

THE SOCIO-CULTURAL IMPACTS OF PROFESSIONAL FOOTBALL CLUBS ON LOCAL
RESIDENTS IN THE SOCIALIST REPUBLIC OF VIETNAM

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A Dissertation Submitted in Partial Fulfillment of the Requirements
for the Degree of Doctor of Philosophy in Sports Science

Common Course

Faculty of Sports Science

Chulalongkorn University

Academic Year 2018

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เป็นแฟ้มข้อมูลของนิสิตเจ้าของวิทยานิพนธ์ที่ส่งผ่านทางบัณฑิตวิทยาลัย

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ผลกระทบของสโมสรฟุตบอลอาชีพที่มีต่อสังคมและวัฒนธรรม ของคนในท้องถิ่นในประเทศ
สาธารณรัฐสังคมนิยมเวียดนาม

นายตรี เทียน ฮุนห์

วิทยานิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญาวิทยาศาสตรดุษฎีบัณฑิต
สาขาวิชาวิทยาศาสตรการกีฬา ไม่สังกัดภาควิชา/เทียบเท่า
คณะวิทยาศาสตรการกีฬา จุฬาลงกรณ์มหาวิทยาลัย
ปีการศึกษา 2561
ลิขสิทธิ์ของจุฬาลงกรณ์มหาวิทยาลัย



4237721963

CU Thesais 5678604039 dissertation / recv: 06082562 14:21:11 / seq: 22

Thesis Title THE SOCIO-CULTURAL IMPACTS OF PROFESSIONAL
FOOTBALL CLUBS ON LOCAL RESIDENTS IN THE
SOCIALIST REPUBLIC OF VIETNAM

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 ในท้องถิ่นในประเทศสาธารณรัฐสังคมนิยมเวียดนาม. (THE SOCIO-CULTURAL
 IMPACTS OF PROFESSIONAL FOOTBALL CLUBS ON LOCAL RESIDENTS IN
 THE SOCIALIST REPUBLIC OF VIETNAM) อ.ที่ปรึกษาหลัก : ผศ. ดร.วันชัย บุญรอด,
 อ.ที่ปรึกษาร่วม : ดร.จุฑา ดิงศรัทีย

การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อศึกษาผลกระทบของสโมสรฟุตบอลอาชีพที่มีต่อสังคมและวัฒนธรรม ของคนใน
 ท้องถิ่นในประเทศสาธารณรัฐสังคมนิยมเวียดนาม และเพื่อศึกษาความแตกต่างของผลกระทบของสโมสรฟุตบอลอาชีพที่มีต่อสังคม
 และวัฒนธรรม ของคนในท้องถิ่นระหว่างภาคเหนือ ภาคกลางและภาคใต้ในประเทศเวียดนาม โดยเก็บข้อมูลจากกลุ่มตัวอย่าง
 1,500 คนด้วยวิธีการสุ่มแบบบังเอิญจาก 6 จังหวัดที่เป็นตัวแทนของ 3 ภูมิภาค นำข้อมูลทั้งหมดมาสุ่มแบ่งออกเป็น 2 ส่วนเพื่อ
 วิเคราะห์ปัจจัยเชิงสำรวจด้วยโปรแกรมสำเร็จรูป IBM SPSS version 22.0 และวิเคราะห์ปัจจัยเชิงยืนยันด้วยโปรแกรม LISREL
 9.30 เพื่อยืนยันโครงสร้างปัจจัยของผลกระทบทางสังคมและวัฒนธรรม จากนั้นทำการหาค่าความถี่ ค่าเฉลี่ย ส่วนเบี่ยงเบน
 มาตรฐาน และทำการทดสอบความแตกต่างด้วยการวิเคราะห์ความแปรปรวนทางเดียว เมื่อพบความแตกต่างจึงวิเคราะห์ความ
 ต่างรายคู่ด้วยวิธีของเชฟเฟ

ผลการวิจัยพบว่า จากการวิเคราะห์ปัจจัยเชิงสำรวจและการวิเคราะห์ปัจจัยเชิงยืนยัน ทำให้ได้ model ของผลกระทบ
 แบ่งออกเป็น 4 ด้าน ประกอบด้วยด้านบวก 3 ด้าน และด้านลบ 1 ด้าน โดยมีผลกระทบทั้งหมด 37 ข้อ โดยด้านการขยายตัวและความ
 เป็นหนึ่งเดียวกันของชุมชนมีค่าเฉลี่ยมากที่สุด ส่วนด้านความกังวลต่อสังคมวัฒนธรรมและสิ่งแวดล้อมมีค่าเฉลี่ยต่ำที่สุด ผลการ
 วิเคราะห์ความแปรปรวนทางเดียวระหว่าง 3 ภูมิภาค พบว่าด้านความกังวลต่อสังคมวัฒนธรรมและสิ่งแวดล้อม และด้านโอกาสทาง
 สุขภาพและสังคมวัฒนธรรม มีความแตกต่างกันอย่างมีนัยสำคัญทางสถิติที่ระดับ .01

สรุปผลการวิจัย คนในท้องถิ่นมีการรับรู้ในทางบวกจากผลกระทบของสโมสรฟุตบอลอาชีพที่มีต่อสังคมและวัฒนธรรม
 ในชุมชนของตนเอง และผลการเปรียบเทียบความแตกต่างของผลกระทบทางสังคมและวัฒนธรรมของ 3 ภูมิภาคพบว่า คนใน
 ท้องถิ่นภาคเหนือรับรู้ผลกระทบทั้งด้านบวกและด้านลบมากกว่าคนในภาคกลางและภาคใต้อย่างมีนัยสำคัญ

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5678604039 : MAJOR SPORTS SCIENCE

KEYWORD: Vietnam Football League, Local residents, Professional football clubs, Socio-cultural impacts

Objectives. The purpose of study is to explore the socio-cultural impacts of professional football clubs on local residents in the Socialist Republic of Vietnam; then, to find out the differences on the socio-cultural impacts of professional football clubs on local residents amongst the three regions such as Northern, Central and Southern Vietnam.

Methods. Data were collected from 1,500 local residents were based on a convenience sample from six cities representative for three regions in Vietnam. After collecting the data, the entire data set was randomly split into two parts for exploratory factor analysis by IBM SPSS version 22.0 and confirmatory factor analysis by LISREL 9.30 in order to confirm the factor structure of the scale of socio-cultural impacts. Then, the research applied frequency, descriptive statistics and one-way ANOVA to satisfy the purposes of this study.

Results. Results of the EFA and CFA identified the four impact factors including three positive impacts and one negative impact with a 37-item model provided a good fit to data. In the socio-cultural impact, Community Enhancement & Consolidation had the highest mean score and Socio-cultural & Environment Concerns had the lowest mean score. ANOVA tests determined that two factors exhibited significantly differences amongst the regions were Socio-cultural & Environment Concerns and Health & Socio-cultural Opportunities with p-value < .01.

Conclusion. It is concluded that local residents have positive perceptions on socio-cultural impacts from professional football clubs in their communities. Last but not least, as comparing these socio-cultural impacts amongst three regions, the local residents in the Northern region responded their perceptions on both positive and negative were statistical significantly higher than residents in other regions in the Socialist Republic of Vietnam.

Field of Study: Sports Science

Academic Year: 2018

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ACKNOWLEDGEMENTS

I would like to express my deepest gratitude to my advisors, Assistant Professor Dr. Wanchai Boonrod and Dr. Juta Tingsabhat for your constant encouragement, support, advice and patience. I have been incredibly fortunate to have been able to work with you. You have always been a great mentor and teacher during my doctoral study. Without your sincere dedication, I would not be able to complete this long journey successfully.

Special thanks go to all of my dissertation committee members, Professor Emeritus Dr. Sombat Karnjanakit, Assistant Professor Dr. Sitha Phongphibool, Associate Professor Tepprasit Gulthawatvichai, Dr. Juta Tingsabhat and Dr. Sakchai Pitakwong for the time and intellectual support they offered me. Their questions and observations challenged me to take my work to the next level.

I especially appreciate to Associate Professor Dr. Vijit Kanungsukkasem, Assistant Professor Dr. Chaninchai Intiraporn and Dr. Sakchai Pitakwong for your kind advice and mentoring for my development of Ph.D. study at Chulalongkorn University with the ASEAN Scholarship. I have no doubt that I could become a better instructor and a person because of your kind support and mentoring.

To Faculty of Sports Science – Chulalongkorn University, especially Ms. Keeranan Phusri, I would like to express my thanks for your continual support and kind consideration. To Dr. Siwaporn Poopan, I have been fortunate to meet you and learn statistics from your passionate classes. To Associate Professor Dr. Pham Ngoc Vien, Dr. Nguyen Hong Son, Dr. Chai Nimakorn, Mr. Nguyen Quoc Hoi, Mr. Benjamin Tan and Mr. Tran Van Mui, I would like to thank for taking the time and effort to develop better study and ultimately work toward further research projects. Appreciation must also be expressed to Assistant Professor Dr. Chaipat Lawsirirat and Ms. Pornarin Thiammaka who have been always supported and trusted me during my studies at Chulalongkorn University.

Above all, I would like to thank with all my heart to Dr. Huynh Quang Hung, Dr. Nguyen Tra Giang, Mr. Andrew Charles Forster, Ms. Nguyen Thi Ngoc Thi, Ms. Kannika Worahan, Ms. Le Thi Thu Huong, Ms. Nguyen Thi Ngoc Linh, Mr. Tran Do Trong, Ms. Le Thi Quynh Nhu, Mr. Vo Quoc Khanh and Mr. Pham Sy Nhat, my fellow cohorts and dissertation support group, helped me through the process of getting this manuscript written and complete.

And a final thanks to the Vietnamese football fans and local residents in Ha Noi city, Nghe An province, Da Nang city, Quang Nam province, Gia Lai province and Ho Chi Minh city for being intriguing, infinitely fascinating, and passionate about their team and their city. I appreciated the opportunities to work with SCG, Hanoi FC, Grand Sport and SGGP Sports newspaper in order to deeply understanding the Vietnamese football at all levels.

This dissertation is dedicated to my parents, Mr. Huynh Thanh Tri and Mrs. Tran Thi Kieu Nga, for their endless love and understanding during my academic endeavours. I also dedicate this to my loving family who always supported, believed, and encouraged me. All of my works could not be completed without your sacrifice and prayer. I will be forever indebted.

Tri Thien Huynh

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CHAPTER I INTRODUCTION

Background and significance of the study.

Football (soccer) is the most popular sport in Vietnam and this is not just a game or sports, it makes a role as nationalism, and football also is viral motivation to push up the development of socio-economic in Vietnam. There are more than hundreds of newspapers and television channels put the interest in football on good and bad news. The football news highly affects spectators and fans, so that football is effective tools in order to educate spirit of young people, enhance civic pride and promote national image to international communities. To sum up, football could not only exist by themselves but also make the role as “for social community”.

In Vietnam, after 16 years of professional development, the Vietnam Football League (the V. League) had many changes. There were many investors sponsored for the V. League and football clubs with many reasons such as developing football, promoting brand, creating networks, etc. As the results, some investors succeed in their football clubs such as Hoang Anh Gia Lai FC, B. Binh Duong FC, Ha Noi FC, etc. and there are some investors had to out of the V. League because of some reasons. The relationship between professional sports and cities is an important public policy issue that has received growing attention in the academic literature. As in many other countries, professional sports in Vietnam have enjoyed high and growing levels of attendance, participation, and enthusiasm from the general public. The social importance placed on professional sports is surely disproportionate to their importance in the national economy. In cities hosting professional sports teams, daily newspapers and local newscasts typically devote 20 percent or more of their coverage to the reporting of sports news.

Hosting a professional football club at the league has involved diverse participants for generating short- and long-term impacts to local community. According to Morgan, Pritchard and Pride (2011), cities want to improve their place reputation by becoming creative destinations. In addition, place or destination brands have to manage complex relationships between brand, image, reputation and identity (Morgan et al., 2011). It is widely known that the professional teams induce both economic benefits and substantial socio-cultural benefits to local community. Although there are possible negative impacts induced from the professional clubs, a high-level demand for investing a professional football club still exists by the authorities (Sparvero and Chalip, 2007) and it would include the local team in their urban management plan.



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Generally, football also gave tangible and intangible benefits for the local community. The football club and its city of origin influence themselves, each contributing to the development of the other one. The transition from a production-based economy to consume and services-based economy authorize the attempt to obtain sustainable development through a football club. There were some football clubs with plentiful numbers of fans, but they could not survive in the V. League. Or the other sides, some bosses invested large amounts of money into football clubs, but they lost profit and dropped out of investment; otherwise, some others still continued their business on professional football clubs.

Research problems

The presence of a professional football club of league status can create both benefits and dis-benefits to the urban area that it nominally represents. There are many studies focus on economic or socio-economic impacts of professional football such as mega events (Baade, Baumann & Matheson, 2008; Hermann et al., 2012; Grootuis & Rotthoff, 2014), stadiums (Bummer, 2015) or professional teams (Ayers, 1997; Economic Scrutiny Committee, 2003; KPMG Sports, 2015) on community or citizen.

Beyond economic impacts, special interest on investigating other impacts of the football clubs at the macro-level (i.e. nation-wide, citywide) has become increasing popular; but, very few studies focused on the socio-cultural impact of the mega-event at the micro-level (community level) as the study of Jafari (1998). The main reason may be that socio-cultural impacts are even more difficult to quantify than are economic impacts and, to a large extent, they are indirect. Regardless of certain dimensions, the measurement and monitoring of the long-term mega-event impacts is clearly a complex and practically difficult task (Ritchie, 1987). The sustainable development movement and related to it growing recognition of importance of socio-cultural impacts of events led to increased research attention focused on them. Different socio-cultural impacts of events have been identified, including positive impacts such as increased quality of life, cultural exchange, or community pride, as well as negative ones, including crowding, noise pollution, traffic issues, crime and vandalism.

Special events, ranging from small scale community-based festivals to hallmark events are widely recognized to generate numerous impacts on the host communities and other stakeholders. The growing recognition of the importance of socio-cultural impacts and the scarce previous research into this area have led to a number of new studies proposing frameworks and scales for their assessment. However, due to the intangible and subjective nature of socio-cultural impacts, the existing methods have a number of assumption and limitations that are hard to overcome. In addition, the increasing popularity and rapid expansion of



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professional football clubs in the recent seems not same as eight years before although the Vietnamese economy still increase that generates a need for other impacts assessment, such as socio-cultural impacts.

Most of previous studies have been conducted in the developed countries where professional football has been developing for hundred years. Although, there were some studies that focus on other impacts on football at developing countries such as Brazil, but these research on mega-event like FIFA World Cup (Terco, 2011). Over the last 10 years several frameworks and methods to measure these socio-cultural impacts of events have been proposed; however, assessing the socio-cultural impacts of professional football clubs on local community or citizens in the developing countries has really not focused on.

In addition, according to the previous studies, football was supposed to represent a symbolic fight between communist and capitalist ideologies (Wagg and Andrews, 2007; Duke & Crolley, 2014). The strength and superiority of communism over capitalism would be demonstrated by winning more trophies (Duke, 2011). Specific teams within domestic leagues were supported by non-democratic regimes through the manipulation of football competition and, more specifically, by influencing the outcome of the games, decisions of referees, and the purchase of players. The officials designated to run football administrations and clubs were appointed by the non-democratic regime (Duke, 2011; Crolley and Hand, 2006). In Hungary, for instance, the communist regime could effectively supervise the proper ideological functioning of all the major football teams and sport organizations (Molnar et al, 2011). In sum, the competitive balance within domestic football leagues in non-democratic countries was seriously harmed by political manipulation.

Communist sports policy still lives on in China, Cuba and North Korea. It was not everywhere identical; nor did it feature highly in terms of national priorities in the less economically advanced communist nations, such as Albania, Vietnam and Cambodia (Riordan, 2007). Prior to the inauguration of professional leagues, football in East Asia was governed by a highly centralized and bureaucratized sport administration, notwithstanding political system. However, in communist country, football has been part of a state-organized, government- funded and centrally controlled Soviet-type sport system (Manzenreiter & Horne, 2007)

With very little information on the socio-cultural impacts of football clubs at the professional league on local communities or citizens that make the questions whether the professional football clubs at the developing countries, especially at the communist political countries, would have the same capability to positively influence the socio-cultural dynamics of the previous studies. Moreover, while these limits tend to exhibit higher intensity and greater persistence in the developing world than in the developed world, they appear to be a reflection of prevailing socio-political, economic and cultural structure in many countries. The majority of literature relating to



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socio-cultural impacts is found in the general tourism literature, but these need to be understood in order to assess and manage socio-cultural impacts of sport event tourism. Basically, impacts are similar, yet the emphasis is different.

According to Swart and Smith-Christensen (2005), sport event tourism has the power to have impacts of socio-cultural on their host destination and within the affected community. Given the challenges associated with hallmark events, Higham (1999) suggested that small scale-sports events might result in more positive effects for host communities. He defined small scale-sports events as “regular season sporting competitions (soccer leagues), international sporting fixtures, domestic competitions, and so on”

In Vietnam situation, there are few football clubs that totally run by the companies, the other one also gets the support from the local governments besides the club sponsors. In addition to the participants, the V. League often involves tourism numbers via spectators, participants’ family and friends, media personnel and officials (Duong, 2017, Pham, 2017). The results of social impacts of the professional football clubs are the useful information for planning officials when making decisions regarding development of professional football clubs at local community or region. But, to the present, no studies have been conducted on local citizens’ perceptions in regards to both positive and negative social impacts of hosting professional clubs to local communities.

In addition, most football stadiums are owned by the municipalities and there was significant financial help from the government when almost all the Vietnamese football clubs in the first and second divisions were transformed from sports clubs to the companies in 2010. However, there is a common view in the literature identifying some potential intangible benefits from the presence of a professional sports club in a particular location. Apart from the economic significance, we can talk about the “social” significance of professional sports in terms of the potential public goods they can produce, such as local unity, fan loyalty, or civic pride.

Demand for professional football club at local community always exists. Therefore, exploring the socio-cultural impacts of professional football clubs can provide more information about how the professional sports industry can meet the demand for the clubs from the citizens and attract more spectators to the stadiums in the future. Moreover, although previous studies on socio-cultural impacts of football has been comprehensive, most of the above studies has not grouped the socio-cultural impacts into positive or negative perceptions without distinguishing other factors that may affect residents’ attitude. While the literature on social exchange theory toward professional football club development provides critical knowledge and assessment models, there remains evidence that many models are under specified. The influence of community characteristics and residents’ behaviour are rich areas for exploring current knowledge, which lead to research gaps.



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Last but not least, it is important to study what potential socio-cultural impacts to local citizens that have professional football club are playing at the league in order to convince local governments, sponsors and citizens that what they would benefit from the Vietnam football league. In addition, there is a lack of research from the sport management discipline to investigate social and cultural impacts of hosting professional football clubs to local residents. In particular, existing studies that have been used for identifying the impacts and leverage are not well represented professional football clubs' contexts because they were mainly developed from general mega-event and hospitality management disciplines.

In the other side, a professional football club would attract the sport tourists who are going to the other cities to cheer for the away teams. And, according to studies of Smith (1992), there are relationships between guest and host. Murphy (1985) further described tourism as a socio-cultural event for both the host and the guest and states that "if tourism is to merit its pseudonym of being 'the hospitality industry', it must look beyond its own doors and employees to consider the social and cultural impacts it is having on the host community at large". Therefore, the study on how to explore the social and cultural impacts of tourism on host communities is one of the most important parts in the studies.

Although the significance of towards professional football club for local communities is clear (Owen, 2006), there has been a negligence of research towards the community's perception of professional sports impacts in local communities in Vietnam. Some studies on residents' perception of professional sports impacts have been conducted (Campbell, 1999; Carlino and Coulson, 2004; Lo, 2011; Siegfried & Zimbalist, 2000; Owen, 2006). But all these studies have been performed by western researchers. Thus, the relevance of the findings in the communist and developing country as Vietnamese may not be fitting. Godfrey and Clarke (2000) confirmed that football club impacts and visitors' impacts are often very different for different groups or communities. To date, none any research has examined socio-cultural impacts of professional football club in local communities in Vietnam. A case in point is that local communities in South East Asian, especially Vietnam, had never been studied. Thus, there is limited understanding of community residents' perception towards socio-cultural impacts of football club on local communities..

The objectives of study.

The purpose of the study is to explore the socio-cultural impacts of professional football clubs on local residents in the Socialist Republic of Vietnam; then, to find out the differences on the socio-cultural impacts of professional football clubs on local residents amongst the three regions such as Northern, Central and Southern Vietnam. Therefore, the main objectives of the study are:

1. to explore the socio-cultural impacts of professional football clubs on local residents in the Socialist Republic of Vietnam.
2. to find out the differences on the socio-cultural impacts of professional football clubs on local residents among the North, Central and South regions in Vietnam.

Research questions

1. What are the socio-cultural impacts of professional football clubs on local residents in the Socialist Republic of Vietnam?
2. What are the differences on the socio-cultural impacts of professional football clubs on local residents among the North, Central and South regions in Vietnam?

Scope of the study

1. **Scope of the content.** The purpose of this study is to explore the socio-cultural impacts of professional football clubs on local residents. Although, there are many kinds of impacts professional football clubs have on local residents such as economic, socio-economic, environmental, etc. but this research just focuses on socio-cultural impacts.
2. **Scope of the data collecting time.** The researcher would collect data from professional football clubs in the Vietnam Football League in the season 2019.
3. **Scope of space to store data.** The researcher would collect data from local citizens in the three regions such as the Northern with Ha Noi Football Club (FC) and Song Lam Nghe An (SLNA) FC; Central with SHB Da Nang FC and Quang Nam FC; and Southern with Hochiminh city FC and Hoang Anh Gia Lai (HAGL) FC.

Limitations.

Even though the purposes of this study are to explore socio-cultural impacts of professional football clubs on local residents; however, developing a new scale for measuring socio-cultural impacts of professional football clubs on local residents that be suitable in Vietnam is also important. The impacts of social and cultural issues related to professional football or sport events may be diverse based on kind or size of events, regions,

political issues and socio-demographic characteristics. However, the study has focused on local residents who lived in the cities or provinces where have well-known professional football clubs at the V. League, but not other cities or provinces. In expansion, this study also contains a number of components in two-way measurements for understanding perceived socio-cultural impacts of professional football clubs comprehensively, but the results of the study would be restricted to the above limited of criteria participants. So that, the findings may not be able to be generalized to other professional sports or teams, other political-based countries, and other related variables in various settings.

Significance of the Study.

According to the Regulations of Vietnam Professional Football, professional football clubs at the V. League and first-level Championship must transform from a sports club model to a company since 2010. However, most of the stadiums are owned by the local government; meaning that the professional football clubs have no rights to manage and exploit resources as an independent company. Some local governments still have some kind of financial support to professional football clubs, especially in youth training. To be fair professional football clubs are not yet financially autonomous in Vietnam. However, through some previous studies, a professional football club created some potential intangible benefits for that local community. Apart from the measurable economic benefits, the "social" significance of professional football clubs involves potential public goods that clubs produce for the society such as unifying the community, fan loyalty or civic pride are what the researcher would study in this Communist-based country.

