N2 – 257 (GCE O' Level)		N3-514 (GCE A' Level)		N4-458 (Bachelor's degree)		N5-140 (Master's degree)		N6-52 (Doctoral degree)			
	Mean	Std Dev.	Mean	Std Dev.	Mean	Std Dev.	Mean	Std Dev.	Mean	Std Dev.	Mean	Std Dev.		
Social	3.56	1.26	3.11	1.17	3.14	1.13	3.18	1.08	3.24	1.16	3.23	1.24	0.03	.032
Economic	3.79	1.22	3.88	1.15	3.97	1.06	4.16	1.04	4.05	1.07	4.29	0.90	0.02	.017
Community	3.82	1.14	3.92	1.09	4.02	1.00	4.22	0.91	4.12	1.05	4.3	0.94	0.05	.023
Climate change	3.07	1.26	3.11	1.17	3.14	1.13	3.18	1.08	3.24	1.16	3.23	1.24	0.04	.005
TOTAL	3.56	1.22	3.51	1.15	3.57	1.08	3.69	1.03	3.66	1.11	3.76	1.08	0.03	0.02

Results of the ANOVA on the level of education reveal statistically significant P-values on all four constructs of impacts tested. The P-values are ≤ 0.05 which is the threshold of statistical significance (Pallant, 2012). It was deemed important to assess the level of significance by calculating the effect sizes (t). As with the previous ANOVA on age groups, the ANOVA on level of education revealed minimal impact of the differences at below 0.06 (Cohen, 1988). The following section discusses the findings of this study in the context of previous research and reflects on the implications of the study.

DISCUSSION

This study explored perceptions of residents of the AFCON 2022 host cities on the impacts of hosting matches of the tournament in their city. Participants in the study were therefore residents of the cities of Limbe, Douala, Yaoundé, Garoua and Bafoussam that had been selected as host cities of the competition. Findings from the study avail the following insights.

Firstly, literature reviewed in this study reveals important insights on the relationship that exists between host communities and sports events, in terms of the support that flows from residents to sports events (Coates, 2012; Johnston et al., 2021) and the impacts that sports events make in communities (Al-Emadi et al., 2017; Gursoy and Kendall, 2006). Hence, the community-sports events relationship can be described as symbiotic. However, it is evident that there is a gap in literature on studies that examine the community - sports events nexus from a comprehensive perspective (Kim et al., 2015). Hence, this study contributes towards narrowing that gap by adopting a diverse and inclusive perspective in examining residents' perceptions on the impacts of hosting the AFCON 2022.

Secondly, EFA performed on the data set revealed four underlying factors or impact areas which are under consideration in this study. These include social well-being, economic considerations, community well-being and impacts relating to climate change. In the context of the Social Exchange Theory (SET), it can be concluded that these four factors represent the basis on which the respondents would lend their support to or withdraw their support from sports events such as AFCON 2022. These themes are consistent with key impact areas covered in previous studies on sport events such as 'Residents' attitudes toward the 2010 World Expo in Shanghai prior to and during the event' (Ye et al., 2012) and 'Impacts and implications of an annual major sport event: A host community perspective' (Yao and Schwarz, 2018). However, the present study considers new dimensions, notably climate change and community impacts.

Thirdly, the high mean scores recorded on three of the four impact factors, namely social impacts, economic impacts and community impacts are indicative of the general sense of expectancy that the respondents have on hosting the AFCON 2022 in their city. On the other hand, this sense of optimism is not shared on the climate change factor as the mean score is a meagre 3.2 compared with 4.0 for social impacts, 4.01 for economic impacts and 4.2 for community impacts. These findings are in line with a previous study by Chen (2011) which found that residents tend to prioritize more tangible impacts such as economic and community impacts over less tangible ones such as those related to climate change which take relatively longer to manifest.

Based on the social exchange theory, it can be further be inferred from the high mean scores on the social, economic and community impacts of hosting AFCON 2022 matches that there was great enthusiasm among residents for the sports event. As Jago et al. (2013) and Inoue and Harvard (2014) point out, there is a positive correlation between the benefits that community members expect to accrue from an event and their support for the event. Applied in this study, respondents are likely to support the AFCON 2022 sports event as a trade-in for the benefits that they expect to emanate from the event.

The ANOVA on the perceived social impacts of hosting AFCON 2022 matches across the host cities reveal high scores of above 4 out of 5 points on the variable "friendliness". In the context of Cameroon that has experienced social unrest for some time, this should be considered a positive outcome from hosting the AFCON 2022. This finding is aligned with the assertion by Nyikana and Tichaawa (2018) that Cameroonians are exceptionally passionate about sport. Previous studies by Khun (2011) and Tichaawa (2013) also confirm the strength of sports in calming social tensions and promoting peace.