Demand for a professional football club in the local community always exists. Therefore, exploring the socio-cultural impacts of professional football clubs on the local community would be useful data and information that will help managers working in the professional football industry or sports industry to satisfy the demands of local residents and provide potential to attract more spectators to the stadiums in the future. Moreover, although previous studies on social or cultural impacts of football has been comprehensive, most of the above studies has not grouped the impacts on social and cultural as two clearly opposite sides as positive and negative in order to understand what factors of these impacts would affect local residents at a significant level. While the literature on social exchange theory toward professional football club development has been identified as the evaluation model and the important knowledge for the socio-cultural impacts of professional sports to communities; however, this field of research still has other models to assess these socio-cultural impacts. With aims to solve the gaps of research, the study on resident's behaviour which are influenced by the



diverse characteristics of community such as the differences on socio-cultural issues between the regions of the country, gender, religious, etc. also the potential areas for exploring scientific knowledge related to socio-cultural impacts of professional football clubs on local residents.

To summarize, firstly, this finding should encourage professional football clubs to strengthen ties with local residents to ensure that they are developing their positive perceptions on socio-cultural impacts of the clubs as well as decrease their negative perceptions on socio-cultural impacts of the clubs. Secondly, it is important for professional football club's managers to deeply understand and respond to enhance the perceptions of local residents and/or spectators to let the professional football club develop sustainably. Finally, regarding the valid and reliable scale for measuring the socio-cultural impacts of professional football clubs on local residents, it is suggested for the football league's managers and/or executives; football club's managers and marketers; and local governments department of sports to employ this instrument to assess and receive useful information from local residents for improving and developing strategies for professional football in the Socialist Republic of Vietnam.

Definitions of terms

- Social impacts are the effects that professional football club's actions have on the well-being or the quality of life of residents at local community. And, cultural impacts refers to characteristic patterns of attitudes, values, beliefs, and behaviors shared by members of a society which affected by professional football clubs on the local community. So that, **socio-cultural impacts** refer to what professional football clubs that compete in the V. League have the power to build social cohesion, the value, lifestyle, social and cultural development, cultural awareness and identity by reinforcing ties within the local community in the Socialist Republic of Vietnam.
- **Professional football club** is not only simple sports team, but also has a role as an international entertainment company which have competed in the V. League and displaying the typical behavior of highly competitive enterprises pursuing successful business strategies and making impacts on local residents in the Socialist Republic of Vietnam.
- **Local resident** – A resident refers to a person who lives somewhere permanently, or on a long-term basis in cities or provinces that have professional football clubs that compete in the V. League in the Socialist Republic of Vietnam.

CHAPTER II LITERATURE REVIEWS

1. Professional sports team

Professional sport teams are vital parts of their communities and the home team is one of the most visible and enduring representations of a city (Cashmore & Parker, 2005; Eckstein & Delaney, 2002; Ingham & McDonald, 2003). According to previous studies, the politicians and residents at the city have belief that the professional sport team would supply the benefits to their community because their emotional connection between cities and their sports teams. Moreover, the cultural relevance of professional sport create pressure on city leaders to retain or attract a team (Bachelor, 1998; Friedman & Mason, 2004)

Since last two decades, through the study of Sparvero (2008), local governments have spent an estimated \$15 to 18 billion in public subsidies to professional sport teams with the promises to get benefits from these teams. However, almost the professional teams got difficult to deliver on their promises on financing issues. On the other sides, one professional sport team provides not only the economic impacts but also others impact on community such as social, culture, environment, etc. But, the city leaders and residents may be ignored these benefits from professional sport teams to their community or city.

Many cities view the presence of a professional sport franchise as an important element of a larger community development and urban growth strategy, but often the team's presence inhibits development and growth. Kearns and Paddison (2000) identified a number of factors that have created challenges for modern cities, including interurban competition, a shift from a welfare to development model, and efforts to develop the local distinctive attributes in order to attract business and tourism. The increased competition for sports teams and the emphasis cities place on attracting a team are consistent with these challenges. Stadium supporters argue that a professional sport team is a public good, conferring benefits to the community as a whole, not only to private team owners.



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Team owners have come to expect that local governments will provide at least part of the funding for a stadium project, but this was not always the case. Prior to the 1950s, sport stadiums were almost exclusively funded by private sources (Crompton, 2005). Of the 30 professional sport facility projects in the United States between 1887 and 1948, 25 (83%) were funded completely by private sources. However, if the government could invest in the stadium, this stadium will not belong to the professional sports teams and it is hard to run a real system for professional sports. In Vietnam professional football, there also is the problem. The professional football clubs could not invest the stadium in themselves so that they have to share these sports facilities with the other sports such as track& field and other local events. In the addition, the professional football club could not design this stadium as the modern style to attract more support from the sponsors. These teams are specific properties to the community which can be promoted in providing the advantages as the host organization's wish. Thus, it is necessary for host communities to identify the unique assets, the means which the properties can be utilized, and the persons or whole officials that own the knowledge and all kind of resources to enhance these assets (Sparvero, 2008). However, in Vietnam professional football, it seems to be deal between the city leader and the football team owner about the benefits without residents' participation. So that, if the team is successful, they can attract the spectators; otherwise the citizens at this community just see the negative benefits of this team. So that, the city leaders and the team's management is facing the problem about the way of delivering on the promised advantages so that the team is considered as a priceless addition to the community and the city's habitants think that the resources dedicated to the team's attraction were well-spent. With the view to looking for the answer of these questions, the researchers plan to provide a better understanding about hosting a professional sport team and the best way communities are capable of acting to realize the ambitious community development objectives.

2. Social Exchange Theory.

The social exchange theory comprises social psychological and sociological perspective that interprets social change and stability as a process of negotiated exchanges between stakeholders (Ap, 1990). According to Stolte, Fine, and Cook (2001), the social exchange theory allows the "examination of large-scale social issues by means of the investigation of small-scale social situations" or simply "seeing the big through small". This theory contains diverse disciplines as its theoretical concept including social psychology (Thibault & Kelly, 1959), behavioral psychology (Bandura, 1977), sociology (Homans, 1958).

From the social exchange theory standpoint, individuals interact with others for profit or the expectation of profit from their acceptance of anticipated activity. Stakeholders' behaviors can be derived from seeking rewards and avoiding punishment from expected exchange process (Bandura, 1977). According to Homans



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(1958), social exchange theory explains how individuals form their behaviors for trading their own value with others in order to seek more profit. Thus, each stakeholder builds their own strategies that they believe will increase their profit from the anticipated activity. Individuals have access to abundant information regarding social, psychological, and economic aspects of interaction that tolerates them to seek more profitable situations based on their present condition (Ap, 1990; Bandura, 1977). The social exchange theory can be explained through using a basic economic formula as “profit equals reward minus cost (Profit = Reward - Cost)”. This formula can be used by individuals when they reveal their motives to act in the group for seeking their own benefits (Homans, 1958). Social exchange is not a simple process but it is the dynamic process for exploring more benefits for each stakeholder toward allocating their behavioral and psychological agreement toward prospective activities.

Social Exchange Theory in Sport Management Research. Most studies in sport management, general tourism, sport event tourism, and hospitality management that examined the stakeholders’ perceived impacts from hosting various sport events utilized social exchange theory as a theoretical foundation (Ap, 1990; Gursoy et al., 2002; Kim et al., 2006; Kim & Petrick, 2005). The social exchange theory in sport management context has been emphasized on how hosting community residents build their perceptions toward the events followed by their own assessment of expected benefits from the events before the actual exchanging stages occur (Kim & Petrick, 2005). Hosting sport events provide a great deal of benefits and costs from developing new venues and infrastructure for hosting sport events and related activities.

Based on the social exchange theory, local residents who reside in the hosting professional sport teams tend to form their perceptions and attitudes toward the event based on their own evaluation regarding the anticipated benefits before the actual exchange arises (Kim et al., 2006). Therefore, individuals evaluate their actual benefit exchange after the event compared to expected benefits when they build their agreement toward the sport teams. If they do not have satisfied level of benefits they will evaluate as losses; thus, it will provide negative perceptions and unsupportable behaviors for future events.

Based on social exchange theory (Thibaut & Kelley, 1959) our European study-in-progress on sport clubs and sports consumers uses the general concept of reciprocity in order to contribute to the body of knowledge and industry practice in three ways:

- Firstly, the study shows that concept of downstream indirect reciprocity provides missing theoretical link between conceptual developments and empirical findings in CSR and sport;
- Secondly, the study establishes the relationship between sport clubs’ CSR activities and consumer reaction through experimental design;
- Thirdly, the study endeavors to develop a scale that measures the fit between sport organizations’ CSR activities and consumer rewards based on Long and Mathews’ (2011) suggested continuum from restricted exchange system (RES) at the one end to generalized exchange system (GES) at the other end.

3. Socio-cultural impacts.

According to Mathieson and Wall (1982), social and cultural impacts are defined as the ways in which tourism is contributing to changes in the value systems, morals and their conduct, individual behavior, family relationships, collective lifestyles, creative expressions, traditional ceremonies and community organization. Social impacts usually involve more immediate changes in the quality of life and adjustments to the tourist industry in the destination communities. In contrast, cultural impacts appear as long-term changes in the society's norms and standards, altering the community's social relationships as well as material forms and arte facts.

In the words of Matheison and Wall (1982), social impacts can be thought of 'as changes in the lives of people who live in destination communities, which are associated with tourist activity' in regard to moral conduct, creative expressions. Cultural impacts can be thought of as the changes in the arts, traditional ceremonies, customs and rituals and architecture of people that result from tourism activity. Witt (1991) claims that the greater the difference between the host community and the tourists, the greater will be the effect of tourism on society. This presents a challenge to decision makers in regard to the type of tourism that a destination is trying to attract. Social impact is the societal and environmental change created by activities and investments (Epstein & Yuthas, 2014). It is described as a combination of resources, inputs, processes or policies that occurs as a result of the real, implied, or imagined presence or actions of individuals in achieving their desired outcomes (Latané 1981; Reisman & Giennap, 2004). As a result of externally induced actions, it includes the intended and unintended effects, the negative and positive effects, and both the long- and short-term effects (Epstein & Yuthas, 2014).

Any discussion of socio-cultural impacts of tourism will require reference to and discussion of meanings of the terms society and culture. Sociology is the study of society and is concerned with people in groups, their interaction, their attitudes and their behavior. Culture is about how people interact as observed through social interaction, social relations and material arte facts. According to Burns and Holden (1995), culture consists of behavioral patterns, knowledge and values which have been acquired and transmitted through generations. Burns and Holden (1995) also indicate that 'culture is the complex whole which includes knowledge, belief, art, moral law, custom and any other capabilities and habits acquired by man as a member of society'.

Crompton (2004) introduced the concept of psychic income in order to examine psychological benefits from sport facility development and professional franchise teams. Further, Kim and Walker (2012) have investigated college students' "psychic income from presence of intercollegiate sports. Psychic income is defined as "the emotional and psychological benefit residents perceive they receive, even though they do not physically attend sport events and are not involved in organizing them" (Crompton, 2004). Psychic income is a consolidated concept of psychological impacts and social impacts for understanding stakeholders' "perceptions on sport franchises and/or developing new sport venues (Kim & Walker, 2012).

Social impacts have been analyzed in diverse contexts including festivals (Delamere, 2001), development of a special destination as tourism resources (Teye et al., 2002; Snaith & Haley, 1999), professional franchise teams

(Crompton, 2004; Zhang, Pease, & Hui, 1996), mega-sport tourism events (Kim & Petrick, 2005; Kim & Walker, 2012; Ritchie & Aitken, 1985), international sport events (Bull & Lovell, 2007; Soutar & McLeod, 1993). In addition, scholars examined development of theoretical foundation and conceptualization for understanding perceived social impacts from hosting various tourism events (Ap, 1992; Carmichael, 2000; Delamere, 2001).

Studies in sport management have tried to make a separation of social impacts dimensions from psychic income dimension (Kim & Walker, 2012) in order to increase valid assessment of individuals' attitudes toward the sport event, team, and facility. Psychological impacts and social impacts were commonly assessed as a one-dimensional concept but scholars argued that psychological impacts should be examined separately without the consideration of social impacts (Burgan & Mules, 1992; Crompton, 2004; Ritchie & Aitken, 1985).

The current study employed perceived social impacts as consolidated concept for both positive and negative dimensions including social impacts, psychological impacts, economic impacts, economic concerns, security risks, and other related variables. Perceived social impacts from hosting professional sports have been analyzed through a variety of studies and contexts. Generally professional sports have been analyzed from existing studies.

4. Professional football in the communist countries

4.1. Professional football in some communist countries.

China is a full member of the United Nations like China has now become a member of the World Trade Organization and has been actively looking for world recognition in sporting, especially since its return to the International Olympic Committee (IOC) in November 1979. Now, in the twenty-first century, no longer is it isolated in sporting. Nevertheless, there were some causes that lead to the thought that the experiment would not work or would take a longer time at least. The point here was the fact that, although the International Marketing Group (IMG) advised and supported the Chinese Football Association (CFA), the Chinese personnel were tugged from a system that did not derive from the free market, but from centralized state control; generally, they had no direct experience of market economies, let professional football clubs work separately. Player transfers, agents, professional associations, contracts and rights, franchising and media control, were still 'scripts' to be written. This shortage of free-market experience was basically true of state-run industries that had to stop practices long held dear by the die-hard communist party members involved in management; practices such as jobs guaranteed by the state even if there was insufficient demand and lack of competitiveness.

Thanks to football, Chinese sport has had all the 'glamour' of premier league football in Europe, the chanting, faithful fans, the star status for important players, the media consideration, the drama, and also the scandal. Moreover, becoming a member of the World Trade Organization in 2008 has brought a fantastic opportunity for Vietnam's economy to develop. Thus, tarnishing their successful image with a failed bid for the

World Cup because of corruption would blow the future of the game in China (not that China's sport has been free from accusations of corruption in the recent past, witness the drugs usage just before the Sydney Olympic Games and the negative comments from, notably, the Australian swimming authorities). Yet, in October 2001, players and coaches from five Chinese football clubs were accused of match fixing and banned for a year.

Spectator violence is another problem of football that has made its unwanted stain on the Chinese football scene. Now of course, British football fans have been involved in some appalling occurrences over the years that have frustrated the police, the football authorities and the British government. In the Chinese case, gathering of large group of people in public areas which is fairly risky as it allows violence to erupt in some circumstances may also be seen as symbol of an increasing willingness to test the limits of authority. Before the matches, the arriving fans march the streets in noisy demonstrations of support for their team; and entrances to football stadiums are carefully controlled by police who also patrol the perimeter of the pitch. As in other nations, these crowds are potential flash points of opposition to authority, to which the Chinese government is particularly sensitive. Recently, in March 2002, crowd violence erupted in the city of Xi'an in Shanxi province, when local fans who dissatisfied with the referee's decision in awarding a late penalty then invaded the pitch. The chaos continued after the match, escalating to the burning of seats in the stadium, and setting fire to vehicles outside.

Guoli (2000) Of CCTV (China's national television network) claimed that if China's football industry wants to grow, both patience and determination are required. He cites the need for the Chinese football administration to avoid being interfered by the market, for players to temper their expectations of millionaire status, and for the Chinese media to face challenges to their monopoly. Already, football appeals to extensive media coverage in national network and provincial television companies, in newspapers and glossy magazines and in a bewildering array of internet sites. Football may be an outstanding symbol of the rapidly changing face of China: the increase of overseas influence, the surge of commercialization, and the introduction of a leisure industry. In this context, to use the term 'changing lifestyle' in the western sense is perhaps premature, because there are many people for whom change has negative connotations (e.g. unemployment), but wealthier Chinese citizens nowadays have better access to a promising domestic market and much more free time than their parents used to have.

At worst, it was possible that the new Chinese football clubs would assume that becoming professional required something more than giving new job titles to existing staff and charging more for entrance tickets. However, in choosing football to lead the sports reforms, the international game provided such a well-

established and powerful role model that the ground rules for success were fairly clear. What was required was commercial backing (the international marketing firm, IMG, provided this in 1994 and continued to search for sponsors for the Chinese Football League in the coming years), overseas experienced football managers (Jia A, the Chinese first division, now has several), talented international players (all clubs in Jia A have several), a competitive league structure (Jia A, Jia B and regional leagues are now established), a national cup competition (now operating during mid-season), invitation tournaments with foreign teams (several English and other country's clubs have played in China), exporting good players abroad to gain international experience (in the United Kingdom and elsewhere in Europe), developing youth teams (Jia A and B clubs are now asked to include a minimum number of young players in their squads to ensure player improvement), raising awareness in the media (the national television network, CCTV, and local networks all broadcast football), connecting with overseas clubs (for example the Sichuan Football Association has close links with Stockport County in the English Second division) – all these were part of the jigsaw of international success which were practiced by the most successful football countries.

The political side was so important that the communist countries invested huge amounts of money preparing the sportsmen for the events. Since Communist countries could not be compared with Western ones in terms of economic conditions, they used international sports events to try to prove their ideological superiority. Communist countries have invested significantly in developing their sports performance and sport. Similar to other spheres of the society, this was centrally driven by a 'win-at-all-cost' ideology. Athletes were under strict control from the government as they represent their country abroad to compete, and the Soviet-sympathizing government did not want any of its athletes to misbehave or defect (Beck, 2003).

Football is also a mirror for interethnic and for inter-confessional relations. Therefore, sport's political aspects were studied in various ways: the identification of sport with a political ideology, sport's role in international relations or sport's role in interethnic or inter confessional relations. Communist countries also considered football as an image to show off their cultural and social equality or superiority to Western cultures. Like other sports in general, football was supposed to represent a symbolic fight between Communist and capitalist ideologies. From now on, football also is a huge propaganda tool as well as a battlefield for the communist countries such as China, North Korea and Vietnam. Communist system was basically centralized and preferred the center to the periphery, which revealed the ranking of football teams. The most important thing is although the football teams in the communist countries are changed to own by a wealthy businessman, but almost the sporting facilities of the most successful football teams are owned by the state. The government also



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invested a large amount of money in building new and upgrading old stadiums. However, it can be argued that the main reason for reconstructing these sport buildings was the ability to lure more people into football through which the regime could increase its capacity to have more effect on a larger part of society with Communist propaganda.

The communist regime tried to deprive the teams of their earlier semantic contents, material bases, and often, of their fans. Every football team had its own social connotation and groups of fans. Football teams, along with other fields of the society, were not religion- or class-neutral. When a team loses these aspects of its identity, some of its local social significance also vanish. At the same time, this team, and sport in general, was supposed to be the showcase of social mobility. Under the governance of this regime, becoming an outstanding athlete was the only way to obtain social mobility. Though the trade and industry reform created a novel economic environment, which was primarily driven by a Western-type supply-and-demand-oriented market economy, these progressive financial supplies lasted only for a few years and then experienced the restoration of the original and conservative economic system. Nevertheless, the economics conditions of the Communist countries are not as good as required. If the government does not see the importance of football, investment in it cannot be a priority. In other words, the functional weight of football was in inverse proportion with its growing autonomy, and its inner layout became more and more determined by the power relations of local and even personal interests (Hadas, 2000).

4.2. Professional football in Vietnam.

The Vietnam Professional League (the V. League) ranks the best football tournament in Vietnam football system and plays a significantly important role in the development process of the country's football. The V. League brings together the Vietnam leading football clubs of the best players. The national league is almost a decade old had has seen local businesses get involved in clubs. In Vietnam, there is much attention on how to improve the V. League, which is not as strong as it should be. In the past, this league was recently voted the third most corrupt league in the world and its record of bungs, bribes and bent referees has sullied its reputation in the eyes of many locals. Two years ago, the Vissai Ninh Binh FC wrote to the country's football association and requested that they be withdrawn from the league after 13 of their players had been involved in match-fixing. Dozens of players, managers and referees have been jailed since the sport turned professional in 2000 (Barrett, 2016). The shadow of match-fixing reduces the amount of corporate investment that would otherwise be flooding in. The authorities are working hard to battle this. Should it happen then the league, as well as the

national team, will be well-placed to challenge Thailand as the region's pre-eminent power and to then become an Asian force. The appearance at the Under-20 World Cup was a start (Duerden, 2017).

The Ministry of Culture, Sports and Tourism supports the policy of allowing the establishment of a legal entity in the form of a joint stock company to organize professional football tournaments to improve the quality of the tournament, while contributing to efficient exploitation of financial resources, increasing financial resources, increasing revenues to invest in football development. According to Minister Ha Quang Du, professional football helps our industry actively implement the policy of socializing sports activities of the Government. This policy is appropriate to the characteristics of our country, moving sports activities in the state-focused economy to operate in the socialist-oriented market economy. The beginning of this transition is professional football activity, which is not yet fully realized in the early stages. So, Vietnam professional football and professional football tournament was born (Duong, 2017).

The state is responsible for creating assets, even creating capital for professional football in the early stages. Career of professional football is associated with the state's career. If professional football lacks practical support policies of the state, it is difficult to form and develop. We can see the support policy of the State to decide on the career development of professional football. When our country does not have a full market economy, the state also has conditions to help indirectly make profitable businesses to finance football activities. Later, the sponsorship of enterprises is becoming more and more difficult, so professional football in our country must combine the receiving of corporate sponsorship with self-interest in trying to do business, gradually becoming a home football profession. Perhaps, this is a necessary step in the development process of professional football in Vietnam (Duong, 2017).

As soccer nations, Vietnam and China share a similar bone structure. Both have strong fan bases that mostly follow European, rather than domestic, leagues. Both have national teams that cyclically climb and drop in the rankings - neither having seen their best form in two decades (Rick, 2018). The Vietnamese economy is growing exponentially, and the population is going up by a million per season. There is so much untapped potential here for their domestic game. Good footballers are on show, you just hope the league can move on from the scandals that have crippled trust in the results (Barrett, 2016).

Since the season of 2012, the V. League is managed and operated by Vietnam Professional Football Joint Stock Company (VPPF). It is a big step on the road to professionalize football in the country. With a professional operating method, the V. League has made a lot of professional progress, attracting a large number of interested fans including coming to the stadium to watch and watch football on television. The number of live

TV matches increased from 30% - 40% in 2012 season to 100% in 2017 season. Television rights were initially established. The economic value of the tournament increases year by year, reaching over VND 120 billion (approximately 6 million USD) in the 2017 season. The revenue of professional clubs tends to increase; however, the clubs have not been able to fully cover their activities (Pham, 2017).

There are 14 football clubs that are playing at the Vietnam Professional Football League at 14 cities/provinces in Vietnam including 7 clubs at Northern region, 2 clubs at Middle region and 5 clubs at Southern region (Duong, 2017). The V.League consists of 14 teams, of which 13 are "state owned". This has almost led to a state of inertia as many clubs are run like offices and have not evolved administratively with basic issues, such as not responding to emails or phone calls or introducing marketing strategies. Clubs do not see their teams as a "brand" and do very little to promote them or the players.

Professionalizing football in Vietnam is essentially an innovation and investment in football towards socialization, eliminating bureaucratic and subsidized centralized mechanisms. That is an important solution to bring our football and football management level to a new height with higher quality and efficiency. In the process of developing professional football, it is necessary to change the management mode to the economic accounting regime but not to escape from the economic reality, social characteristics as well as the traditions of the Vietnamese nation. In our country, the formation of professional football will be more convenient if we know to combine with patriotism and nationalism.

According to Pham (2017), from the perspective of football economy, we see that professional football in our country must solve many complicated relationships, different from those with developed professional football. The relationship between football clubs and local state as property ownership only exists in Vietnam which does not exist for foreign professional football clubs. Currently, professional football clubs in Vietnam are only given priority by the state to use stadiums to organize competitions and business competitions. Handling this business relationship has many complex and delicate issues. With the relationship between football clubs and local state as financial issue, in general, the local state still directly or indirectly finances through enterprises to create financial resources for the club (with different modes, about 68% of total expenditures). This is a very delicate relationship in professional football in our country today. In the process of advancing professionally following the socialization trend up to now, 13/14 exceptional clubs have become football joint stock companies, operating independently and economically autonomously to a certain extent. and under the influence of economic corporations. Some remaining clubs still rely heavily on local budgets.

Football plays an important role in defining the national identity as part of their effort against the negative reputation that was left by the Vietnam War, as well as the fact that Vietnamese football was less developed in comparison with other countries, which only established at 1990s after the end of Sino-Vietnamese War and international isolation. Only from 1990s, football has been becoming an extremely important factor in Vietnam society, regardless of the rich or the poor. Through ups and downs, football still plays a key role on the enhancement of Vietnamese national identity, and often ties with its successes. It is hardly denied that Vietnam has some of the most passionate supporters in the world, who regularly attend in large number whenever Vietnam takes part in a major tournament. In 2019 when AFC Asian Cup took place, Vietnamese fans even cooked traditional Vietnamese foods and smuggled foods to the hotel as an action to support their players.

Regarding nationalist sentiment. Vietnamese people tend to highly value football and it is considered as a God sport for the majority of Vietnamese. Whenever the national team became winner of any big matches, the streets were often overwhelmed by large Vietnamese crowds, who pride demonstrated national chants, sang Vietnamese national songs. This Vietnamese spirit has been clearly proven through many events. For example, in 2007 AFC Asian Cup, where Vietnam came to the quarter-finals and was the only host in this tournament to do so, or in 2008 AFF Championship which Vietnam won, and recently 2018 AFC U-23 Championship which its Olympic team won silver medal after losing in the final (Jennings, 2018). It has also stemmed the old, long bloody rivalry exists between Vietnam and China, their historical adversary (Chengcheng, 2018). According to the Bleacher Report in 2018, after the 2018 AFC U-23 Championship, the massive celebration of Vietnamese people totally amazed them.

4.3. Professional football clubs in the V. League.

Professional football has attained a dimension that goes far beyond a purely economist view and, as do many other sports, is capable of generating a highly beneficial impact on society. Sports teams feature massive brand values. Leveraging that brand value and using its power for social action therefore has great potential for wide social impact. In addition, professional football has a positive effect on aspects other than economic function, such as education, creation of healthy habits, construction of the community brand and social integration (Casey-Challies, 2008). In addition to the sustainable development for the city or local community that it can generate, a football club also has a social value and a potential to develop the society, especially by forming a local identity, a sense of belonging and regional image (Fischer & Hamm, 2019). Undoubtedly, football also pollutes the environment. The stadium is an artificial structure that destroys part of the natural structure and which uses pretty much energy and other resources. Then, to get to the stadium, spectators use



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vehicles whose gas emissions deteriorate the quality of the air. During the match, the atmosphere created by the fans in the stands generates noise that pollutes the environment. And at the end of the game, when leaving the stadium, many fans leave their waste after them.

4.3.1. Negative sides of professional football clubs in the V. League.

Professional football clubs in Vietnam are bringing many nuances as well as impacting on the fans as well as local people in a cultural and social aspect in a positive and negative way (Pham, 2017). No fans, football will die. But in the V. League, very few teams have side activities to create interaction between players and fans. As VFF figures show, attendances are on a downward slide with some teams attracting fewer than 1,000 spectators even though the average of spectators were around 7,000 persons per match for three seasons since 2016. Even this ratio was on the top of the professional football leagues in ASEAN, but there were many problems have to solve to make the V. League better, especially the perceptions of local residents or spectators who are the most important issue impacts to the success of the V. League as well as professional football clubs.

In addition, the player is simply kicking and leaving, practicing, then competing again, leaving. A boring vicious circle made many teams almost unable to form loyal, stable fans (Sommerville, 2017). This shows that the operators of professional clubs at the V. League need to have a new look, need to grasp the feelings of the audience, call for the spirit of self-awareness, the spirit of beautiful cheering at everybody. And more importantly, how the quality of the matches must be raised to the satisfaction of the audience, regardless of whether the home team wins or loses (Duong, 2017). These are also factoring that increase positive impacts and limit negative impacts on audiences as well as local people watching the team.

It is hard to believe that just six years ago, Vietnamese football was coping with a crisis of corruption and greed. While the nation's top-flight V League was under siege, with the closure of a number of its top clubs due to poor financial management, the businessman Nguyen Duc Kien, the boss of the Vietnam Football Federation, was sentenced to 30 years in jail for tax evasion and illegal trading. High in the Central Highlands, however, the seeds of recovery were being sown even when the country's top league sank into the mire. A cooperation between English giants Arsenal, French football school JMG Academy and Vietnamese conglomerate Hoang Anh Gia Lai, which owns the V. League side HAGL FC, the academy has gained some impressive achievements since being launched with the backing of the VFF in 2007.

"It's essential to remove this malignant tumour that has grown in Vietnamese football," said by WF President Trong Hy after launching an investigation into corruption in the South East Asian nations. In August 2006,

referee Luong Trung Viet was blamed for helping a Division 1 side fix games to gain promotion to the V League. A police probe discovered that approximately 150 matches have probably been fixed over the last two decades, and 15 referees therefore have been suspended in the last two years. Last season, many team and players in the V Leagues, including star Vietnam striker Pham Van Quyen, had been banned due to corruption (Spurling, 2015). On the other hand, another friend nation – Singapore, has been in fifth position in the CPI index, also had a soccer league that suffers from high levels of corruption, which is ranked 106, just below it on the CPI listings (Andreff, 2016).

Vietnam's football is also related to heavy corruption and violence in sport, which is very common in the field. Players often play as violently and brutally as possible. There have been many cases in which players often suffered from serious injuries and some even had to leave or give up their profession. In addition to the violence in Vietnam, footballers, especially the native-born footballers also dissatisfied millions of fans and supporters by their poor behaviors. Consequently, Marian Mihail, who once coached FLC Thanh Hoa FC, claimed Vietnamese players as "unprofessional" and "uneducated", criticizing Vietnamese players harshly.

“I stopped watching Vietnamese football about 10 years ago. I don't even care when the national team plays. They ruined my love for them because of continuous scandals” – Mr. Tran Huy Tuong – Vietnam fan said. Fans also started staying away from V-League fixtures as violence increased - with hooligans throwing bottles, burning flares and scrapping after matches now commonplace at some clubs. Attendance has fallen sharply in the last few years and clubs are losing money, causing problems for wealthy club owners, many of whom have withdrawn their investments, also partly due to a general economic slowdown in Vietnam. The national team also put in a dismal performance at the most recent SEA Games and has plunged to 145th in the FIFA Rankings.

4.3.2. Positive sides of professional football clubs in the V. League.

Football clubs are the representatives of a community, a village, town or city. Those organizations cannot be picked up and moved around the map to fill the gaps – the clubs formed from the bottom up, groups of like-minded locals who band together and watch their local teams. Ho Chi Minh City is among the most populous cities in Vietnam, consequently there is of course more room for other competitive team more than one top flight team. If the VFF or VPF are adamant in having more teams, then invest in either the existed teams in the city or in the teams who already have been surrounded by their admirable community around them, a fan base will support their team, regardless of results (Sommerville, 2017).

The V. League' clubs have also helped shoulder the weight of taking the beautiful game—by far the sport of most interest in the country—up a level in Vietnam. Patience, not always a commodity valued by clubs which hunger for short- term success, is being deployed to help build stability and consistency and grow stronger roots. Rather than employing foreign managers which is very costly, local coaches are being handed long-term positions. Benefiting the game are also enlightened youth policies at various clubs, where some football stars such as Nguyen Quang Hai of Hanoi FC has been produced, Vietnam's number one scorer at the AFC Cup appear.

According to statistics of the Organizing Committee of the V. League 1, the total number of spectators coming to the stadium to watch matches is about 720,000 people at the V. League 1 season 2018. On average, each stadium receives nearly 8,000 fans per match. These impressive figures show that the happy signal for the domestic league is always considered the face of a football background. The most obvious reason is that the effect from the U23 team has helped the stadiums fill the audience. The clubs with U23 players are playing all witnessed the excitement of the fans. Especially, Hanoi FC has attracted when the stadium of more than 13,000 spectators to witness at home matches at Hang Day stadium. Mr. Nguyen Quoc Hoi – President of Hanoi FC – shared a successful experience: “Besides having money, it is imperative to have a professional operating apparatus. The apparatus is not overflowing with people and the selected people have to work with all their enthusiasm and energy.” He also added: “Money is important, but success is whether or not people use money. Football is not merely a matter of expertise, competition and coaching tactics. Need to develop elaborate and long-term development plans for all aspects of the club, such as the goal of each season, cooperation with the media, advertising exploitation.”

When talking about professional football, Mr. Do Quang Hien – President of T&T Group as the owner of Hanoi FC – said: “Professional football without fans, without sponsors is not developed. Vietnamese football wants to develop in a professional direction that is indispensable to sponsors as well as fans, it is necessary. And as you can see, the audience still comes to the east yard where Hang Du stadium is one of the V. League's most winter fields. It is the expression of beliefs, the love of fans for football. Let's take a look at the actual teams playing on the field. The dedication of the players and the results of public transparency and fairness is the most specific answer for all those who love and care about football.”

In spite of gaining less success than other competitors in Southeast Asia and never having been recognized as top of Asian teams, Vietnam is well noted for demonstrating a spirited style of playing, as well as their passionate supporters (Rick, 2018; Sommerville, 2017). Supporters of Vietnamese teams, regardless of age



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and gender, often come and cheer passionately for the team of their country. The unstinting support of Vietnamese supporters is what creates the beautiful image of our country in our friends' eyes.

The relationship between professional sports and cities is an important public policy (Wilson & Pomfret, 2009) or emphasis in the development plan of the city (Rosca, 2010; Van Den Berg, 2017) which is increasingly being studied by academics. As in many other countries, professional sports – especially football – have enjoyed high and growing levels of attendance, participation, and enthusiasm from the general public (Duerden, 2019) in Vietnam. Hosting football club to compete at professional league has involved diverse participants for generating short- and long-term impacts to local community. According to Hautbois (14), professional football clubs were useful tool to improve place reputation of cities becoming attracted destinations. In addition, place or destination brands have to manage complex relationships between brand, image, reputation and identity (Morgan, 2012). It is widely known that professional clubs induce both economic benefits and substantial socio-cultural benefits to local community. Although there are possible negative impacts induced from professional clubs such as match-fixing (Huggins, 2019; Park, Choi, & Yoon, 2019; Peng, Skinner, & Houlihan, 2019) or “shake-hands” between closed cities and affecting referee’s decisions and purchase of players(Liu, Wilson, Plumley, & Chen, 2019; Manoli, Antonopoulos, & Bairner, 2019); high-level demand for investing a professional football club still exists by authorities (Sparvero & Chalip, 2007) and it would include local team in urban management plan (Kool, 2017; Mason, Sant, & Soebbing, 2017).

Finally, after 20 years of development, Vietnam Football League (the V. League) has had many changes. The V. League has been named the Best Developing League of the Year by the Asian Football Confederation (AFC) at the SPIA Conference and Awards 2018 held in Bangkok, Thailand. This award is testament that we are moving in the right direction and it will serve as motivation to continue our efforts to develop the game in Vietnam.” According to research of Indochina, Hanoi FC and Hoang Anh Gia Lai FC attracted the highest attendance at the V. League 2018 (Pham, 2017). Moreover, in an age where digital content is widely distributed and consumed, having a presence online is definitely a big thing and a Vietnam club has been recognized as the most viewed Asian club in YouTube (Fox Sports Asia, 2019 Therefore, successes of Vietnam National team are not only great for the country but good for the region; then, it also builds the belief for persuading the V. League’ clubs (9), never the most progressive of entities, to buy into long-term game.

5. Socio-cultural impacts of professional football

Competent football has achieved a success that goes far beyond the expectation of the economists and many other sports. It is now capable of generating a highly positive impact on society. Sports teams feature massive brand values. Brand values are the leverage that uses its power for social action therefore they have great potential for wide social impact. Additionally, professional football brings about a positive effect on many other aspects of life other than economic function, such as education, creation of healthy habits, construction of the community brand and social integration (Chalkley-Rhoden, 2015). In other instances, teams set up their mission through formal studies done on local populations such as reaching the minimum of 60 minutes of physical activities per day.

We also have to admit that clubs have been operated in various local contexts, with different ownership structures and goals, at different periods of development and relationships with other clubs. This makes any simple comparative approach difficult. The 'value' to local communities will differ from club to club, depending on different location, historical context, ownership and club practices. SROI and social accounting approaches both stress (notwithstanding comments below), getting an understanding of the different stakeholders in football clubs and the different (positive and negative) impacts of the club's activities in the broadest sense on those, is fundamental to understanding football's social and community values.

5.1. Positive Socio-cultural impacts.

A fairly broad definition of 'social impact' is used which includes outcomes that affect either each person or society in general. The studies which were included in this bibliography have been categorized to one or more of eight social impact categories. Along with the sustainable development to the economic environment that it can generate, a football club also has a social value and a potential to develop the society, especially by creating local identity and a sense of group or belonging to a certain group.

Economic benefits. The Centre for Sport and Social Impact (CSSI) at La Trobe University was commissioned by the AFL to have a deeper look into the social value of community football clubs and its effects on health and the wider community as a survey on 1,677 clubs across Victoria and 110 interviews were conducted with club and community members, focusing on individual health, well-being, trust and social connectedness. Moreover, with the issue on social value of a football club, researchers identified resources required to sustain their football club, social and community activities of the football club, individual benefits received from participating within a football club and community benefits received from football club activities.



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Thanks to the football club, the city it originates from can develop sustainably in the economy, the environment and the society. If they want to make full use of the benefits that football clubs bring to the sustainable development, in the cities with a high demand for football entertainment, the local authorities should invest in the local football club (Sparvero & Chalip, 2007). So, to improve the city's image which presents the effective investment earning relationship between city and football club, the city leaders should consider investing in football clubs to gain economic and social benefits to community.

Community Pride/Identity. Community pride or identity is used in the case of references which reveal the importance of sport at broader level as a source of definition and identity for large groups of people. For many people, the football club is considered as a seen able symbol, a way of identifying their prides of being citizen which they belong to. There appears a type of tool which brings each individual psychically and mentally closer not only to the club, but also to the city. The football team provides local people a way to spend their free time joyfully. Those people, in return, are proud of the club and are willing to support to the club as fans. Famous cases are the ones of football teams belonging to mining regions, where because of poverty, local authorities didn't afford to provide residents with a highly developed socio-cultural offer (Rosca, 2010).

Social and psychic benefits can be generally seen as the enjoyment and entertainment provided by hosting professional football clubs in the local community. The owners of sports teams justify public funding by stating that sports teams provide civic pride and intangible benefits to the host community (Chadwick, 2015; Groothuis & Rotthoff, 2015). When focusing only on the participants who identify themselves as a close sports follower, we find that less than half of them report that event increases their interest in the city, but some of them report that the event does not change their attitudes towards the city. However, a professional sport team really boosts the image of a city, which is in accordance with the results from the civic pride literature and individuals do feel civic pride while enjoying a sports team. Therefore, hosting and bidding for events have become a principal component of the overall tourism product of many countries. Swart (2002) mentioned that hosting a sport tourism events may result in numerous benefits for the host place such as the creation of local employment and creating a sense of community pride.

Crime Prevention. It is also considered as references which finger out the connection between sport participation and crime, from 'minor' offences such as vandalism to 'more serious' violations such as theft and criminal violence. Most such references in this bibliography emphasize on youth crime.

Development of Life Skills. Describes references which discuss the links between sports participation and the acquiring of skills which help assist individuals in daily life including enhancement in social skills and self-

efficacy. Also, it includes references which finger out the impact of sport in relation to the maintenance (rather than the development) of life skills, such as problem solving, particularly amongst the senior citizens. From the view point of education, professional football, along with other sporting activities in general, is an excellent activity for balance out academic education, learning can be seen as a tool for acquiring the necessary values to society and aiding the acquisition of skills such as teamwork, capacity for hard work and for overcoming difficulties, a sense of competitiveness, sportsmanship or others (Sport, 2015).

Personal Well-Being It is believed by many people that the intangible benefits, such as civic pride, reputation, and image are indeed really essential for a city's development. A sports team can make the quality of life for a city's citizens better. Used in the case of references which discuss the benefits of sports on general 'quality of life'. Through the innovation of sport facilities, the creation of professional sport clubs is not only a way to attract visitors, but also as a way to improve the quality of life for local residents. In most cases, the key focus is on aspects of physical health, and findings on social impacts are generally related back to physical health outcomes. Another crucial benefit of downtown and local area improvement is the growth in public perception about the quality of life in the city (Walker & Enz, 2006). Moreover, the impact of sports can be seen on aspects of improving mental health, specifically for those who are suffering from negative mood symptom such as depression, anxiety and stress.

Social Behavior. Used to describe references which discuss the role of sport in areas relating to social interaction, such as the improvement of social skills amongst certain groups and the decrease of anti-social behavior (except crime). Also includes references which target on the role of sport in tobacco and alcohol consumption.

Social Cohesion. Describes studies that examine the impacts of football on people participation at the society (rather than the individual) level, specifically on the association between sport and social integration. Includes references which portray sport as a 'social lubricant' which enables separate social groups to gather together.

Football clubs not only get people closer to each other, but they can also contribute to a better socialization among these people. Football comes to everybody nothing more than a popular topic of discussion, gathering them in one or more groups and enabling them to exchange information on their favorite club. The stadium becomes the host of a massive of people, making the thousands or tens of thousands or even hundreds of thousands of fans being there to feel as one group which has the same purpose that is to support their



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favorite team. Furthermore, professional football contributes actively to the fight against intolerance and racism and generates better social integration.

According to study of Alexander et al. (2011), when it comes to social impact, one of the characteristics of successful teams is “being relevant to the community.” At a basis level, teams should engage with local organizers, politicians, non-profits, and schools to gain a firsthand account of the issues. In addition, football operates as a generator of identities which create the sense of belonging to a particular group to emerge. According to research from AFL, all volunteer time, investment from local government in putting the facilities together and what that costs, and then all the things it generates in terms of greater social connectedness, mental health and employment opportunities being provided to individuals associated with football (Chalkley-Rhoden, 2015).

Finally, in hosting the professional sports, both the people and the literature do not expect an economic impact which are not beneficial to a local area. In addition, the majority of economic literature on civic pride concludes that sports teams do create intangible public good benefits, although less than a fully public subsidized event or area (Chalkley-Rhoden, 2015; Groothuis & Rotthoff, 2015; Sport, 2015). It is also recognized that the relationship between professional football and its communities is likely to become an increasingly significant social issue. Therefore, a review of professional football’s position as a hub of community connectivity is fundamental to a reflexive understanding of the relationship between football and its communities (Sanders, Heys, Ravenscroft, & Burdsey, 2014).

5.2. Negative Socio-cultural impacts.

There is no doubt that football is also a factor that contributes to environment pollution. The stadium is a man-made structure that plays a part in destroying the structure of nature and which uses pretty much energy as well as other resources. Then, to get to the stadium, spectators travel by vehicles whose gas emissions deteriorate the air quality. During the match, the noise made by the fans in the stands might pollute the surrounding environment. And at the end of the game, when leaving the stadium, many fans leave their waste behind them.

Economic costs. First, household expenditure on sports – direct spending on tickets, licensed merchandise, etc. and indirect spending on what to eat and beverages at a professional sports clubs or the nearby areas – can be exchanged with other forms of entertainments spending like movie tickets, food and drinks in areas of the city far from the facility, bowling and the like. Professional sport does not induce residents to

increase total spending by drawing on savings or borrowing against future earnings. Inhabitants maintain their level of entertainment spending but adjust the allocation of this spending toward sport-related spending and away from other close substitutes. Moreover, economic benefits from professional sports clubs and excludes any potential economic harm done to other businesses in the entertainment sector of the local **economy (Coates & Humphreys, 2014).**

Professional sports may bring bad impacts on society in the way that it reduces work productivity. Workers tend to spend less time on their current job but more time living with the upcoming game or discussing the outcome of the final game. This time is recorded as time at work, but working is ineffective. As a result, workers' income will be lower. However, (Coates & Humphreys, 2002) found that income per person was higher in the city that hosted the Super Bowl champion the previous season; and (Berument, Inamlik, & Yucel, 2003) found a positive relationship between the industrial production growth and soccer wins in a city. This is an obvious evidence of a link between sports and productivity of workers.

Last but not least, since fans enjoy "the game" on radio or television, the broadcast and telecast should be taxed. Some revenue should come from the advertising and concessions within the arena or stadium. When applying all of these techniques modestly, the revenue generated will cover most of the costs in constructing or refurbishing a new stadium.

Traffic problems. Traffic is among causes of atmosphere pollution (Ciobotaru & Socolescu, 2006) and, in order to solve this problem, the city authorities should spend more money in creating a better public transport infrastructure, so that the fans can arrive from and to the stadium by using public transport instead of using private cars. Consequently, this action will contribute in the reduction of the movement of cars. In another word, this can play a part in lowering gas emission into the air.

Noise and liquids pollution. Noise and liquids pollution are among today's most difficult environmental problems (Bran & Rojanschi, 2002), football sometimes has to deal with them. The noise pollution is created by the 'whirlpool' around the football game, the coming and leaving of people to and from the stadium, but also by noise made by fans during the game. Prohibiting supporters to demonstrate in order not to pollute the sound would not be consistent with the spirit of football, but the municipality or the club management could take actions such as building the stadium in a remote area, where there aren't any buildings.

Another alternative would be to use soundproofing materials in upgrading or building the stadium. Liquids pollution at a football game is sometimes produced when spectators use pyrotechnics to create a visual

show for encouraging their favorite team. A strict rule to prevent fans from using pyrotechnics in the stadium should be set up as a solution for combating pollution by smoke.

High energy consumption. In order to organize a football game, a large amount of energy is consumed so that the stadium facilities could be set in proper functions. One of the biggest energy consumers is the floodlights installation (when games are played in floodlight). A possible solution for decreasing energy consumption in the city would be scheduling matches at a time that ensures natural light, so that floodlights can remain unlighted.