From the economic impact perspective, the city of Yaoundé still dominates the high scores of above 4 out of 5, while respondents from all the host cities maintain the positive outlook on the economic benefits of hosting AFCON 2022, especially with regards to investment opportunities. Despite the generally positive perception of the economic impacts of the sports event, there is significant apprehension on the negative economic impacts as well, as can be observed from the high mean scores of above 4 out of 5 on price increases and traffic congestion. This mixed perception of the impacts of hosting major sports events is shared by Prayag et al. (2013), Kim et al. (2015) and Johnston et al. (2021).

Community impacts in this study refer to variables that have the potential to either contribute to or hamper community development. Benefits that accrue through variables such as the promotion of the city as an investment destination, improved transport services, security, peace and image of the city are common assets with the potential to benefit all residents. It is therefore quite encouraging to note the generally high perception mean scores of above 4 out of 5 from respondents across the host cities. In their study on events-based destination marketing, Wang and Jin (2019) find that residents tend to rate community impacts of sports higher than personal benefits. Hence, the high mean scores on community impacts of the AFCON 2022 come with little surprise. It is equally evident from the findings in this study that respondents perceive climate change impacts to be quite minimal based on the low mean scores. This finding is in line with previous studies (Boggia et al., 2018; Coates, 2012; Coles et al., 2022) which suggested that factors related to the environment and climate change tend to receive lower ratings from respondents.

Even though there is close parity between male and female respondents in the study, male participants generally perceive the impacts from hosting the AFCON 2022 to be higher than females. However, female participants perceive the impacts related to climate change to be more severe than their male counterparts. A study on the Qatar 2022 soccer world cup by Al-Emadi et al. (2017) also found a close rate of gender participation, however, with greater female respondents (53%).

The ANOVA on age groups revealed that age is an important determinant on how the respondents perceive the impacts of the AFCON 2022 tournament. Based on the statistically significant differences among the age groups, it is evident that respondents in the N2 group (26 – 35 years) and N3 group (36 – 45 years) perceive greater impacts from hosting the sports event than younger respondents in the N1 group (18 – 25 years) and older respondents N5 (56 – 65 years) and N6 (above 65 years). Once more, Al-Emadi et al. (2017) agree that the older residents tend to be less excited about the impacts of sports events due mainly to the cultural changes that younger visitors demonstrate. Unlike with the ANOVA on age groups, the statistical difference among the respondents based on level of education is negligible. The mean scores from all the groups are quite close, hence, educational status does not seem to influence the respondents' perceptions of the impacts of the AFCON 2022 sports event. This finding is in line with previous studies (Coles et al., 2022; Hiller and Wanner, 2015; Madray, 2020).

Implications and contributions

This study contributes towards including the perspective of community members on the perceived impacts of major sports events such as AFCON. Despite the extensive literature available on the impacts of sports events, there is still evident paucity in studies that adopt a comprehensive approach in exploring community perceptions on various ways in which they experience the impacts of sports events. Various policy and practical implications can be drawn from the findings and conclusions of this study. While contributing towards narrowing this gap, the current study has demonstrated that residents of communities have hold important views and have reasonable appreciation of the impacts of hosting major sports events. In addition to delving into residents' appreciation of the impacts of hosting major sports events such as the AFCON, this study further contributes

towards bridging the gap between sports event organisers and community members through the introduction of the social exchange theory. In other words, through gaining an understanding of the impacts that community members expect to emanate from hosting sports events, the organisers of sports event such as the AFCON 2022 could work towards the realization of the positive impacts while mitigating the negative impacts that are likely to discourage community support.

This study also contributes to the body of knowledge on community support for sports events by affirming the diverse nature of residents' perceptions of the impacts of such events. It is evident from the various analysis of variance that demographic variations within communities tend to appreciate the impacts of sports events differently. The implication for organisers of sports events is that due diligence must be followed in engaging with communities in order to understand what really appeals to different sectors of the community considering that community support is not homogeneous. From a policy perspective, the findings of this study require public sector intervention in order to ensure that community structures are included in the organizing committees of important sports events such as AFCON 2022. The views of community members should not simply be academic but rather inform the implementation of activities of sports events. This can only be possible if policies governing the organization of sports events give directives to the inclusion of community representation.

Study limitations

It is worthwhile considering a few limitations to this study so that the context and interpretation can be clearly understood. The first limitation is that even though the sample size is statistically appropriate, the views expressed in the study do not represent the perceptions of every resident in the AFCON 2022 host cities. Therefore, generalization of the findings in this study should be done with caution. Secondly, while the quantitative research method employed in this study seeks to include the views of as many residents as possible, statistical applications such as EFA tend to retain only the dominant ideas. Hence, it is possible that specific ideas expressed by some respondents might not be articulated in this paper.

Suggestions for future research

Compared to major sports events in the global north such as the UEFA champions league and other major European football competitions, research on AFCON is still relatively sparse. It is therefore recommended that a qualitative research approach be adopted in studying community perceptions of the impacts of the competition. This could reveal detailed insights that a quantitative study might omit. Since AFCON is hosted by different African countries on a biennial basis, it is suggested that a longitudinal approach be adopted in studying the perceived impacts of the sports event, in order to ascertain if there are significant variations based on host communities.

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