Criminal occurs. One report from Australia (Driscoll & Wood, 1999) acknowledges that social capital associated with sports may not always be positive. Indeed, the principal cultural values associated with sports often enhance “commodification, sexism, racism and discrimination against people with disabilities.”

Public health problems. Sport events are, to some extent, also related to some public health issues. One research but not another once revealed that sports fans were more likely than nonfans to have alcohol-related problems (Nelson & Wechsler, 2003; Wann, 1998). Sport spectators have been found to have affective, cognitive, and behavioral responses similar to those of athletes (Wann et al., 2002). Fans of losing soccer teams scored higher than winning fans on boredom and anger and lower on relaxation (Kerr et al., 2005).

The relegation of their team from the English Premier League results in a clinically significant degree of psychological distress of many soccer fans in an Irish research (Banyard & Shevlin, 2001). Few studies have, on the other hands, carried out research on the relationships between other lifestyle behaviors (such as dietary habits) and the habit of watching sport events. According the reports during the 2002 World Cup finals, there was a substantial growth in admissions for acute myocardial infarction (Carroll et al., 2002), increase in sudden cardiac death (Katz et al., 2006), and drop in numbers of emergency psychiatric admissions (**Masterton & Mander, 1990**).

The current study would investigate perceived socio-cultural impacts of hosting professional football clubs through dividing into two dimensional structures: positive socio-cultural impacts and negative socio-cultural impacts. First, positive socio-cultural impacts dimension consists of multi-dimensional constructs such as (a) Infrastructure and urban development; (b) Interest in cultural activities; (c) Community pride/Identity (d) Crime prevention; (e) Sense of “place”; (f) New ideas, values and lifestyles; (g) Social Cohesion; (h) Personal Well-being; and (i) Quality of life. Second, negative socio-cultural impacts dimension consists of total seven constructs such as (j) Public health problems; (k) Traffic congestion; (l) Security risk; (m) Noise and liquids pollution; (n) Social conflict; (o) High energy consumption; and (p) Criminal and vandalism.



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According to SQW. (2006), there were few events that actually controlled their socio-cultural impacts. To assess the social advantages, the attendance and participation of local residents are what to base on. While there is little other information related to socio-cultural influences recorded by the events, possibly owing to the fact that they are hard to measure, they can be among the most crucial event outcomes.

6. Conceptual framework. Research is developed a theoretical framework as the foundation for the empirical analysis. Approach of the study combines aspects of both traditional approach and the characteristics approach. The current study would propose a model aimed at exploring the socio-cultural impacts of professional football club to local citizens. A proposed model is presented in Figure 1.

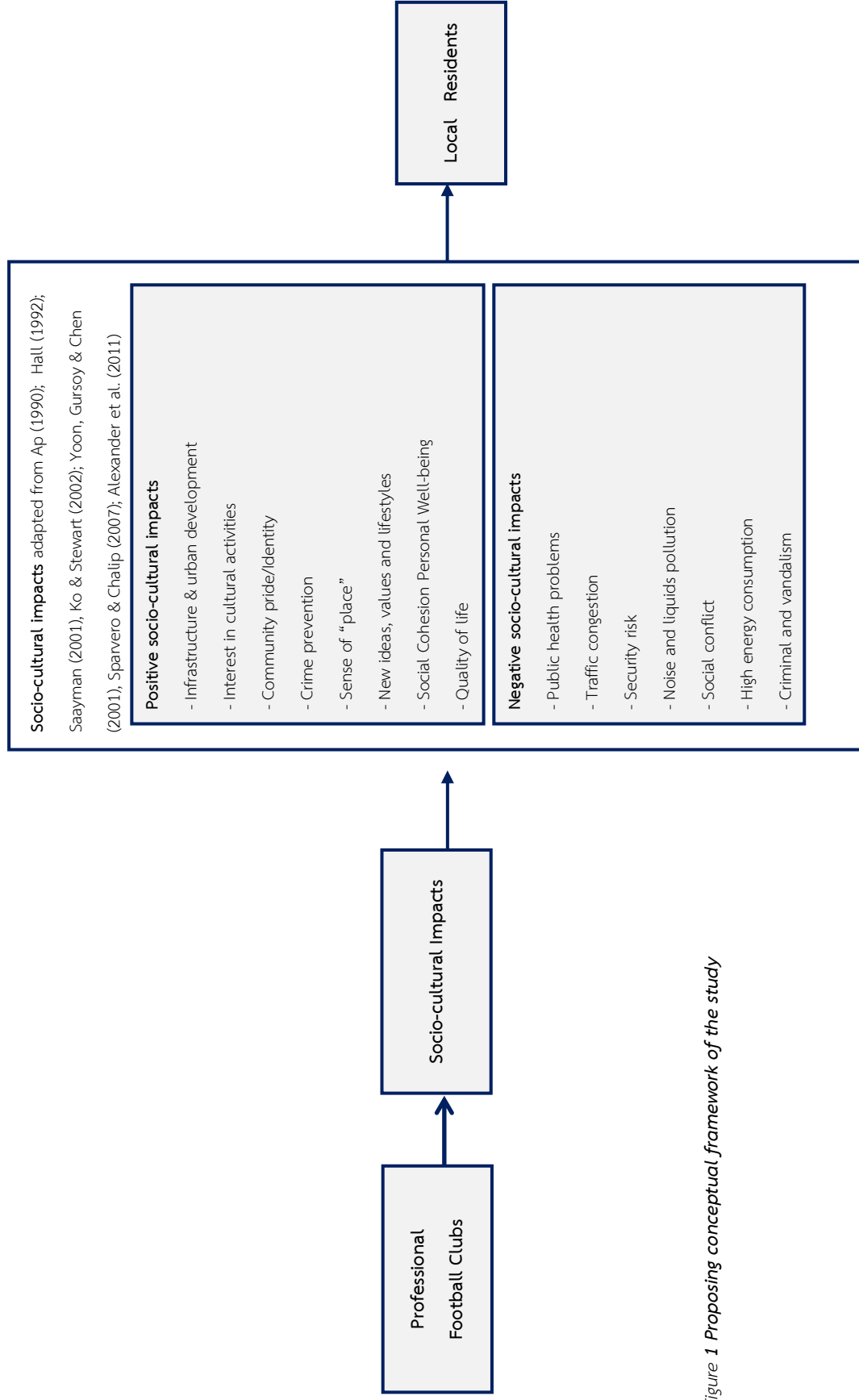


Figure 1 Proposing conceptual framework of the study

CHAPTER III RESEARCH METHODOLOGY

All aspects of data collection and interpretation relates to the sampling of the population, research design, validity and reliability of research instruments, data collection and analysis techniques were included in the chapter of research methodology. This study aims to explore socio-cultural impacts of professional football clubs to local residents via a developed and validated measuring scale. Secondly, the study also found out the differences of socio-cultural impacts of professional football clubs on local residents among the three regions such as North, Central and South in the Socialist Republic of Vietnam.

1. Population.

The population of interest for this study is defined as local residents of some cities that have professional football clubs in the V. League. In the season 2019, there are 14 football clubs that are playing at the V. League located in 12 cities and provinces including seven professional football clubs in the Northern region, three professional football clubs in the Central region and four professional football clubs in the Southern region in the Socialist Republic of Vietnam.

2. Sample and sampling.

2.1. Sample size.

According to Maas and Hox (2005) the needs for statistic index of social science studies includes a 95% confidence interval and the mean of proportion of 0.5 (the most conservative proportions) and a margin of error of $\pm 3\%$. So that, the required sample size under this criterion is at least 1,067. However, to be sure that this met requirements for most of statistical techniques, especially using EFA and CFA analysis, the current study used a sample size of about 1,140 sample to be suitable with the large number of questions on socio-cultural impacts of professional football clubs on local residents. The convenient sampling method was utilized to collect the data from the sample of study who are lived in the cities or provinces as local residents with specific criteria. In addition, the appropriated sample size was clarified based on the recommendations from the study of Hair et al. (2006) and Kline (2005). According to the previous study, a total of 1,500 participants was collected as target sample size with the theory of at least 10 respondents per each observed variable.

Because of the limitation of study, the researchers had to collect data in the largest or representative cities of the three regions such as Hanoi city with Hanoi football club, Danang city with SHB Danang football club, and Hochiminh city with Hochiminh city football club. Then, there were other three cities, we would choose the football clubs that have the V. League champions and long traditions such as Nghe An province with Song Lam Nghe An football club, Quang Nam province with Quang Nam football club and Gia Lai province with Hoang Anh Gia Lai football club. In each city, the researchers would require at least 250 local residents for the target sample.

2.2. Sampling technique.

In order to identify the study's participants, there were required criteria for the sample of participants at this study included who were male or female, 18 years old and above, can read and write the questionnaire by

themselves, and lived in the city. In accordance with Vietnamese law, people who are 18 years old and above can decide on their own issues and can have social responsibility in the capacity as adults. Therefore, the inclusion criteria of this study were included (1) male and female; (2) age 18 and above; (3) can read and write the questionnaire, (4) lived in the city, and (5) willing to participate in the research.

2.3. Data collection.

Data collection was conducted in six cities of three regions in the Socialist Republic of Vietnam. These cities or provinces have famous professional football clubs which have competed in the V. League 2019 season including Ha Noi city with Ha Noi FC and Nghe An province with Song Lam Nghe An FC represented for the Northern Vietnam, Da Nang city with SHB Da Nang FC and Quang Nam province with Quang Nam FC represented for the Central Vietnam; and, Hochiminh city with HCMC FC and Gia Lai province with Hoang Anh Gia Lai FC represented for the Southern Vietnam. Most local residents were reached by convenience sampling at public parks and shopping malls and systematic sampling with every fifth person at stadium entrances and was asked to conduct the survey via the questionnaires. After defining as the target group, the participants were requested to fill in the consent form in Vietnamese language to determine that they feel free to participate in the study; then complete the set of questionnaires by interviewees as self-answering in approximately 15 minutes. However, the interviewer also supports or explains to the interviewees if they need help or do not understand some parts of the questionnaire.

Regarding to the assistants for this study, the researchers had contacted to the universities or colleges that has department of physical education in each targeted city or province to recruit physical education teachers and students as the volunteers. Then, at each targeted city or province, the researchers chose one physical education teacher and 10 students and trained them to be familiar and understand the consent form and set of questionnaires. So that, there were sixty students and six teachers of physical education supported for the researchers on reaching participants to collect data at this study.

3. Procedures.

In order to solve the objectives of the study, researchers have used a mixed methods analysis in both qualitative and quantitative research at the beginning of study. Regarding to purpose of exploring the socio-cultural impacts, there included the item generation, validation and development of the scale, and examine the socio-cultural impacts of professional football clubs on local residents in the Socialist Republic of Vietnam. The researchers have prepared a comprehensive listing of social-cultural impacts of professional clubs which adopted from reviewing literature from previous studies related event and tourism management, festival and hospitality management, and sport management in order to build initial items for questionnaire. Basically, the social exchange theory was used as one of the most important and foundation theories which applied in this study. After that, a panel of expert reviewers are used to evaluate all items with enhancing clarity, relevance and effectiveness (Babbie & Rubin, 2008).

After creating the 1st draft of questionnaire via literature review with aiming to explore items of socio-cultural impacts, a panel of experts was used to evaluate this initial questionnaire by the tests of face and content validity. So that, this panel of the experts would ask to review the revised questionnaire. In this study, related to socio-cultural impacts of professional football issues, the researchers invited six professors or lecturers

from the universities which are well-known on sport management fields. Especially, there was one professor at Vietnam Institute of Sport Science who has worked in professional football field as the founder of the V. League. In order to check the face and content validity of questionnaire, these experts were required to determine the suitable of format, wording and item content of questionnaire if it is relevance and representative for the study (Babbie, 1992) in field of professional sport; especially, if it is appropriate in developing and Communist country as Vietnam.

As the recommendation of Rovinelli and Hambleton (1977), an evaluation using the index of Item-Objective Congruence (IOC) was used to test the content validity of questionnaires in this study. According to study of Pongpaew (2009), the explanations which can be accepted to be the statements included in pilot form of the scale should obtain an IOC value between 0.50 – 1.00. The researcher sent the questionnaire to the panel of experts in order to test the content analysis, wording and theoretical recreation.

There are three items of rating which indicated in the questionnaire for the panel of experts in order to check content validity. For instance, with each item of the questionnaire, the experts would check with (1) Scoring +1 indicating certain that the item is congruent with the objectives or content; (2) Scoring 0 indicating uncertain that the item is congruent with the objectives or content; and (3) Scoring -1 indicating certain that the item is not congruent with the objectives or content. After that, the equation of $IOC = \sum R / N$, with $\sum R$ mean the sum of scores checked by specialists and N mean the number of specialists were computed to examine the index of item-objective congruence (Rovinelli & Hambleton, 1977) in this study.

From the Table 1 it can be seen that there are 70 items in the draft of questionnaire of this study. According to the experts' agreement, the IOC index of each items indicated the accepted and the rejected items. There were 21 items to be adjusted from the draft of the questionnaire through the item of Objectives Congruence Index (IOC) and specialists' recommendation. For the final questionnaire, a total of 49 items were selected to be included in the questionnaire.

Table 1 The results of Item Objectives Congruence (IOC) test by a panel of experts

Items	N	$\sum R$	IOC	Note		Items	N	$\sum R$	IOC	Note
I.1	6	6	1.0	Agree		II.23	6	4	0.7	Agree
I.2	6	6	1.0	Agree		II.24	6	3	0.5	Agree
I.3	6	5	0.8	Agree		II.25	6	6	1.0	Agree
I.4	6	6	1.0	Agree		II.26	6	6	1.0	Agree
I.5	6	6	1.0	Agree		II.27	6	1	0.2	Rejected
I.6	6	5	0.8	Agree		II.28	6	3	0.5	Agree
I.7	6	6	1.0	Agree		II.29	6	6	1.0	Agree
I.8	6	5	0.8	Agree		II.30	6	6	1.0	Agree
I.9	6	1	0.2	Rejected		II.31	6	5	0.8	Agree
I.10	6	2	0.3	Rejected		II.32	6	4	0.7	Agree

I.11	6	2	0.3	Rejected	II.33	6	5	0.8	Agree
I.12	6	1	0.2	Rejected	II.34	6	6	1.0	Agree
I.13	6	1	0.2	Rejected	II.35	6	6	1.0	Agree
II.1	6	5	0.8	Agree	II.36	6	4	0.7	Agree
II.2	6	2	0.3	Rejected	II.37	6	5	0.8	Agree
II.3	6	4	0.7	Agree	II.38	6	5	0.8	Agree
II.4	6	2	0.3	Rejected	II.39	6	3	0.5	Agree
II.5	6	2	0.3	Rejected	II.40	6	2	0.3	Rejected
II.6	6	2	0.3	Rejected	II.41	6	2	0.3	Rejected
II.7	6	5	0.8	Agree	II.42	6	2	0.3	Rejected
II.8	6	5	0.8	Agree	II.43	6	2	0.3	Rejected
II.9	6	4	0.7	Agree	III.1	6	6	1.0	Agree
II.10	6	-4	-0.7	Rejected	III.2	6	5	0.8	Agree
II.11	6	4	0.7	Agree	III.3	6	2	0.3	Rejected
II.12	6	0	0.0	Rejected	III.4	6	6	1.0	Agree
II.13	6	5	0.8	Agree	III.5	6	2	0.3	Rejected
II.14	6	5	0.8	Agree	III.6	6	6	1.0	Agree
II.15	6	5	0.8	Agree	III.7	6	6	1.0	Agree
II.16	6	2	0.3	Rejected	III.8	6	6	1.0	Agree
II.17	6	4	0.7	Agree	III.9	6	5	0.8	Agree
II.18	6	6	1.0	Agree	III.10	6	6	1.0	Agree
II.19	6	5	0.8	Agree	III.11	6	5	0.8	Agree
II.20	6	1	0.2	Rejected	III.12	6	2	0.3	Rejected
II.21	6	5	0.8	Agree	III.13	6	6	1.0	Agree
II.22	6	6	1.0	Agree	III.14	6	6	1.0	Agree

After modifying the questionnaire for collecting with target participants, the researchers have done a pilot study in order to test the reliability via the sample who has criteria as same as targeted respondents with similar viewpoints. There were thirty undergraduate students who selected by criteria sampling at Ton Duc Thang University in Hochiminh city participated in this pilot study in order to develop scales of socio-cultural impacts of professional football clubs to local residents at the beginning step.

A total of 30 questionnaires are collected and purified by using Cronbach's alpha and item-to-total correlations tests in order to assess the reliability of the items. After reliability testing; overall, the Cronbach's alpha reliability of socio-cultural impacts instrument was found at a high of .914 which reflects good reliability. After wrapping up the initial questionnaire by item generation, the retained questionnaire was used to access the respondents to develop, validate and explore the socio-cultural impacts of professional footballs on local residents in Vietnam by methods of EFA and CFA and descriptive statistics.

Even though the study uses English as the main language, but the data collection happened in Vietnam with reaching the Vietnamese as primary respondents so that the questionnaire had to translate into the Vietnamese. However, in order to transfer the exact of meaning and purposes of the study to the Vietnamese, there were complicated and scientific steps to implement for translating this questionnaire to the Vietnamese version including forward translation, synthesis and back translation (Su & Parham, 2002). As the beginning step, the questionnaire was translated from English to Vietnamese by two independent bilingual translators who are keen on English and have knowledge on this field of study. This step is called forward translation. Then, two translators have carefully compared these two translated questionnaires in order to find out the mistakes of translation such as incorrect wording, content and technical terms. Finally, two newly bilingual students were recruited to translate these two Vietnamese questionnaires back into English. And, this step is called back interpretation with aiming to check the accuracy and equivalence of these steps of translated questionnaire for the study.

However, before collecting data from the targeted sample, the researchers had to ask approval from Ethic Committee of Chulalongkorn University to get official permission as requirements of scientific research. A set of data collection instruments were included the Informed Consent Form which using to determine participants and ask for freely cooperation them to participate in the study. The current study has received approval from the University's Ethic Boards in April prior to main data collection. The initially developed scale for measuring socio-cultural impacts consisted of two sections: (1) the socio-cultural impacts of professional football clubs on local residents both positive and negative and (2) socio-demographic characteristics. A Likert 5-point scale was used for every item ranging from "1 = Strongly Disagree" to "5 = Strongly Agree" because implementing a Likert-type scale in sport management research has shown to provide high validity with its measurement (Ko & Stewart, 2002).

As the target of the study, the researchers have collected data in 6 cities in three regions of Vietnam. It took time and human resources to finish this nation-wide study. Therefore, the researchers need the supports from assistant researchers and volunteers in data collection. First of all, we have talked to universities that have the sports management programs or physical education programs for undergraduates including Ton Duc Thang university (Ho Chi Minh city), Da Nang University of Physical education and Sports (Da Nang city and Quang Nam province), Vinh University (Nghe An province) and Hanoi University (Hanoi capital) to assist with data collection. Then, we meet the lecturers, who are (trained) assistant researchers and students who are volunteers one day before collecting data to explain the questionnaire and the process to reach interviewees to get feedback on the questionnaire.

Finally, the developed questionnaires are used to collect data in the three regions that host professional football teams that are playing in the Vietnam League in the season 2019 including Ha Noi city with Ha Noi FC and Nghe An province with Song Lam Nghe An FC in the Northern region, Da Nang city with SHB Da Nang FC and Quang Nam province with Quang Nam FC in the Central region, and Gia Lai province with Hoang Anh



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Gia Lai FC and Ho Chi Minh city with HCMC FC in the Southern region. Based on principal concepts of the value exchange, main data collection is collected from the cities in order to assess local residents perceived socio-cultural impacts from the existence of professional football clubs.

The second purpose of finding out the differences of socio-cultural impacts of professional football clubs on local residents amongst the regions in the Socialist Republic of Vietnam. Base on the collected database from targeted respondents, the researcher finds out the differences on perceptions of local residents on socio-cultural impacts of professional clubs among the North, Middle and South region by the scientific statistics such as Frequency statistics, Descriptive statistics and Analysis of Variance (ANOVA) with the Scheffe's methods.

4. Statistical designs.

A mixed methods analysis is conducted as the leading approach for this study. The qualitative element of this research used a panel of expert reviewers, where each respondent was asked to answer an open-ended question that deals with the socio-cultural impacts of professional football clubs on local residents. The best method would be an instrumental case study analysis, where the focus is more on description than interpretation, i.e. to organize the data into meaningful descriptive constructs (Padgett, 2008). This is done by performing data management manually and transcribing the qualitative data (panel of experts) using coding and thematic development (Padgett, 2008). Many researchers tend to use both codes and themes interchangeably; however, Morse (2008) argues that 'codes' are a collection of similar data sorted into the same place and 'themes' are a meaningful essence that runs through the data.

On the quantitative methods, the researcher used both the descriptive analysis and the inferential statistic to satisfy the demand of this study. Firstly, the study was designed to develop a valid and reliable scale to measure socio-cultural impacts of professional football clubs from local residents' standpoint. Data analyses for retaining the SSCI proceeded into a series of steps. According to Andriotis & Vaughan (2003), in order to determine community attitudes, the main adopted methods is factor analysis. This multiple factor analysis techniques concentrated on the inter-relationships between a huge number of items and local residents' viewpoints; then this technique tries to clarify the local residents' standpoint. After collecting the data, the entire data set was randomly split into two parts as Sample A for EFA – Exploratory factor analysis and Sample B for CFA – Confirmatory factor analysis. The dimension reduction (factor) and scale (reliability analysis) procedures from IBM SPSS 22.0 for Windows and LISREL 9.30 for Windows were utilized in data analysis. Concerning the method of EFA – Exploratory Factor Analysis, data were examined if the suitable of factor analyses via IBM SPSS 22.0 for Windows by the criteria such as a value of Bartlett's Test of Sphericity (BTS) and a value of Kaiser-Meyer-Olkin (KMO). These two criteria were evaluated adequacy value for the measurement of sampling as recommendation of Kaiser (1974). Then, EFA used the PAF – Principle Axis Factoring method in order to evaluate identified items and possible factors.

Based on suggested criteria (Meyers et al., 2005; Schumacker & Lomax, 2010; Andrew et al., 2011), the current study identified appropriate factors and items as results. First, the current study used the Kaiser criteria to identify a factor that has an eigenvalue greater than or equal to 1 (Meyers et al., 2005). Second, a factor loading had to be at least equal to or greater than .50 in order to be considered as appropriate factors and items. Third, a factor should consist of at least three items in order to become an individual factor (Bollen, 1989; Kline, 2005; Meyers et al., 2005). In addition, double-loaded items were deleted for this study. Fourth, the scree plot with the resulting curve was used to determine the factors compared to factor loadings from EFA outputs (Cattell, 1966). Lastly, the identified factors and items should be able to be theoretically interpretable for the current study.

Then, concerning to CFA, the LISREL 9.30 program was utilized to conduct estimation, testing goodness-of-fit statistics, and modification of the model. The assessment of model fit was based on the goodness-of-fit index (CFI > .95), standardized RMR (SRMR < .05), root-mean-square error of approximation (RMSEA < .08) and χ^2/df ratio (χ^2/df ratio < 5.00). Values of the GFI and AGFI also range from zero to 1.00, with values larger than .90 indicating an acceptable fit, and values greater than .95 indicating a good fit (Bentler, 1990; Steiger, 1990; Hu & Bentler, 1999). According to previous studies, a very good research model fit is defined as p-value should be higher 0.05 and chi-square/degree of freedom should be smaller than 3.00 (Li & Harmer, 1996; Reisinger & Turner, 1999; Gursoy et al., 2004; Hair et al., 2006).

Finally, with the most important part of the study – explore and find out the differences of socio-cultural impacts of professional football clubs on local residents among the three regions, the researcher used both descriptive analysis and inferential statistics to satisfy demands of this study. The data was collected and coded by using SPSS 22.0 for Windows with frequency statistics to analyse participants' demographics, descriptive statistics to analyse level of socio-cultural impacts of professional football clubs on local residents, and one-way ANOVA to test the different opinions among the three regions in Vietnam.

The factors such as demographics, place of living and length of residency are independent variables; and the factors of socio-cultural impacts are dependent variables. The data was collected and coded using computer software.

- Frequency statistics: to analyse participants' demographics such as gender, age, education, monthly income, place of living; as well as community attachment.
- Descriptive statistics: to analyse the level of the socio-cultural impacts of professional football clubs on local residents.
- Analysis of Variance (ANOVA) is an expansion of independent t-test. It permits the assessment of the null hypothesis among two or more group means with restriction that groups represent levels of the same independent variables. The research applied one-way ANOVA to test the different opinions of subjects



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from different variables in demographics such as age, education, monthly income, place of living and community attachment. The analysis is significant when the p-value $\leq .05$.

- Exploratory Factor Analysis (EFA) was conducted to test the underlying themes of the quantitative data and coding; and thematic development was utilized to make sense of the qualitative data. EFA is generally used to discover the factor structure of a measure and to examine the internal reliability. The result of EFA would provide comprehensive information regarding the number of factors needed based on eliminating and/or combining items and dimensions for representing more valid factor structure to understand socio-cultural impacts of professional football clubs on local residents.
- Confirmatory Factor Analysis (CFA) is a multivariate statistical procedure that is used to verify how well the measured variables represent the number of constructs. In CFA, researchers can indicate the number of factors required in the data and which measured variable is related to which latent variable. So that, CFA may be an instrument that is utilized to affirm or reject the measurement hypothesis.



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CHAPTER IV RESULTS

This chapter presents results of the study in the following sections. Firstly, results of EFA, CFA and descriptive statistics would answer for the first question of what the socio-cultural impacts of professional football clubs on local residents are in the Vietnam. Then, the results of descriptive statistics and one-way ANOVA would answer for the second question of what the differences of socio-cultural impacts of professional football clubs on local residents are among the Northern, Central and Southern region in the Socialist Republic of Vietnam.

Part 1. What are the socio-cultural impacts of professional football clubs on local residents in the Vietnam Football League?

1.1. Development and validation of the Scale of Socio-Cultural Impacts (SSCI)

1.1.1. Descriptive Statistics of the Socio-Cultural Impacts.

Descriptive statistics including mean, standard deviation, skewness, and kurtosis of the local resident's perceived socio-cultural impacts are presented in Table 4.1. as positive socio-cultural impacts and Table 4.2. as negative socio-cultural impacts separately. The questionnaire was composed of two dimensions: positive socio-cultural impacts with six factors (30 items) and negative socio-cultural impacts with three factors (11 items). All 30 items of positive socio-cultural impacts dimension had a mean score greater than 3.50, indicating that participants experienced positive socio-cultural impacts and benefits from having a professional football club at their community. On the other hand, of the 11 items for negative socio-cultural impacts dimension, there are three items related the factor of Traffic and Environment concerns had a mean score higher than 2.50, indicating that respondents were not generally experiencing negative socio-cultural impacts from having a professional football club at their community.

Among 6 constructs of positive socio-cultural impacts dimension, Community visibility & Image enhancement had the highest mean score with a mean value of 4.35 and standard deviations value of .68, followed by the Infrastructure & urban development with a mean value of 4.34 and standard deviations value of .76; and the lowest mean score of positive socio-cultural impacts was Economic benefits with a mean value of 4.05 and standard deviations value of .85. Of the whole positive social impact variables, the "Professional club increased your patriotism" item had the highest mean score with a mean value of 4.53 and standard deviations value of .80, followed by the "Professional club enhanced community beauty" item with a mean value of 4.52 and standard deviations value of .84; and the "Professional club would give a sense of belonging to a particular group" item had the lowest mean score with a mean value of 3.81 and standard deviations value of 1.10.



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Table 4. 1 Descriptive Statistics for the positive Socio-Cultural Impacts

Factors		M	SD	SK	KT
Infrastructure & urban development (3 items)		4.34	.76	-1.91	4.75
ID1	Professional club enhanced community beauty	4.52	.84	-2.30	5.98
ID2	Professional club increased leisure facilities	4.35	.87	-1.63	2.98
ID3	Professional club increased the development of general tourism infrastructure	4.15	.96	-1.13	.97
Economics benefits (3 items)		4.05	.85	-1.03	1.17
EB2	Professional club increased investment to develop the community	4.15	.96	-1.19	1.22
EB3	Professional club increased opportunities of employment	4.14	.95	-1.14	1.13
EB1	Professional club enhanced local business trading	3.85	1.09	-.70	-.20
Community consolidation (7 items)		4.24	.65	-1.66	4.52
CC1	Professional club increased your patriotism	4.53	.80	-2.14	5.23
CC2	Professional club enhanced the community spirit	4.45	.83	-1.82	3.72
CC3	Professional club enhanced the unity of your community	4.44	.78	-1.75	3.94
CC4	Professional club helps to drives social mobility	4.23	.88	-1.14	1.22
CC5	Professional club generates identity to a particular group	4.21	.91	-1.24	1.57
CC6	Professional club helped to reduce social conflicts	3.98	1.04	-.97	.55
CC7	Professional club would give a sense of belonging to a particular group	3.81	1.10	-.70	-.18
Socio-cultural exchange (5 items)		4.24	.68	-1.53	4.01
SE1	Professional club increased your interest in sport events	4.41	.85	-1.69	3.19
SE3	Professional club provided you opportunities to meet new people	4.32	.86	-1.38	2.03
SE2	Professional club would promote a more inclusive society	4.31	.88	-1.32	1.59
SE4	Professional club helped to increase number of cultural events in your area	4.18	.88	-1.07	1.12
SE5	Professional club enhanced your motivation to preserve the local culture	3.98	.99	-.80	.17
Community visibility & Image enhancement (5 items)		4.35	.67	-1.91	5.60
CI1	Feel proud that your area hosted a professional club	4.48	.86	-1.97	4.19
CI2	Professional club enhanced national recognition of your community	4.38	.84	-1.58	2.79
CI3	Professional club enhanced media visibility	4.33	.85	-1.35	1.88

CI5	Professional club would generate recognition, affection and admiration	4.31	.86	-1.34	1.90
CI4	Professional club increased the city brand	4.26	.89	-1.24	1.45
Knowledge & Health Opportunities (7 items)		4.13	.74	-1.30	2.32
KH1	Professional club would help to overcome challenges, competitiveness and sportsmanship	4.28	.89	-1.44	2.33
KH2	Professional club increased your excitement	4.24	.89	-1.24	1.53
KH3	Professional club would contribute to the fight against intolerance and racism	4.19	.98	-1.31	1.52
KH4	Professional club would improve quality of life of those who participate in matches, especially elders	4.15	1.00	-1.20	1.09
KH5	Professional club would contribute to creating healthy habits for citizens	4.15	.96	-1.15	1.10
KH6	Professional club would improve citizens' health	4.01	1.06	-.92	.17
KH7	Professional club would be able to support government leaders to fight against narcotics	3.89	1.09	-.90	-.19

Notes: M= Mean; SD= Standard Deviation; SK: Skewness; KU: Kurtosis

In addition to descriptive statistics, normality of the current data was examined by examining skewness and kurtosis. This study used the recommended criteria by West et al. (1995) that either an absolute skew value larger than 2.0 cut-off point or an absolute kurtosis (proper) larger than 7.0 cut-off point would be considered extreme. A total of 30 items of positive socio-cultural impacts were significantly skewed ($p < .01$) based on inspecting equations for standard error of both skewness and kurtosis. For instance, all skewness values had lower than the cut-off value of 2.0, except items of ID1 and CC1 that were slightly larger than 2.0; and all kurtosis values had lower than the cut-off value of 7.0. However, after careful consideration of theoretical justification and other criteria, the researcher determined to retain two items for this study. Thus, the current study did not modify and/or eliminate 30 items and retained for further analyses.

Among 3 constructs of negative socio-cultural impacts dimension, Traffic and Environment concerns had the highest mean score with a mean value of 2.58 and standard deviations value of 1.08, followed by Socio-economics conflicts with a mean value of 2.30 and standard deviations value of 1.05; and the lowest mean score of negative socio-cultural impacts was Security risks with a mean value of 2.23 and standard deviations value of 1.12. Of the whole negative social impact variables, the "Professional club increased burden of litter and waste" item had the highest mean score with a mean value of 2.73 and standard deviations value of 1.33, followed by the "Professional club increased problems in using public transportations" item with a mean value of 2.61 and standard deviations value of 1.25; and the "Professional club disrupted your life" item had the lowest mean score with a mean value of 2.11 and standard deviations value of 1.26.

Table 4. 2 Descriptive Statistics for Negative Socio-Cultural Impacts

Factors		M	SD	SK	KT
Socio-economics conflicts (4 items)		2.30	1.05	.85	.12
SC1	Professional club increased local government's debt	2.48	1.28	.55	-.69
SC2	Professional club increased your psychological anxieties due to security concerns	2.38	1.23	.58	-.61
SC3	Professional club increased social conflicts between supporters and non-supporters	2.22	1.26	.84	-.27
SC4	Professional club disrupted your life	2.11	1.26	.96	-.11
Security risks (3 items)		2.23	1.12	.84	-.10
SR1	Professional club increased risk of cyber-attack	2.27	1.23	.74	-.40
SR2	Professional club increased crime	2.26	1.14	.78	-.37
SR3	Professional club increased risk of terrorism	2.17	1.23	.90	-.16
Traffic and Environment concerns (4 items)		2.58	1.08	.42	-.57
TE1	Professional club increased the burden of litter and waste	2.73	1.33	.27	-1.06
TE3	Professional club increased problems in using public transportation	2.61	1.25	.34	-.83
TE2	Professional club resulted in traffic congestion	2.60	1.26	.39	-.84
TE4	Professional club increased air-pollution	2.35	1.26	.65	-.60

Notes: M= Mean; SD= Standard Deviation; SK: Skewness; KU: Kurtosis

In addition to descriptive statistics, the normality of current data was examined by examining skewness and kurtosis. This study used the recommended criteria by West et al. (1995) that either an absolute skew value larger than 2.0 cut-off point or an absolute kurtosis (proper) larger than 7.0 cut-off point would be considered extreme. A total of 11 items of negative socio-cultural impacts were significantly skewed ($p < .01$) based on inspecting equations for standard error of both skewness and kurtosis. For instance, all skewness values had lower than the cut-off value of 2.0 and all kurtosis values had lower than the cut-off value of 7.0. Thus, the current study did not modify and/or eliminate 11 items and retained them for further analyses. After testing skewness values and kurtosis values of items related positive and negative socio-cultural impacts, the total entire data set ($N = 1,314$) was randomly split into two parts: Sample A ($n = 500$) for exploratory factor analysis (EFA) and Sample B ($n = 814$) for confirmatory factor analysis (CFA). The dimension reduction (factor) and scale (reliability analysis) procedures from IBM SPSS 22.0 for Windows and LISREL 9.30 for Windows were utilized in the data analysis.

1.1.2. Exploratory Factor Analysis (EFA) for the Scale of Socio-Cultural Impacts.

EFA was conducted by using the first data set based on using the 30 items that represented positive social impacts and the 11 items that represented negative social impacts which were collected from the residents in three regions in Vietnam.

This statistic was conducted in order to identify the simple factor structure and reduce data (Stevens, 1996). Utilizing the first data set ($n = 500$), an EFA with PAF followed by varimax rotation was conducted to identify and purify the latent factor structure and ultimately reduce the data for the positive social impacts. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy value was .954 and the BTS was 13118.493 ($p < .001$) demonstrating that a factor analysis was suitably conducted by this target sample (George & Mallery, 2007). There were some criteria which were used to decide the variables and their related items, including (a) factors with eigenvalues greater than 1.0, (b) enough factors to meet a specified percentage of variance explained (i.e., usually 60% or higher), (c) an item with a factor loading equal to or greater than .40, (d) factors shown by the scree-test to have substantial common variance, and (e) an identified factor and retained items must be interpretable in the theoretical context (Cattell, 1966; Hair et al., 2006). By using varimax rotation, principal component extraction resulted in four factors with 37 identified items, explaining 62.67% of the total variance.

The results of the rotated pattern matrix utilizing varimax rotation are reported in Table 4.3. After the careful examination of the retaining criteria and item interpretability, a total of nine items were deleted. More specifically, four items (ID2, ID3, and KH1) were discarded due to being double loaded to two different factors. And, another item (SE4) was discarded because their loadings did not exceed the criteria of .50 for this study. Finally, the factor of Infrastructure & urban development consisting of ID1 was removed because its loading onto a factor did not have appropriate theoretical justification. Then, factor of positive socio-cultural impacts such as Community consolidation and Community visibility & Image enhancement merged into a new factor named Community Enhancement and Consolidation; and factor of Knowledge & Health Opportunities and Socio-cultural exchange were merged into a new factor named Health and Socio-cultural Opportunities. In addition, all factors of negative socio-cultural impacts were merged into one new factor named Socio-cultural & Environment Concerns. Therefore, four factors with 37 items emerged for conducting further study. For instance, four factors were named Community Enhancement and Consolidation (13 items, $\alpha = .943$), Socio-cultural and Environment Concerns (11 items, $\alpha = .942$), Health and Socio-cultural Opportunities (10 items, $\alpha = .920$), and Economic Benefits (3 items, $\alpha = .823$). Overall, the resolved factor structure represented the conceptual SSCI model for the subsequent CFA analysis in following part.

Table 4. 3 Rotated Matrix Factor for the Scale of Socio-Cultural Impacts

Factors		1	2	3	4
Community Enhancement and Consolidation (13 items)					
CI1	Feel proud that your area hosted a professional club	.78			

CC1	Professional club increased your patriotism	.74
SE1	Professional club increased your interest in sport events	.73
CC2	Professional club enhanced community spirit	.73
CI3	Professional club enhanced media visibility	.71
CI5	Professional club would generate recognition, affection and admiration	.71
CC3	Professional club enhanced unity of your community	.70
CI2	Professional club enhanced national recognition of community	.70
ID1	Professional club enhanced community beauty	.68
SE3	Professional club provided opportunities to meet new people	.66
KH2	Professional club increased your excitement	.64
CI4	Professional club increased the city brand	.63
CC5	Professional club would generate identity to a particular group	.54
Socio-cultural & Environment Concerns (11 items)		
SC2	Professional club increased your psychological anxieties due to security concerns	.84
SR3	Professional club increased risk of terrorism	.84
SR1	Professional club increased risk of cyber-attack	.89
SR2	Professional club increased crime	.83
TE4	Professional club increased air-pollution	.82
TE3	Professional club increased problems in using public transportations	.82
TE2	Professional club resulted in traffic congestion	.80
SC1	Professional club increased local government's debt	.76
SC4	Professional club disrupted your life	.76
SC3	Professional club increased social conflicts between supporters and non-supporters	.75
TE1	Professional club increased the burden of litter and waste	.73
Health and Socio-cultural Opportunities (10 items)		
KH7	Professional club would be able to support government leaders to fight against narcotics	.78
KH6	Professional club would improve citizens' health	.75
CC6	Professional club helped to reduce social conflicts	.70
CC7	Professional club would give a sense of belonging to a particular group	.70
KH5	Professional club would contribute to creating healthy habits for citizens	.68
SE5	Professional club enhanced your motivation to preserve the local culture	.65
KH4	Professional club would improve quality of life of those who participate in matches, especially elders	.64
KH3	Professional club would contribute to the fight against intolerance and racism	.60

CC4	Professional club helped to drives social mobility	.59
SE2	Professional club would promote a more inclusive society	.59

Economic Benefits (3 items)

EB3	Professional club increased opportunities of employment	.69
EB1	Professional club enhanced local business trading	.66
EB2	Professional club increased investment to develop community	.56

1.1.3. Confirmatory Factor Analysis (CFA) for the Scale of Socio-Cultural Impacts.

The second part of the data set (n = 814) was used for conducting a CFA for the residents' perceived social impacts of hosting large-scale sport events. A CFA was conducted through following steps: (1) model specification, (2) identification, (3) estimation, (4) testing goodness-of-fit statistics, and (5) re-specification by the Bollen & Long (1993) five-step procedure. Community Enhancement and Consolidation, Socio-cultural & Environment Concerns, Health and Socio-cultural Opportunities, and Economic Benefits were the endogenous factors for testing the proposed four-factor model. The LISREL 9.30 for Windows program was used to direct estimation, do testing goodness-of-fit statistics, and make adjustment of the model.

At the beginning, Cronbach's alpha was calculated to examine the internal consistency of the construct and reliability. The suggested for minimum of Cronbach's alpha coefficient reliability was value of .70 (Nunnally, 1978) that was used to analyse the reliabilities of each factor. The reliability test was met the requirement as reliability shifted from Community Enhancement and Consolidation ($\alpha = .943$), Socio-cultural and Environment Concerns ($\alpha = .942$), Health and Socio-cultural Opportunities ($\alpha = .920$) to Economic Benefits ($\alpha = .823$).

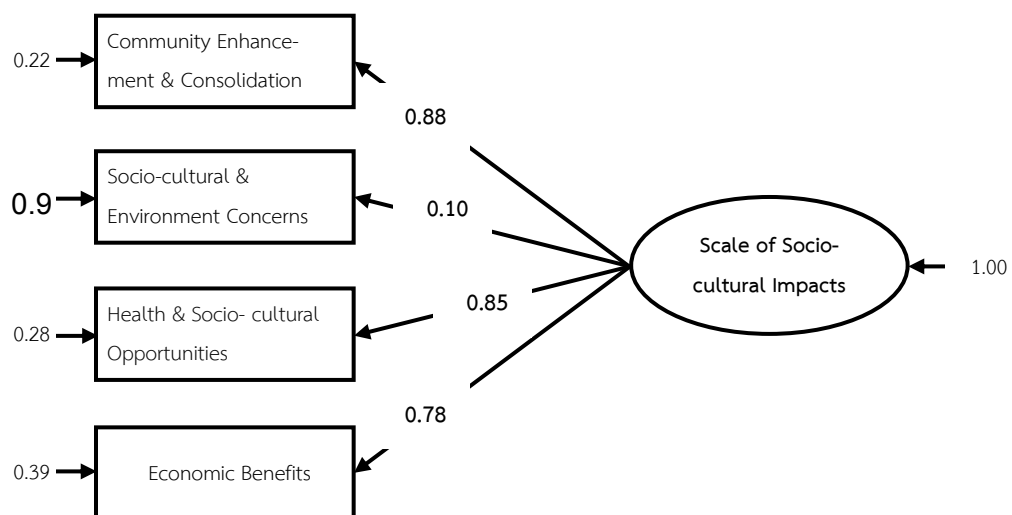


Figure 2 The first evaluation for the model of Socio-cultural Impacts

After the evaluation of CFA by LISREL 9.30 for Windows program, as appeared in Table 4.4, the overall fit of the proposed four-factor model appeared not to be satisfactory based on the results of various goodness-of-fit statistics. Consequently, a four-factor model with 37 items did not provide a model fit to the data ($\chi^2 = 27.74$, $p = .000$) that p -value must higher than .05; and the normed chi-square ($\chi^2/df = 13.86$) was higher than the

suggested 3.0 value (Bollen, 1989). The RMSEA value = .126 indicated that the current model did not record a good fit (Hu & Bentler, 1999) while the RMSEA value must less than .05. In addition, AGFI value = .917 was less than the critical value of .95 indicating a good fit for the model complexity (Hu & Bentler, 1999).

Table 4. 4 Model fit index from 1st evaluation for scale of socio-cultural impacts (n=814)

Model	χ^2	df	χ^2/df	RMSEA	SRMR	GFI	AGFI
1 st model of impacts	27.74	2	13.87	.126	.030	.983	.917

Notes: RMSEA = Root Mean Square Error of Approximation; SRMR = Standardized Root Mean Square Residual; GFI = Goodness of Fit Index; AGFI = Adjusted Goodness of Fit Index

Even though the SRMR value = .030 was less than cut-off value as .08 (Kline, 2005) and the GFI value = .983 showed adequate value which was higher than the suggested cut-off point of .95 as indicating a good fit for the model complexity (Hu & Bentler, 1999). The model was not indicated as a good fit for the model complexity (Hu & Bentler, 1999), therefore the model will require adjustment by CFA re-evaluation again.

Table 4. 5 Model fit index from 2nd evaluation for scale of socio-cultural impacts (n=814)

Model	χ^2	df	χ^2/df	RMSEA	SRMR	GFI	AGFI
2 nd model of impacts	.343	1	.343	.000	.003	1.000	.998

Notes: RMSEA = Root Mean Square Error of Approximation; SRMR = Standardized Root Mean Square Residual; GFI = Goodness of Fit Index; AGFI = Adjusted Goodness of Fit Index

After the re-evaluation of CFA, as shown in Table 4.5, the overall fit of the proposed four-factor model was shown to be satisfactory based on the results of various goodness-of-fit statistics. Consequently, a four-factor model with 37 items provided a model fit to the data ($\chi^2 = .343$, $p = .558$) that p-value higher than .05; and the normed chi-square ($\chi^2/df = 0.343$) was lower than the recommended 3.0 value (Bollen, 1989). In addition, RMSEA value = .000 indicated that the current model recorded a good fit (Hu & Bentler, 1999). The SRMR value = .003 was less than cut-off value as .08 (Kline, 2005). The GFI value = 1.00 showed adequate value which was higher than suggested the cut-off point of .95, and AGFI value = .998 was also greater than the critical value of .95 as indicating a good fit for the model complexity (Hu & Bentler, 1999). In addition, chi-square difference tests were conducted and resulted in statistically significant data.

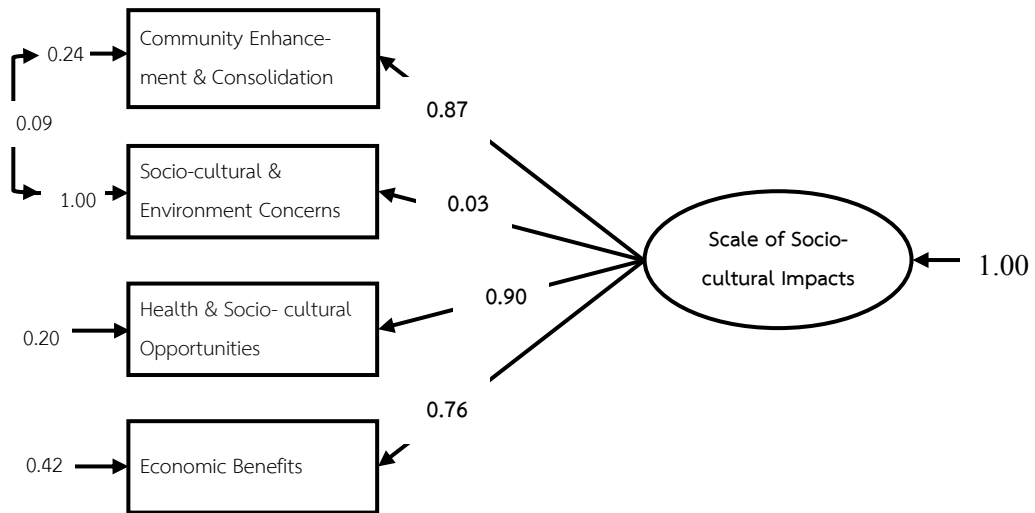


Figure 3 The 2nd evaluation for the Scale of Socio-cultural Impacts

After statistical modification, the factor loading of three factors including Economic Benefits had a loading of .76, Community Enhancement & Consolidation had a loading of .87, and Health & Socio-cultural Opportunities had a loading of .90 that were higher than the cut-off value of .70 (Anderson & Gerbing, 1988), except Socio-cultural & Environment Concerns had a loading of .03 because this factor related to the negative socio-cultural impacts.

For the other index from the 2nd CFA evaluation, the β -value of three factors including the highest factor of Community Enhancement & Consolidation had a value of .557; next to the factor of Economic Benefits had a value of .661, and the factor of Health & Socio-cultural Opportunities had a value of .690; all these positive socio-cultural impacts factors that were higher than the cut-off value of .70 (Anderson & Gerbing, 1988); however, the β -value of the last factor of Socio-cultural and Environment Concerns had a value of .028 was also accepted because this factor related to the negative socio-cultural impacts.

In addition, the t-value of four factors from the scale of socio-cultural impacts had the same trends as the β -value. To be more detailed, the t-value of three factors including Community Enhancement & Consolidation, Health & Socio-cultural Opportunities and Economics Benefits were significant with a value less than .05; except Socio-cultural & Environment Concerns was not significant with a value higher than .05.

For the most important index as R^2 value, R^2 value of Health & Socio-cultural Opportunities was equal to .802 indicating to contribute 80.2% to the scale of socio-cultural impacts. Next to this factor, R^2 value of Community Enhancement & Consolidation was equal to .758 indicating to contribute 75.8% to the scale. Then, R^2 value of Economic Benefits was equal to .576 indicating to contribute 57.6% to the scale. For the last factor, R^2

value of Socio-cultural & Environment Concerns was equal to .001 indicating not to contribute to the scale of socio-cultural impacts.

Table 4. 6 Results of the confirmation factor analysis

	Factor			R ²
	β	SE	t-value	
Community Enhancement & Consolidation	.557	.019	29.381**	.758
Socio-cultural & Environment Concerns	.028	.038	.744	.001
Health & Socio-cultural Opportunities	.690	.023	30.616**	.802
Economic Benefits	.661	.027	24.495**	.576

Notes: **p < .01

In addition, discriminant validity was examined through analysing inter-factor correlations values that represented in the Table 4.7. The result indicated that all inter-factor loadings were sufficiently below the recommended threshold of .85 by Kline (2005), that was ranging from .01 (Economic Benefits and Socio-cultural & Environment Concerns) to .78 (Health & Socio-cultural Opportunities and Community Enhancement & Consolidation).

Table 4. 7 Squared correlations from CFA of scale of socio-cultural impacts (n = 814)

	CEC	SEC	HSO	ECB
CEC	1.00	.11**	.78**	.66**
SEC		1.00	.03	.01
HSO			1.00	.68**
ECB				1.00

Notes: **p-value < .01; CEC: Community Enhancement & Consolidation; SEC: Socio-cultural & Environment Concerns; HSO: Health & Socio-cultural Opportunities; and ECB: Economic Benefits

Almost all the factors had statistically significant correlations except two correlations among SEC – Socio-cultural & Environment Concerns vs HSO – Health & Socio-cultural Opportunities with a correlation value of .03 and p-value > .01 and SEC – Socio-cultural & Environment Concerns vs ECB – Economic Benefits with a correlation value of .01 and p-value > .01 did not result in statistically significant relationships. These outcomes could be translated so that respondents might have significantly various on perceptions toward the negative socio-cultural impacts of professional football clubs on local residents in Vietnam.

1.2. The Socio-cultural Impacts of Professional Football Clubs to Local Residents

1.2.1. Descriptive statistics of the socio-demographic variables.

A total of 1,500 local residents at three regions of Vietnam including 6 cities/provinces who participated in this study were asked to complete a survey packet that included Demographics questions and the Scale of Socio-cultural Impacts of professional football club on local residents. Among the 1,500 questionnaires, 113 participants had incomplete questionnaires and 73 participants reported more than 90% of the same value for all items. After discarding 186 inappropriate questionnaires, the remaining 1,314 questionnaires were included in the data analysis, with the rate of response being 87.6%. Out of 1,314 respondents, the largest group were the residents of Central of Vietnam (43.4%); followed by the local residents of Southern Vietnam (35.5%) and the residents from Northern Vietnam had the lowest proportion that accounted 21.1%.

Characteristics of respondents are presented in Table 4.8. Of the sample, 75.5% were male and just 24.5% were female. It should be noted that the proportion of different genders were significantly different reflecting actual habits from the issue of the study. Respondents who reported their ages from 18 to 25 years old had the highest proportion (51.8%) that occupied more than a half of participants, followed by 26 to 35 years old (26.5%), 36 to 45 years old (14%), 46 to 60 years old (5.4%), and over 60 years old (2.4%). This rate might state that the younger residents have more intention to focus on professional football clubs than elder ones. Therefore, regarding marital status, 59.4% of the sample were still single while more than a third of respondents were married (35.7%) and other status accounted for 4.9% combined.

Table 4. 8 Frequency distributions for socio-demographic variables (N = 1,314)

Variable	Category	Frequency	Percent
Gender	Male	992	75.5
	Female	322	24.5
Age	From 18 to 25 years old	680	51.8
	From 26 to 35 years old	348	26.5
	From 36 to 45 years old	184	14.0
	From 46 to 60 years old	71	5.4
	Over 60 years old	31	2.4
Education	High-school or below	395	30.1
	College/University	768	58.4
	Post-graduate	151	11.5
Monthly income	Below 5M VND (200\$)	596	45.4
	5M to 10M VND (200-500\$)	460	35.0
	10M to 20M VND (500 to <1000\$)	182	13.9
	More than 20M VND (>1000\$)	76	5.8
Marital status	Single	780	59.4
	Married	469	35.7
	Others	65	4.9

Occupation	Government staffs	158	12.0
	Self-employed	298	22.7
	Students	338	25.7
	Employees	371	28.2
	Retired	41	3.1
	Others	108	8.2
Length of stay	Less than 1 year	50	3.8
	From 1 to 3 years	125	9.5
	From 4 to 6 years	105	8.0
	From 7 to 9 years	61	4.6
	From 10 years or more	973	74.0

Related to the education, approximately more than a half of respondents received the first degree at college/university (58.4%), followed by high school or below (30.1%) and post graduate (11.5%). Then, concerning their income, 45.4% participants reported their monthly income as below 5M VND, and the rest of respondents were 5M to 10M VND (35%), 10M to 20M VND (13.9%), and more than 20M VND (5.8%). It should be noted that the currency that is used in this study was Vietnam Dong (VND) which could be converted to the U.S. dollar approximately by utilizing following calculation: 22,000 VND to US\$1. By occupation, 28.2% of participants were working as employees. The rest of the respondents were students (25.7%), self-employed (22.7%), government staff (12%), other jobs (8.2%), and retired (3.1%). Lastly, almost three-fourths of respondents have been living in the hosting community and surrounding regions from 10 years or more (74%), followed by 1 to 3 years (9.5%), 4 to 6 years (8%), 7 to 9 years (4.6%), and less than 1 year (3.8%). Length of residency of the respondents was likewise estimated as it might have a conceivable effect on perceptions of local residents (Ohmann et al., 2006; Kaplanidou et al., 2013; Gibson et al., 2014) and showed up to be moderately equitably distributed among the respondents.

1.2.2. Descriptive statistics of the socio-cultural impacts of professional football clubs to local residents.

After doing EFA and CFA for Scale of Socio-Cultural Impacts (SSCI), there were four main factors of the SSCI that were confirmed for the situations of professional football including the three factors related the positive socio-cultural impacts including Community Enhancement and Consolidation (CEC) with 13 items, Health and Socio-cultural Opportunities (HSO) with 10 items, and Economic Benefits (ECB) with 3 items; and a factor related negative socio-cultural impacts including Socio-cultural & Environment Concerns (SEC) with 11 items.

Descriptive statistics including mean and standard deviation of the confirmed SSCI of professional football clubs to local residents in Vietnam are presented in Table 4.9. Among 4 main factors of the Scale of Socio-Cultural Impacts, the factors as Community Enhancement and Consolidation had the highest mean score with mean value of 4.38 and standard deviations value of .62, followed by Health and Socio-cultural



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Opportunities with mean value of 4.07 and standard deviations value of .74; and Economic Benefits with mean value of 4.05 and standard deviations value of .85. However, Socio-cultural & Environment Concerns with mean value of 2.38 and standard deviations value of 1.00 was the lowest mean score of the socio-cultural impacts of professional football clubs on local residents in Vietnam.

Table 4. 9 Descriptive Statistics for the Socio-Cultural Impacts to Local Residents

Factors		Mean	SD
CEC	Community Enhancement and Consolidation	4.38	.62
SEC	Socio-cultural & Environment Concerns	2.38	1.00
HSO	Health and Socio-cultural Opportunities	4.07	.74
ECB	Economic Benefits	4.05	.85

The rate of residents' evaluation for CEC, HSO and ECB was extremely higher than 2.50, at midpoint on the Likert-5-scale, from 4.05 to 4.38. In contrast, the SEC was slight lower than 2.50, at midpoint on the Likert-5-scale, with mean at 2.38. These could be explained by the content of items of the four factors. The three factors including CEC, HSO and ECB were related to positive socio-cultural impacts; and the only SEC factor was related to negative socio-cultural impacts.

To be more detailed, all three factors were related to the positive socio-cultural impacts dimension and had a mean score greater than 3.50, indicating that participants experienced positive socio-cultural impacts and benefits from having a professional football club at their communities, especially on Community Enhancement & Consolidation. On the other hand, the factor that was related to negative socio-cultural impacts had a mean score less than 2.50, indicating that the respondents were not generally experiencing negative socio-cultural impacts from having a professional football club at their communities.

Table 4. 10 Descriptive Statistics for Community Enhancement & Consolidation

Factors	Mean	SD
Community Enhancement & Consolidation	4.38	.62
Professional club increased your patriotism	4.53	.80
Professional club enhanced community beauty	4.52	.84
Feel proud that your area hosted a professional club	4.48	.86
Professional club enhanced the community spirit	4.45	.83
Professional club enhanced the unity of your community	4.44	.78
Professional club increased your interest in sport events	4.41	.85
Professional club enhanced national recognition of your community	4.38	.84

Professional club enhanced media visibility	4.33	.85
Professional club provided you opportunities to meet new people	4.32	.86
Professional club would generate recognition, affection & admiration	4.31	.86
Professional club increased city brand	4.26	.89
Professional club increased your excitement	4.24	.89
Professional club generate identity to a particular group	4.21	.91

Regarding to the positive factor of Community Enhancement and Consolidation, “Professional club increased your patriotism” item had the highest mean score, with a mean value of 4.53 and standard deviations value of .80, followed by “Professional club enhanced community beauty” item with a mean value of 4.52 and standard deviations value of .84; and “Professional club generates identity to a particular group” item had the lowest mean score with a mean value of 4.21 and standard deviations value of .91. The other impacts of the positive factor of Community Enhancement and Consolidation are presented in Table 4.10.

Table 4. 11 Descriptive Statistics for Socio-cultural & Environment Concerns

Factors	Mean	SD
Socio-cultural & Environment Concerns	2.38	1.00
Professional club increased the burden of litter and waste	2.73	1.33
Professional club increased problems in using public transportations	2.61	1.25
Professional club was involved in traffic congestion	2.60	1.26
Professional club increased local government’s debt	2.48	1.28
Professional club increased psychological anxieties due to security concerns	2.38	1.23
Professional club increased air-pollution	2.35	1.26
Professional club increased risk of cyber-attack	2.27	1.23
Professional club increased crime	2.26	1.14
Professional club increased social conflicts between supporters and non-supporters	2.22	1.26
Professional club increased risk of terrorism	2.17	1.23
Professional club disrupted your life	2.11	1.26

Related to the negative factor of Socio-cultural & Environment Concerns, the “Professional club increased the burden of litter and waste” item had the highest mean score ($M = 2.73$; $SD = 1.33$), followed by the “Professional club increased problems in using public transportations” item ($M = 2.61$; $SD = 1.25$); and the “Professional club disrupted your life” item had the lowest mean score ($M = 2.11$; $SD = 1.26$). The other impacts of the factor of Socio-cultural & Environment Concerns are presented in Table 4.11.

Table 4. 12 Descriptive Statistics for Health & Socio-cultural Opportunities

Factors	Mean	SD
Health & Socio-cultural Opportunities	4.07	.74
Professional club would promote a more inclusive society	4.31	.88
Professional club help to drives social mobility	4.23	.88
Professional club would contribute to fight against the intolerance and racism	4.19	.98
Professional club would contribute to creating healthy habits for citizens	4.15	.96
Professional club would improve quality of life of those who participate in matches, especially elders	4.15	1.00
Professional club would improve citizens' health	4.01	1.06
Professional club helped to reduce social conflicts	3.98	1.04
Professional club enhanced your motivation to preserve local culture	3.98	.99
Professional club would able to support government leaders to fight against narcotics	3.89	1.09
Professional club would give a sense of belonging to a particular group	3.81	1.10

Concerning the positive factor of Health and Socio-cultural Opportunities, the “Professional club would promote a more inclusive society” item had the highest mean score ($M = 4.31$; $SD = .88$), followed by the “Professional club help to drives social mobility” item ($M = 4.23$; $SD = .88$); and the “Professional club would give a sense of belonging to a particular group” item had the lowest mean score ($M = 3.81$; $SD = 1.10$). The other impacts of the factor of Health and Socio-cultural Opportunities are presented in Table 4.12.

Table 4. 13 Descriptive Statistics for Economic Benefits

Factors	Mean	SD
Economic Benefits	4.05	.85
Professional club increased investment to develop community	4.15	.96
Professional club increased opportunities of employment	4.14	.95
Professional club enhanced local business trading	3.85	1.09

Regarding to the factor of Economic Benefits, the “Professional club increased investment to develop community” item had the highest mean score ($M = 4.15$; $SD = .96$), followed by the “Professional club increased opportunities of employment” item ($M = 4.14$; $SD = .95$); and the “Professional club enhanced local business trading” item had the lowest mean score ($M = 3.85$; $SD = 1.09$). The other impacts of the factor of Economic Benefits are presented in Table 4.13.

To summarize, when local residents were asked about their perceptions on socio-cultural impacts of professional football clubs at their places, the average response was fairly high on Community Enhancement & Consolidation, Health and Socio-cultural Opportunities and Economic Benefits, with the mean score equal to 4.17 in Likert-5-scale, indicating to highly positive socio-cultural impacts from professional football club to local residents. On the other hand, the average response was fairly low on Socio-cultural & Environment Concerns with the mean score equal to 2.38 in Likert-5-scale, indicating to the low negative socio-cultural impacts from the professional football club on local residents. These results proved that the professional football clubs have a good impact on social and cultural issues on the local residents in the Socialist Republic of Vietnam.

Part 2. What are the differences of socio-cultural impacts of professional football clubs on local residents amongst North, Central and Southern regions in Vietnam?

The second purpose of the study was to find out the differences of socio-cultural impacts of professional football clubs on local residents among the North, Central and Southern regions in Vietnam. In this part, at the beginning, the researcher used descriptive statistics with mean and standard deviations to find out the differences among the means of socio-cultural impacts of professional football clubs on local residents within the three regions. Then, one-way ANOVA statistics with Post Hoc test by Scheffé's method were used to determine these differences on significant statistically differences amongst these regions with p -value $< .01$ are proposed.

2.1. The differences between socio-cultural impacts amongst the regions in Vietnam

Table 4.14 presents the mean and standard deviations of the four-factors of socio-cultural impacts of professional football clubs on local residents that were separated into three regions of Vietnam. Overall, the mean of positive factors of Community Enhancement & Consolidation influenced local residents of the North at the highest value, with a mean value of 4.44 and standard deviations value of .775. In contrast, the mean of negative factors of Socio-cultural & Environment Concerns influenced local residents of the North at the lowest value, with a mean value of 2.13 and standard deviation value of .993.

To be more detailed with three positive factors of socio-cultural impacts, concerning the factor of Community Enhancement & Consolidation, local residents from the North were influenced at the highest level with a mean value of 4.44 and standard deviation value of .775; then, local residents from the South were influenced at the 2nd highest level with a mean value of 4.37 and standard deviation value of .606; and local residents from Central were influenced at the lowest level with a mean value of 4.35 and standard deviation value of .546.



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Table 4. 14 Descriptive Statistics for the Socio-Cultural Impacts amongst three regions

Factors	Northern		Central		Southern	
	M	SD	M	SD	M	SD
Community Enhancement & Consolidation	4.44	.775	4.35	.546	4.37	.606
Socio-cultural & Environment Concerns	2.13	.993	2.53	.993	2.35	.994
Health & Socio-cultural Opportunities	4.14	.860	4.12	.630	3.97	.780
Economic Benefits	3.99	1.045	4.07	.766	4.05	.820

Notes: M = Mean; SD = Standard Deviation

Regarding the factor of Health & Socio-cultural Opportunities, local residents from the North were also influenced at the highest level with a mean value of 4.14 and standard deviation value of .860; however, at the 2nd highest level, local residents from Central were influenced with a mean value of 4.12 and standard deviation value of .630; and, local residents from the South were influenced at the lowest level with a mean value of 3.97 and standard deviation value of .780 in this positive factor.

Related to factors of Economic Benefits, local residents from Central were influenced at the highest level with a mean value of 4.07 and standard deviation value of .766; then, local residents from the South were influenced at the 2nd highest level with a mean value of 4.05 and standard deviation value of .820; and local residents from the North were influenced at the lowest level with a mean value of 3.99 and standard deviation value of 1.045.

On the other hand, with the only one negative factor of socio-cultural impacts, regarding to the factor of Socio-cultural & Environment Concerns, local residents from Central were influenced at the highest level with a mean value of 2.53 and standard deviation value of .993; then, local residents from the South were influenced at the 2nd highest level with a mean value of 2.35 and standard deviation value of .994; and local residents from the North were influenced at the lowest level with a mean value of 2.13 and standard deviation value of .993.

2.2. One-way ANOVA analysis of socio-cultural impacts amongst the regions in Vietnam

After using descriptive statistics to find out the differences of socio-cultural impacts of professional football clubs on local residents among three regions, one-way ANOVA statistics with Post Hoc test by Scheffé's method were used to determine these differences on significant statistically differences among these regions with p-value < .01.

Table 4. 15 One-way ANOVA analysis between socio-cultural impacts amongst regions

Factors	F	P
Community Enhancement & Consolidation	2.411	.090
Socio-cultural & Environment Concerns	15.081	.000**
Health and Socio-cultural Opportunities	7.070	.001**
Economic Benefits	.841	.432

Notes: **p < .01

Table 4.15 represents for one-way ANOVA statistics among the socio-cultural impacts of professional football club and the three regions of residents in Vietnam. After analyzing, the ANOVA tests determined that only two factors exhibited significant differences among the mean of the three regions for the positive factor of Health and Socio-cultural Opportunities with $F = 7.070$ and $p\text{-value} = .001 < .01$ and the negative factor of Socio-cultural & Environment Concerns with $F = 15.081$ and $p\text{-value} = .000 < .01$

To be more detailed, as described in Table 4.16 with Post-hoc investigations by Scheffe's test for the negative factor of Socio-cultural & Environment Concerns, the local residents of Southern Vietnam was higher impact than the residents of Northern Vietnam with a significant difference of mean value equal of .22 ($p\text{-value} = .000 < .01$); then, the local residents of Southern Vietnam was less impact than the residents of Central Vietnam with a significant difference of mean value equal of -.18 ($p\text{-value} = .000 < .01$). And, the local residents of Central Vietnam were higher impact than the residents of Northern Vietnam with not a significant difference ($p\text{-value} > .05$).

Table 4. 16 Post-hoc by Scheffe's test for Socio-cultural and Environment Concerns

Regions	Mean	Northern	Central	Southern
		2.13	2.53	2.35
Northern Vietnam	2.13	—	.40	.22**
Central Vietnam	2.53		—	-.18**
Southern Vietnam	2.35			—

Notes: **p < .01

In addition, as described in Table 4.16 with Post-hoc investigations by Scheffe's test for the positive factor of Health & Socio-cultural Opportunities, the local residents of Southern Vietnam was less impact than the

residents of Northern Vietnam with a significant difference of mean value equal of $-.17$ ($p\text{-value} = .000 < .01$); then, the local residents of Southern Vietnam was less impact than the residents of Central Vietnam with a significant difference of mean value equal of $-.15$ ($p\text{-value} = .000 < .01$). And, the local residents of Central Vietnam were less impact than the residents of Northern Vietnam with a significant difference of mean value equal of $-.02$ ($p\text{-value} = .000 < .01$).

Table 4. 17 Post-hoc by Scheffe's test for Health and Socio-cultural Opportunities

Regions	Mean	Northern	Central	Southern
		4.14	4.12	3.97
Northern Vietnam	4.14	—	$-.02^{**}$	$-.17^{**}$
Central Vietnam	4.12		—	$-.15^{**}$
Southern Vietnam	3.97			—

Notes: $^{**}p < .01$

In summary, the local residents of Northern Vietnam might get significantly higher impacts on positive socio-cultural issues and fewer impacts on negative socio-cultural issues than other regions in Vietnam. It can be indicated that, the local residents from Northern Vietnam are willing-to-support the professional football clubs at their communities via the results of differences of socio-cultural impacts among the three regions of Vietnam. This finding also reflected throughout the current development of professional football clubs in the Northern areas when compared to other regions in the Socialist Republic of Vietnam.

Chapter Four provided results and analysis of the research findings on the confirmed scale of socio-cultural impacts from the professional football clubs on local residents in Vietnam as findings from one main study that reached around 1,314 local residents at six cities or provinces that symbolize professional football clubs such as Hanoi capital, Nghe An province, Da Nang city, Quang Nam province, Gia Lai province and Hochiminh city since the April to May in the V. League season 2019.

This chapter presents the following two results as the objectives of this study related socio-cultural impacts of professional football clubs to local residents in the Socialist Republic of Vietnam. Firstly, after using exploratory factor analysis (EFA) and confirmatory factor analysis (CFA), the confirmed scale of socio-cultural impacts of professional football clubs to local residents in the Vietnam have four main factors including three factors of positive impacts named Health & Socio-cultural Opportunities, Community Enhancement & Consolidation, and Economic Benefits; and one factor of negative impact named Socio-cultural & Environment Concerns. Regarding these factors, Health & Socio-cultural Opportunities had the highest impact on local residents, then Community Enhancement & Consolidation and Economic Benefits. In contrast, Socio-cultural & Environment Concerns had the lowest impact to local residents with an insignificant result.

Concerning the second objective of the study, the results of the differences on the socio-cultural impacts of professional football clubs on local residents among the three regions in Vietnam showed that there were two factors that exhibited significant differences among the three regions on Socio-cultural & Environment Concerns and Health & Socio-cultural Opportunities, with responses from local residents of Northern Vietnam had significantly higher impacts on positive socio-cultural issues and less impacts on negative socio-cultural issues than other regions in Vietnam.

On the whole, respondents were very positive about the professional football clubs at their communities, despite initial concerns and doubts about its positive impacts. Negative socio-cultural impacts were not really expressed via the study. The following chapter now presents discussions and conclusions drawn from the findings in the study, based on the research objectives and recommendations.



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CHAPTER V DISCUSSIONS

The purpose of study is to explore the socio-cultural impacts of professional football clubs to local residents via a developed and validated measuring scale in Viet Nam; then, to find out the differences on the socio-cultural impacts of professional football clubs to local residents among the three regions such as Northern, Central and Southern Vietnam. Moreover, the current study ultimately endeavoured to fill the void in the sport management literature through developing a conceptual framework with careful reflection of the small-scale sport events as the professional football matches at local community in the developing and Communist country. Development of the SSCI – Scale of Socio-cultural Impacts was conducted through systematic procedures such as identifying, defining, and testing a multi-dimensional scale for assessing the socio-cultural impacts of professional football club to local residents. Furthermore, the current study employed a multi-dimensional measure of behavioural intentions in an attempt to focus on more than simply one aspect of sport consumption behaviours.

After 20 years of developing football in Vietnam, having a professional football club in a city or province has been recognized as an important component to bring economic, socio-cultural and political benefits (Duong, 2017) to local communities. Firstly, the results of this study partially validated for the Scale of Socio-Cultural Impacts (SSCI) which was used to measure the impacts of professional football clubs on local residents. Then, the results of study also supported this belief as the participants perceived positively that the professional football clubs would bring the positive socio-cultural impacts to local communities in Vietnam.

5.1. Discussion on the Results of Socio-cultural Impacts study

5.1.1. Socio-cultural impacts of professional football clubs to local residents in Vietnam.

From the literature review, nine factors of socio-cultural impacts from professional football club to local residents were identified in the draft questionnaire. The chosen factors of socio-cultural impacts for professional sports from the literature reviews were: Infrastructure & urban development, Economic benefits, Community consolidation, Socio-cultural exchange, Community visibility & Image enhancement, Knowledge & Health Opportunities, Socio-economics conflicts, Security risks, and Traffic & Environment concerns. Then, the draft questionnaire with these nine factors were proposed to the panel of experts including the professors who are teaching sport management in the universities and the experts who are working with professional football in Vietnam for a long time. Based on the feedback of this panel of experts, researchers had revised this draft questionnaire before doing reliability test with the students of sport management at the university. Finally, a final measurement instruments with nine factors and 41 items was tested by exploratory and confirmatory analysis in

order to gather information from the local residents in the cities or provinces that have professional football clubs. Results confirmed the four factors of socio-cultural impacts of professional football clubs to residents including Community Enhancement & Consolidation, Socio-cultural & Environment Concerns, Health & Socio-cultural Opportunities, and Economic Benefits. The finding of the study suggested that the Scale of Socio-cultural Impacts could be measured by four-factors and 37-items model instead of nine-factors and 41-items model at the beginning. Therefore, the four factors of socio-cultural impacts of professional football clubs to local residents were measured by the final proposed instrument with all 37 items.

Findings suggested that while professional football clubs see football matches as community events that contribute to local residents the positive socio-cultural factors such as Community Enhancement & Consolidation, Health & Socio-cultural Opportunities and Economic Benefits; and just create the less negative socio-cultural factor such as Socio-cultural & Environment Concerns. According to the previous studies in sociology fields (Wilkesmann & Blutner, 2002; Coates & Humphreys, 2002; Castellanos & Sánchez, 2011) that beyond revenue generating, professional football clubs also created the public good that members from local communities get together to enjoy the exciting activities which the football teams offers the place. And, the finding of the current study also determined these aspects as the factor of Community Enhancement & Consolidation got the highest score of positive impacts.

Findings of the descriptive statistics indicated that the overall mean score of positive socio-cultural impacts dimension was 4.17, while the mean score of negative socio-cultural impacts dimension was 2.38; that means the local residents believe that professional football clubs create more socio-cultural benefits than the socio-cultural costs. This finding indicates that the local residents do not see professional football clubs or professional football matches as activities that create socio-cultural problems within the community. This finding has the same results from previous studies that positive social impacts of sport events such as community visibility, image enhancement, knowledge and entertainment opportunities are more important benefits compared to positive economic impacts (Schulenkorf & Edwards, 2012; Kim & Walker, 2012). One explanation for this might be the long-term history and the importance of football in Vietnamese society. Football is Vietnam's biggest sport (Tomiyama, 2018). There is a lot of domestic research stating that football is “the king of sports” or “the special religion” in Vietnam (Duong, 2017; Pham, 2017; Quoc, 2018).

The finding of positive impacts related factor of Community Enhancement & Consolidation indicated that professional clubs increased patriotism, enhanced community beauty and made residents feel proud, would reflect the study of Burnett (2008) that the national identity, national pride and national building were the foundation that governments had used as a major tool to set for African citizens when they had rights to host the 2010 FIFA World Cup. On the other hand, national pride also was seen as the products of national identity which realized as the positive thinking or attitudes of local citizens want to develop their country. Especially, the trip of the U-23 National Vietnam team to the Asian finals fostered a sense of national camaraderie. Even though the Vietnamese team lost Uzbekistan in the final; however, millions of fans who watched at the huge screens at



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public areas all over Vietnam were seen grabbing their head in hands, crying on friends' shoulder and screaming the painful sound. Yet, many were proud of their young countrymen (Tomiyaama, 2018). The enthusiasm is understandable. What is unusual is that the team's march to the finals fostered a sense of national camaraderie in an increasingly unequal nation. Even with stricter Western-style work practices taking hold, many companies let employees leave early Tuesday to watch the semifinal. Such gestures are rooted in a communist ethos that includes respect for the working class. As the record from Tomiyama (2018), the football games have brought the Vietnamese people together, stirring memories of a communist ideal that now seems increasingly hollow.

In addition, relating to the factor of Community Enhancement & Consolidation, the finding of professional football club would enhance the community spirit, provide opportunities to meet new people and increase the city brand that was recorded by Bateson's experiences (2018) in the V. League. "My familiarization was made easier by friendly and helpful local officials and club staff. The language differences were a little challenging at times, and yet readily overcome with mutual patience and good will. A quick check-in to my hotel near the magnificent beachfront was followed by a taxi to the Hoa Xuan Stadium for the game between SHB Da Nang FC and Can Tho FC. The stadium is an impressive new facility on the outskirts of the city, which was completed in 2016 and has a capacity of approximately 20 thousand seats" was what Bateson wrote on the special report of Football Today about the V. League.

Professional football clubs help to enhance the community spirit, enhance the unity of the community, or enhance national recognition of the community were the findings from the recent study in the V. League. These socio-cultural issues also reflected the previous study that the events strengthened the local residents' sense of community and improved relationships between people of different groups, such as the responses from local residents related to increase patriotism or felt proud that their community have professional club. Thus, this finding reinforces for the opinion that spectators make collective sharing of good news from professional football clubs is a positive impact (Swindell & Rosentraub, 1998; Won & Kitamura, 2006).

With professional football in developed countries, professional football clubs can feed itself with a variety of income sources such as football tickets, souvenirs, player transfer costs, sponsorship and advertising, television rights and other sources of income. However, in developing countries, professional football can hardly exist without the support from local authorities. At some seasons, the top football teams in professional football leagues at Thailand or Vietnam attracted huge spectators to stadium but it was still not enough. In particular, ticket sales in Vietnam are not really professional or only sold to follow with the rules of the tournament organizers. Because the revenue has still not been satisfactory, the high quality investment for the players of the team were a tough problem for professional football clubs in Vietnam. The audience can be satisfied when watching the world's top players like Beckham, Rooney or Pogba playing on the "theater of dreams" as Old Trafford stadium. But in order for Vietnamese audiences to "admire" to watch "super-stars" players on the football field in the V. League, the audience's contribution is an important factor for the long way of future development Vietnamese professional became a reality.



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The issue of Community Enhancement & Consolidation related to admiration also studied in this research with the statement that professional clubs would generate recognition, affection and admiration, and the findings got the high impact from local citizens about this issue. That is the reason after the success of Ha Noi FC, especially with the young generation such as Quang Hai, Duy Manh, Dinh Trong, Van Hau, etc. at the National teams, Hang Day stadium would become the theater of dreams for Ha Noi citizens. Hundreds of fans came to cheer for Ha Noi T&T (the old name of Ha Noi FC), there were more than ten thousand per match for Ha Noi FC at Hang Day stadium from the 2018 season till now. Especially, in 2018, the fighting between the rising stars means the V. League match of Ha Noi FC versus Hoang Anh Gia Lai FC attracted over 20 thousand spectators. This is the record of Vietnamese Football League in the modern era, especially in the capital city. Moreover, the fans also got the added-value activities via the activities of sponsors in front of the stadium before the matches.

For the rest of the issues, from factor of Community Enhancement & Consolidation that professional football club increased the excitement or generated identity to a particular group. Regional identity gives a football club a deeper meaning. And it is a sustainable philosophy for a club to focus on regional identity, as we see on traditional clubs like VfB Stuttgart in Germany or FC Barcelona and Athletic Bilbao in Spain; and the findings of the study confirmed these issues in the V. League. To guarantee its individuality, the club has to be distinct from its rivals in the symbolism of its club identity. Club supporters need this symbolism when it comes to focusing their emotions and their identification on the club. The most strongly marked and robust identity feature of a football club is its role as cultural representative of a community. For example, “color identity” is the most important thing that the people recognize the club as yellow for Song Lam Nghe An FC or red for Hai Phong FC. These two colors also the most well-known color and the most used in Vietnam because they reflect the colors of the flag of the Socialist Republic of Vietnam. So that, when Ha Noi FC was founded in 2006, at the start, they also used yellow for the team. However, after becoming the 3rd champions of the V. League, in order to make the team identity and brand, Mr. Nguyen Quoc Hoi – CEO of Ha Noi FC – decided to change the color to purple for the team as a unique color in Vietnamese professional football. To date, this change has been successful as the team performance and the number of spectators to cheer for Ha Noi FC at home and away fields. But when clubs are perceived as no more than economic units the community does not feel warmly towards them. If a club is purely identified as a business enterprise, it is held in low regard among football fans and is treated as an artificial, commercial product. A club of this nature cannot serve as an identity-creating object. The clubs that incorporate identity and community are the ones which have, in many cases, a historical affinity with a region, milieu or city and which acknowledge and cultivate their identity as a cultural good.

The social angle of urban regeneration was collected by the previous researches (Giulianotti, 2002; Senaux, 2008; Edensor & Millington, 2008) in term of professional football clubs generates the cultural values and enhance the well-being of the local community. This aspect is further confirmed by Health & Socio-cultural Opportunities – the second highly positive socio-cultural impact – provided by the local residents in three regions in Vietnam, which indicate promoting a more inclusive society, helps to drives social mobility, or improves quality



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of life of those who participate in matches, especially elders. In the contemporary football event, professional football clubs are not only selling the tickets to fan clubs or spectators, but also organizing the activities such as mini-games related to football or sport activities that inspire people on healthy lifestyles as well as effectively promote the football club's sponsors. In addition, via sponsors or football clubs, the corporate social responsibility activities were organized for local residents such as football clinics for youngsters or health checks for people especially elders, etc. In order to build the good image of professional football clubs and sponsors and create the relationship between local residents to the clubs and players. Then, increasing the love from local residents would help strengthen the professional football club's income and image issues.

In addition, professional football clubs would improve citizen's health and/or enhance motivation to preserve local culture that recorded by Bateson's experiences (2018) in the V. League. "On most popular beaches, it is hard not to find football being played socially - men, women and children - some with an added healthy competitive edge. On train ride south to Tam Ky, football was a key element of our conversations along with shared experiences and knowledge covering travel, life and current affairs in our respective home countries." was what Bateson wrote on the special report of Football Today about the V. League. In the sensitive case of preserving local culture – using lighting flares as the significant culture of fans from Hai Phong FC – there were not the solutions or critical controversy between managers of the V. League, managers of professional football clubs, media and football spectator including local residents (Duong, 2017). Fox Sports Asia (2019) said that the act of burning flares of fans during the match between Ha Noi FC versus Hai Phong FC in the V. League 2019 was beyond control and interrupted the match. However, as the Labor newspaper – one of the big Vietnamese media – wrote that although Hai Phong football has many ups and downs during the past ten years, the biggest asset they have is the enthusiasm from fans. Although there are many times, many extremist fans make the team disadvantaged, but what Hai Phong fans bring still makes the players excited (Dan, 2019) was one of the positive issues and prove for the preserving local culture from one of the historic professional football club in the V. League.

The issue of Health & Socio-cultural Opportunities related to health and quality of life also studied in this research with the statement that professional clubs would contribute to creating healthy habits for citizens, would improve quality of life, and improve citizens' health also got the high responses from local residents. These issues also studied in the previous research that on the processing of social development, professional football clubs, especially at English Premier League, has been increasing promotions to attract local residents to health activities (Brady et al., 2010; Pringle et al., 2011; Gray et al., 2013). Then Pringle and colleagues (2011) suggested that not only do good performance, professional football clubs at UK has to work together to contribute to their appeal such as the product as the matches of English Premier League, the place as stadiums and facilities, people as managers, coaches, players and officials, process as communication and marketing which all aspects offer to local citizens the health activities on mental and physical conditions. This is quite new to professional football teams in the V. League, although some teams have sponsors who are hospitals or insurance



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companies. The idea of giving rise to loyal supporters or residents in the area around the football field with basic health check programs related to exercise combined with medical examination tools at the football field or organizing jogging/running competitions with the participation of famous local players to promote public health is also a solution to increase the positive impact on local residents and reduce minimal negative perception. In addition, sponsors organized physical activities for local residents and spectators to join in before cheering on the home team is also one of the positive impacts that professional teams bring to local residents.

Even though the findings of Economic Benefits impacts were the lowest impact if comparing the other two positive socio-cultural impacts; however, all of economic issues via socio-cultural impacts such as professional football club would increase investment to develop communities, increase opportunities for employment, and enhance local business trading have mean score larger than the middle-point in Likert-five-scale. The result supports the Social Exchange Theory which also confirmed the previous researchers' claim (Gratton, 2000; Coates, 2007; Barlow & Forrest, 2015) that in order to have positive perceptions about professional football clubs, local residents have to perceive the benefits with higher level than the costs. Then, these benefits from professional football clubs would help local residents probably feel equally or fairly in their life. In the V. League, the main sponsors might not the national or international companies. The sponsor would be the local and impressive company who intend to support their club and promote their business to nation-wide or international level if that professional football club plays in the international football league. This issue could bring the pride for employees who work at the local company with meaning to work together to build and develop their own community.

Along with the long-term development of Vietnamese professional football, there were many cases where the investors used football clubs to do their own business with investment incentives from local governments including land or real estate projects (Duong 2017, Pham, 2017). Then, these investors quit from football after they had gotten the support without caring for the survival of football clubs. But there was little overall suggestion that professional football has changed perceptions of local residents in Vietnam with the findings from the positive impacts related to economic benefits to local residents. Indeed, the achievement of professional football clubs may even have entrenched the differences between them and the rest of the country. One more solution to enhance local community income was the commercial merchandise (Abbott & Geddie, 2001; Ichir, 2004; Szymoszowskyj, Winand, Kolyperas, & Sparks, 2016) which related to professional football clubs. Not only support for the local manufacturing, via produce shirts, scarves and other merchandise, professional football clubs would increase in both high sales and professional brand building and emotional fan loyalty to local residents. In the V. League, team jerseys are the interesting items between the professional football clubs and local residents and/or fans. For a long time, most professional football clubs designed and produced the jerseys by themselves via the local factories. However, as is the modern trend of professional football, the famous and well performing teams were sponsored by sporting goods company with pioneer was Ha Noi FC with Kappa brand since 2009. Then there were some international and national brand sponsors for the



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professional football clubs such as Grand Sport, Mitre, or Mizuno. But the problem is the habit to buy the real jerseys from fans has to be changed. It means there were not many people willing-to-buy the team jerseys even at the appropriate cost. In addition, the other reasons are the distributors of jersey sponsorship were not good for spectators or the supply did not fit to spectator's demand.

According to previous researches (Hobmeier, 2001; Thrassou et al., 2012), multi channels was the future for professional football organizations to deal with customer service; and it created much more benefits for the football because multi channels helped to reduce costs with less risk and increase sales as well as enhance deeper relationships with spectators. This issue also was applied by the research of Tan & Bairner (2010) on football in China – one of the leading communist-based country – with the stated that multiple channels was the important thing which national sport associations, especially in elite football, have to focus on to generate income. So that, with the commercial potential sport associations or organizations, they should establish “economic bodies” to gain more income that lead to reduce subsidize from central and local government. And the professional football in Vietnam has been changing to this trend. For instance, Ha Noi FC has built their channel via Facebook and YouTube to become the number one in Vietnam. In addition, as the good performance with many super-star players, Ha Noi FC has a deal with Kappa – a jersey sponsor for the team – to produce the special replica jerseys to fit with demand of spectators on quality and price. Then distributing the replica jerseys via the club's social media to reduce costs and increase convenience for spectators would make a successful case for this professional football club till now in the V. League.

In addition, the key thing was that professional football matches must be seen with the value higher than pure entertainment activities; This was opportunities for local residents to show their potential social values. However, as following the trend of serving professional football events as entertainment, the issues of security and safety for the spectators needs to be highly concerned (Van Der Wagen, 2002; Westerbeek et al., 2005) or the professional football club was transformed in to “total experience” entertainment company (Uden, 2005). The issue of Socio-cultural & Environment Concerns related to security also studied in this research with the statement that the professional club would increase psychological anxieties due to security concerns, increase crime, increase risk of terrorism, etc. The findings got the fairly impact from local citizens about this issue, especially from the response of the Northern residents. In essence, although creating value added, social activities are not considered as a part of entertainment at professional football matches. This is the type of uncontrollable and antithetical activity of risk management from the perspective of football club's managers or event organizers (Hawkins & Fuller, 1996; Breitbarth et al., 2011). If management and control the crowding and entertainment activities are required, social leverage will not appear. Therefore, professional football matches need to be viewed more than a pure entertainment and the crowding must be viewed as useful social resources. For instance, the football matches between Ha Noi FC and the clubs from the Northern regions such as Song Lam Nghe An FC, Thanh Hoa FC, Hai Phong FC, etc. always attract over ten thousand to almost twenty thousand spectators per match with a half of overenthusiastic away fans. These crazy fans were not only riding motorbikes



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around the streets before going to Hang Day stadium or taking many big buses with sensational banners; but also screaming and lighting flares on the streets, in front of the stadium gates, and in the stands of the stadium. These problems are really the challenges for the V. League organizers and/or the professional football clubs to secure for spectators as well as attract spectators of families or couples to the football matches.

Except for the increase in burden of litter and waste, problems in using public transportation, and traffic congestion before, during and after the football matches, other negative socio-cultural impacts with a predominantly low score, included increase crime, social conflicts, risk of terrorism, disrupted the life which underlines the overall positive evaluation of the previous studies on 2006 FIFA World Cup. As proposed by Ahlfeldt et al. (2009) and Biscaia et al. (2012), the presence of fear is likely to effect on behavior in the form of lifestyle constraints and additionally guarded habits. But the findings of this study challenge his perspective which may somewhat be clarified with the security measures before, during and after the professional football matches between Ha Noi FC and Hai Phong FC that involved over 200 police officers on days to control the crazy fans. In addition, the recognition that Vietnam is the Communist-based-country which is recognized as the safe place in the world without terrorists would make the football matches finish without big problems including casualties or damage to facilities.

Regarding to the theoretical and contextual contributions, the recent study was one of the first and beginning research on perceptions of local residents about socio-cultural impacts of professional football clubs in a Communist country as Vietnam. And this study was also the first research explored the influence of Community Enhancement & Consolidation, Health & Socio-cultural Opportunities and Economic Benefits as the most important impacts. The results also support Social Exchange Theory (Ap, 1992) that these factors help to decrease the negative perceptions as professional sports or professional football team has been developing in local communities. The positive impacts from the current study were seen as the truly evidences that local residents would support for development of professional football clubs in their communities. In addition, they are likely to give a hand to help to the expansion of professional football clubs if it is possible. However, on the other hand, professional football club also creates the negative impacts to local residents. From the finding of the recent study, the negative impacts of professional football club to local residents in Vietnam related only one factor of Socio-cultural & Environment Concerns indicated that local citizens would not really get bad impacts from professional football clubs. The impacts of professional football clubs to local residents could not be focused on all socio-cultural impacts; but, have to be considered on the negative effects such as social inequality, traffic, crime, vandalism and noise pollution. The findings of the study were quite same to previously researches (Brown et al., 2006; Wilson & Pomfret, 2009; Hopkins & Treadwell, 2014; Pyun & Hall, 2019) on issues of negative impacts to local residents but different on the degree of impacts.

Mr. Mai Liem Truc – the VFF's former chairman – made a famous statement that the Vietnam Football Federation is standing at a lower level than the average of society for almost 20 years. In the beginning of the professional football era in Vietnam, there were many problems that made the Vietnamese people not believe in



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the football clubs in their communities. It is indicating there were the negative impacts on socio-culture as well as economic. At that time, most football clubs earned money from local government so that the worries on increasing local government's debt was extremely high. However, at the moment, the V. League organizers require that all professional football clubs have to be private companies without using budget from local governments. However, even not using budget from local government, some professional football clubs have used the investment incentives from local governments to attract sponsors. This finding was supported by the previous researches that national and local governments had the form of subsidies or cancellation of debts that helped to exempt the top professional football clubs at La Liga – Spanish Football League – to financial downturns (Andreff & Staudohar, 2000; Storm & Nielsen, 2012). With the characteristic of Communist country, almost local governments have the form of subsidies or cancellation of debts to support for professional football clubs even though they are the private company. However, there was few cases that local government reject the requests of subsidies from professional football club. This issue also happened with Thanh Hoa FC in the 2018 season when the company running the professional football club asked for exempting individual income tax from the Thanh Hoa province. After getting rejection from local government, that company announced bankruptcy and quit from the professional football league. Therefore, even run by private companies, the issue of professional clubs increased local government's debt has still had some negative impact to local residents in Vietnam.

5.1.2. Differences on socio-cultural impacts of professional football clubs to local residents among three regions in Vietnam.

As results of differences of socio-cultural impacts among the regions, local residents in Northern areas got higher impacts on positive and less impacts on negative than other regions, so that it can be indicated that the Northern residents are willing-to-support professional clubs more than others. There were some reasons that reflected this finding of the study. Before the Vietnam War, Vietnam was divided into 2 parts via the 17th Parallel with Northern Vietnam as a Communist-based area and Southern as a Capitalist-based area for around 20 years. So that, the Communist spirit still affects residents' perceptions in the Northern region as using football as a tool to make community pride in the Northern region the same as other Communist countries such as China or Northern Korea. These issues are proven by the largest number of spectators from the Northern region who frequently come to cheer for their football clubs even though the performance of professional football clubs from the Northern Vietnam were less than the Central and the Southern Vietnam for 20 years of developing the Vietnam Professional League.

A study of Chinese football – a well-known Communist country – indicated that Chinese interest in sports as a whole has not been about personal joy or pleasure but about politics. It's seen as a path to ruling legitimacy, geopolitical standing, projection of power (Xu, quoted in Wan, 2015). The same as Chinese Super League, despite clubs lacking the community connections and heritage that existed in Europe, crowds grew rapidly in the Vietnamese Professional League. According to statistics of the VPF, they were averaging 8,000 supporters with the best supported clubs regularly drawing double that, and the average V. League crowd had



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passed the Thai League – one of the top eight football leagues in Asia – on number of spectators. Furthermore, most of the crowds are in the Northern Vietnam such as Hang Day stadium with Ha Noi FC and Viettel FC and Thien Truong stadium with Nam Dinh FC.

One of the most interesting issues related to reasons why the factor of Economic benefits had quite low impact to local residents in Communist countries. As studied in Vietnam, individual clubs were sponsored and owned by, for example, real estate companies, acquiring their names rather than those of local communities. Ha Noi FC was owned by the famous real estate company named T&T group, Hoang Anh Gia Lai FC also was owned by the famous real estate company named Hoang Anh Gia Lai at the beginning, and Binh Duong FC was owned by a property development company controlled by Binh Duong province People’s Committee. According to Chadwick (2015), the company owners focused as proxies for the government’s broader plans, rather than as independent entrepreneurs. Government interest in becoming a global power meant that the large companies that owned the biggest V. League’s clubs perceived investment in football as a means to gain favor and ingratiate themselves with the government, the same as was the case in the Chinese Super League (Simons, 2010). Some companies did receive special favors, including ability to obtain land relatively cheaply. However, several clubs disappeared as their owners’ fortunes changed such as the case when FLC group quit to sponsor for Thanh Hoa FC after they got the real estate in Thanh Hoa province.

Furthermore, as previously noted, cultural aspects of sport fans in different countries might influence results and conclusions of each study. This creates difficulties in comparing research conducted in different countries as well as within a country. The issue of professional clubs increased social conflicts between supporters and non-supporters, as there were conflicts between the local residents in Ha Noi and other provinces in the Northern such as Nghe An, Hai Phong, or Thanh Hoa when matches were played at Hang Day stadium. The most serious case which caused negative impact to local residents is the matches between Ha Noi FC and Hai Phong FC as the away fans always light up the stadium by lighting flares. “It is their culture, their signature style,” one of the fans of Ha Noi FC said. “If it is the way they want to show off their dedication to their football club, let them do it. We will just keep it in control. I signed up for this match just to enjoy the atmosphere, though it will be a long night.” this guy said. “We knew Hai Phong would have been lit, so we should have come. Hai Phong has one of the most entertaining fanbases in the league. Although sometimes they are over-aggressive, people come to see how the away fans are going to pump up the stadium (Doan, 2017)”.

This issue is also the same as Chinese football where rarely set out to make trouble on purpose (Liu, 2002). There were the ‘trouble-makers’ have revealed that the main causes of football-related social disorder have been such as a host team complex or old grudges against the visiting side; dissatisfaction with the discrepancy resulting from high entrance fees and the poor quality of the game; the forbidding stadium atmosphere; and the general rudeness of the opposing fans (Bai, 1988). Football-related social disorder has happened in almost all the home cities in the Northern Vietnam except Ha Noi and a few others. But the cities of Thanh Hoa, Hai Phong and Nghe An which have high unemployment, appear to encounter stronger and more



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popular football-related social disorder than other cities. The display of personal identity plus local regionalism is likely to stimulate the Vietnamese supporters' emotional involvement. Quite often before a match begins, verbal conflicts and even assault between Ha Noi fans from different regions have started. However, this issue rarely happens in the Central or Southern Vietnam. In addition, most of the Vietnamese fans also appear to consider themselves as coach, referee, and even the boss of the club. During the match, their vociferous requests such as 'change player', 'dismiss the referee', 'fire coach' resound throughout the ground. This kind of intense social identification increases the fans' expectations towards their football team. As such, it is also one of the most important reasons why social disorder happens and why it is difficult for some of the fans to control themselves once their team loses a game. They don't simply accept failure of their team rationally but tend to give vent to their frustrations to the match referee, the opposing team and opposing fans. With this issue, all of the fan clubs of professional football clubs in the Northern, Central and Southern Vietnam have the same habits. The data of this cursory survey suggest that age, and also sex and place of living, are major factors influencing hooliganism in Vietnam. Apparently, professional and educational background are also of importance, though additional research into the gender, class, and ethnic dimensions of the Vietnamese hooligan phenomenon is needed for further clarification. It is suggested that under the long-term influence and control of the Communist Party's public awareness/propaganda and education systems, residents' social representations tend to be united and undiversified; and the sources of social representations, particularly life experience through education and so on, are somewhat undifferentiated. It demonstrates how social representations influence the way in which people perceive and interpret the world.

However, for certain kinds of football supporters, football cheering has become more than just a kind of 'collective appreciation of the beauty of the game'. For them it is also a kind of 'fashionable counter-mainstream culture'. Under such circumstance's rationality is no longer rule of the day. Emotional excitement within the group becomes much stronger due to mutual infection, and an individual's impetuous action can spread quickly and engulf more of the audience. In addition, the cheering squad is always ready to hold a party to maintain friendship ties. And, the fan clubs of professional football clubs in Northern Vietnam have done this spirit better than the fan clubs of professional football clubs in Central and Southern Vietnam.

Regarding to negative socio-cultural impacts, as same as research in China, an unexpected finding is that respondents' perceptions of some effects such as noise, crime and damage environment, often were considered as unavoidable and negative impacts in previous studies; but these were not considered as negative impact from a large number of residents, especially in the Northern Vietnam. As the findings of the study, regarding to the negative factor of Socio-cultural & Environment Concerns, local residents from the Northern Vietnam were influenced at the lowest level, and had a significant difference of mean value if comparing to the local residents in the Southern Vietnam. There might be explained that residents may be adopted a slightly lenient attitude towards these negative effects or people in Communist countries tend to suffer better than those other countries for these negative impacts.



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Vietnam has considerable potential in terms of its population and growing enthusiasm for the game. Over the years, Vietnamese football has been still at a standstill though it has been dressed up the “professional name.” The idea of "socialization" of football by putting football teams to the hands of wealthy patrons was thought to help open a new page for Vietnam’s football, but it has also led to unpredictable risks. There are some of the most successful clubs and still plays in the V. League; and, sponsors accompanying these teams are still successful corporations or businesses in Vietnam. However, there are also a number of teams still struggling to find a way out to survive in professional environment (Pham, 2017; Duong, 2017) or some football teams must move down to the lower-level tournament or dissolve with most of reasons that sponsors accompanying these teams are struggling in the market or the owner’s company are not interested in football. In the end, whether your team gets more than what they deserve, less than what they deserve, or exactly what they deserve, is a discussion that sometimes goes on and on and around in circles; a little bit like those ones about Communism versus Capitalism (Worth, 2017).

5.1.3. Discussion on Statistics of the Study.

Based on founding from the previous studies, the current research has developed a number of conceptual and methodological contributions for measuring the attitudes of residents towards socio-cultural impacts from the professional football club in the communist-based country. The Scale of Socio-cultural Impact has measured the level of expectations as well as the importance of the socio-cultural impacts of professional football clubs on local residents in Viet Nam. By measuring the attitudes of local people, the research provided a comprehensive picture of local resident's perceptions of socio-cultural impacts from the football club of the moment; then, this information would help managers hae appropriate development strategies for professional football in Vietnam in the future.

This study offers the new knowledge with regard to verification of research on socio-cultural impacts by applying variables of local residents' interest in professional football club. Interest in professional football clubs would strengthen the relationship between socio-demographic variables and perceived socio-cultural impacts and increase power of explanation. The study statistically confirmed the validity and reliability of a scale of socio-cultural impacts of professional football clubs to local residents. Among the extensive research on the social impacts of professional sports, only a few studies have investigated the validity and reliability of such a scale. The contribution of the current study is simplification of the scale introduced in a prior study (Balduck et al., 2011). The modified scale is applicable to on-site surveys because of the low number of items with statistical validity required to verify socio-cultural impacts of professional football clubs to local residents.

The significant purpose of this study is to verify the validity of the SSCI in Vietnam. The CFA results confirmed two-dimensional of local residents’ perceptions of socio-cultural impacts of professional football



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clubs. However, the findings suggested that positive and negative impacts which can be measured by 37 items instead of using all 57 items. While the positive socio-cultural impacts consist of three sub-factors such as Community Enhancement & Consolidation, Health & Socio-cultural Opportunities and Economic Benefits; unlike study of Delamere et al. (2001) negative socio-cultural impact has one factor as Socio-cultural & Environment Concerns.

The practical application of the scale of socio-cultural impacts point out that researchers or managers who are working in the field of sport management in general and professional football in particular should be very careful when making statements about socio-cultural impacts, especially negative aspects, arising from professional football clubs. For example, if a respondent says increasing traffic congestion is important to them, then we know traffic jams are a serious problem in big cities as Ha Noi and Hochiminh city. Especially, stadiums located in the center of cities that also affect traffic jam on working days, not really cause of football matches. So that, we cannot assume that this impact is negative from professional football club as responses from local residents.

In addition, participants have considered impacts as increasing traffic and crowding in front of local stores as positive impacts to help economic development when they were approached before the event; however, during event, these respondents thought that the increased traffic and crowding were negative impacts. For instance, in the V. League, even the traffic or crowding in front of stadiums, but these impacts also changed to positive for local residents around stadiums as professional football clubs enhance local business trading including hiring parking lots, serving food & beverage or selling souvenirs. The managers of professional football clubs need to know what social and cultural issues from professional football clubs would make impacts to local residents, so that they could have useful information to decide which impacts to maximize or minimize in planning sustainable long-term development strategies. Therefore, the current study would make a formative and suitable instrument that distinguishes the socio-cultural impacts of professional football clubs to local residents in developing and Communist countries such as Vietnam.

5.2. Discussion on the implications of the socio-cultural impacts study

Football has great socio-cultural impacts, as the findings of the current study, and is loved by the great masses. The development and revitalisation of football will improve the physical condition of the Vietnamese people, enrich the cultural life, promote the spirit of patriotism and collectivism, cultivate sports culture, and develop the sports industry. This has a great significance for the realisation of the dream of becoming a powerful sports nation. This has great importance for the development of the economy, society and culture. The Vietnamese football at the national teams has already achieved good results in Asia since 2017 to date. However, the professional football league and clubs has been existing the problems led to negative results because of under-developed levels of organisation and management system as well as the shortage of staff and supervision deficits led to the weakness of the social foundation for the development of football. In order to sustainably



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develop professional football in Vietnam, the supports from local government, departments of culture and sports, and local presidents are just the surface. The roles of policies related management and development from the central government and other organizations such as Ministry of Culture, Sports and Tourism, Vietnam Sports Administration or Vietnam Football Federation is really necessary. Through the findings of this study, the research would offer some application proposals on policies to support the Vietnamese professional football to strongly and sustainably develop as well as receive enthusiasm supporting from local residents.

5.2.1. Implications for the managers of professional football clubs.

A squad comprised of regional players is essential if a football club wishes to be seen by its supporters as representing a region. Conversely, where the majority of the players do not come from the region, the supporters of the club will feel alienated since in their view the players are no longer able to represent the region. An important criterion for the identification of supporters with their football club is therefore to have common roots in the local town, city or region. As a consequence, it is necessary for the club management to build upon the willingness of its supporters (who are club members in many cases) to identify with the club due to its local ties. The integration of players from the club's home city or region into the football team authenticates its local or regional identity. The squad of a club that is characterized by a strong regional identity, therefore, normally consists mainly of players who are known to have a connection with the region. In this way, not only the public but also the players themselves perceive the club to be a part of their home region. This has the effect of giving credibility to the city and regional identity.

A further means of highlighting the regional affiliation of the club is for the club management to make public statements affirming their commitment to the local region. Thus, again and again in the media we hear club officials stressing the role of the club as representing the region and occasionally the players also remind us that they have come through from the club's youth section. These public declarations can enhance the reputation of the club in the eyes of the fans. Ha Noi FC (or Ha Noi T&T FC before) – founded in 2006 – is a “late-birth” professional football club if compared with “monument” clubs such as The Cong FC, Vietnam Railways FC or even though Ha Noi Police FC in Ha Noi city. But with high determination to become the symbol of the capital, Ha Noi FC took 11 years to become one of the most successful football team in Vietnam in the 20 years of professional period. The team not only provides the most players for national teams, but these players are also the pillars for the success of the Vietnamese national teams, especially in the last 2 years. The change of club's name to Ha Noi FC is a standard-but-important step to be considered by the supporters in the Vietnam's capital.

During the planning process of organizing professional football clubs, it is vital to promote community participation and involvement in order to guarantee overall success. As previously mentioned by Kim et al. (2006), community involvement will lead to increased mutual respect between the event stakeholders and the residents impacted upon as well as a heightened sense of support for the event project and its execution within close range of the community vicinity. Fredline (2005) highlighted the importance of the event officials to

understand the full impacts of the event and ensure a positive socio-cultural contribution to the community, in order to gain their support from the beginning. Organizing meet and greet with super-star players or celebrating birthdate of fan club is one of the most important things that professional football clubs have done to connect the club and local residents at the V. League. Ha Noi FC, Quang Ninh FC, Hoang Anh Gia Lai FC organize these activities quite frequently so that they got the big number of fans in both home and away fields. However, there also have another thing to make good connection between the fans and players that organizing big concert with participation of famous singers, bands and the club's players as doing by some Thai League's clubs as Buriram United, SCG Muangthong United, or Chiangrai FC. The community's approval and support for professional football clubs would minimize the local resident's pre-event fears of negative impacts and encourage local residents to welcome fans, tourists and spectators to surrounding area of stadium compound.

Last but not least, professional football clubs should enlist the strong integration of Vietnam's economic to attract the sponsorship from foreign companies or corporations with the win-win strategies. Importantly, the clubs have to ensure the benefits of sponsors in order to aim sustainable development. Then, professional football clubs have to take advantage of "community pride" spirit to attract fans via various solutions such as accompanying and facilitating the fan clubs, working together with sponsors to give added-value to spectators at the stadium and audiences on television or social media. In addition, professional football clubs have to cooperate with schools to build the healthy physical activities for students in the cities and surrounding areas in order to develop young players and spectators for cheering the clubs. Moreover, these activities also support for the advertising of sponsors.

5.2.2. Implications for the leaders of local government where hosting professional football clubs.

Public figures representing local and state politics always make an effort to associate themselves with a club when it has achieved success. Success for a club, which arouses emotions of regional patriotism in the local population, is at the same time taken by political office-holders to be success for the region itself. It is therefore always important to politicians for a club to achieve success and to attract the attention of the public. Politicians then have the opportunity to express their closeness to the successful football club, the popular championship winners representing the city or region. The determination of Ha Noi FC to win the V. League trophy on the occasion of 1000 years of Thang Long or Quang Nam FC championship at the 20th anniversary of the founding of Quang Nam province is also one of the interesting points of the Vietnamese football. This also corresponds to some studies in the world, typically in the case of political factors that are always present in the success of local teams in Germany.

At the present time, the majority of professional football clubs have been transferred by the Department of Culture, Sports and Tourism to enterprises, or transferred to a business model associated with sponsoring the team. Despite of financial autonomy, there are still a few teams still supported by local budgets or other incentives. Until now, there was only Ha Noi FC which has been handed over to Hang Day stadium,



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previously owned by the state, to exploit activities to increase revenues for clubs. Therefore, for the local government, the study proposes some policy suggestions to develop professional football as follows (1) Completely transform sports facilities such as stadiums or youth football training centers for enterprises with professional clubs to optimize the management, operation and exploitation; and (2) Support professional club in the search, selection and development of young football from local resources. The Department of Culture, Sports and Tourism should build a strong movement football base system by training standard football coaches and guides to develop local youth football quality.

5.2.3. Implications for the local residents where hosting professional football clubs.

In recent years, an extraordinarily ambitious development strategy for football in Vietnam has been launched with active support from the highest political levels. While the first effects of these reform programs, mainly visible in certain spectacular business initiatives, have been largely reported and discussed in the global media, very little is known currently about the attitudes and perception of one of the key stakeholder groups in this development as the supporters themselves. The results of our research suggest that there is a high level of awareness of the overall reform program within the subculture of football supporters, especially among those who are very active on social media. Given the place that football tends to occupy in the lives of those who consider themselves “supporters,” it is coherent that the survey participants felt concerned by a reform program that is directly targeted at their passion and is thus likely to have an impact on their everyday lives.

A further benefit is a loyal body of supporters, whose passion for the club is not dependent on sporting success. After all, through its symbolic significance for the region, the club is also a symbolic representative of the identity of its regional supporters. The clubs are also responsible for much outstanding youth work. On average, over the years, all three clubs have had more of their own former youth players in the squad than the majority of their competitors in La Liga. For example, in the year 2009/2010, Barcelona won the Spanish championship with 10 players from their youth section. Finally, the clubs have a superb communications basis from which to address their supporters, who accept club, team and management as their own representatives. The same as in Ha Noi FC case, the youth teams have been developed since U.13 to U.21 teams have made Ha Noi FC build more original players from Ha Noi. For instance, there were 15 of 23 players who born in Ha Noi city, and eight of them mainly contributed for the first team of the fourth championship of the V. League in 2018.

5.2.4. Implications for the V. League – Vietnam Professional Football company and VietnamFootball Federation.

As the findings of this study, there are much useful information for Vietnam Professional Football (VPF) company and Vietnam Football Federation (VFF) to correct and add in the “Developing strategies for Vietnam Football to the year 2020 – vision to the year 2030” approved by Prime Minister of the Socialist Republic of Vietnam with two suggested objectives such as (1) Complete the system of legal documents, mechanisms and independent policies in order to develop the market of professional football in Vietnam; and (2) Improve

continuously the capacity of management, achieve professional management qualifications for leaders, managers and officials from VFF, VPF companies, professional teams and other member federations.

Secondly, the VPF need to deal with media to make the television rights for the V. League in order to increase the revenue for the league and the professional football clubs, facilitate for audiences who cannot go to watch football matches at the stadiums, and enhance the benefits for the sponsors of the league and the professional football clubs. Then, the VFF and the VPF should develop the professional youth leagues or enforce the quota of youth players at the professional football clubs as the same as Thai League policies for youth players since 2019.

Finally, the VPF should have a plan to integrate the development of football development belong to developing plans on economic and social issues through the short-term goal of improving the environment and atmosphere for professional football league; and the medium and long-term goals of increasing presence of young players in professional clubs, establish a healthy football bases for society and make contribution to the success of the Vietnam National football teams.

5.3. Limitations and Future Research Suggestions

5.3.1. Limitation of the study.

This study strived to develop a valid and reliable instrument for measuring perceptions of local residents from socio-cultural impacts of professional football clubs at the community. However, this study contains a number of limitations due to the research design and procedures.

Firstly, the sample participants of this study have reached at public areas including in front of stadium with random methods would not be appropriate to be generalized to other contexts and populations. According to Waitt (2003), perceived social impacts and assessment of exchanged value are likely to be different across socio-demographic characteristics; thus, the results of the current study may not be generalized to other events and populations. For future research, it would be valuable to assess a variety of contexts in order to provide managerial insight for sport marketers based on comprehensive understanding of residents' affirmative attitudes. Secondly, the initial nine factors were deemed to be utilized to assess socio-cultural impacts of professional football club to local residents, only four factors were retained. This might be the reason that this study relied heavily on statistical procedures in order to purify and reduce the dimensions of the SSCI. Several factors were discarded due to ambiguous factor justification (i.e., similarity and lack of theoretical justification). Therefore, future studies should be conducted for revision of conceptual frameworks and factor development in order to provide a more clear and constant structure of psychometric construct of socio-cultural impacts.

Thirdly, although the four-factor model did show improved model fit, the reliability issues can be a crucial factor for implementing the SSCI to other events and populations. Therefore, future research should be emphasized on exploring more comprehensive constructs regarding socio-cultural impacts including security risks, sustainability issues, and also various socio-psychological benefits (i.e., political impacts, sport-specific outcome, etc.). Fourthly, this study is limited in that the data were collected using a convenience sampling method. Therefore, the results of this study should be interpreted with these constraints in mind. So that, the results cannot be generalized to all the Vietnamese fans. According to study of Knott et al. (2015), the socio-cultural impacts of a mega-event are often the most visible, but at the same time the least tangible and measurable. Communities in many rural and urban destinations in Vietnam are affected somewhat by professional football. Its socio-cultural effects in these areas, however, are less well documented, as much of the academic literature concentrates on the impacts in developing countries, especially in rare communist-based-country, or else evaluates them at a more general level.

Finally, in developing this framework, a number of limitations were recognized. First, the socio-cultural impact of changing attitudes towards the area is only one of many. The research does not assess other aspects such as levels of community cohesion and social belonging although similar scales could be developed for these if identified as key objectives for professional sports. Second, it is recognized that any attempt to quantify intangible socio-cultural effects will be prone to some error. Although this can be minimized by reliability and validity testing there will always be non-controllable factors influencing the results. Third, although this paper encourages objective, unbiased evaluation of the impacts of professional football clubs it can be foreseen that political agendas could drive the focus of such measurement and the use of the previous findings.

In summarize, understanding the socio-cultural impacts of professional football clubs on local residents and being able to measure or monitor such impacts is vital to professional sport viability. Advances in knowledge in this area will enable professional football club managers or football match organisers to develop or modify the clubs or the football matches to ensure that they are better aligned to the needs of the host community and at the same time enhance greatly the likely profitability for the professional football club.

5.3.2. Suggestions for the Future Research.

The findings of this study therefore provide a basis for the study on socio-cultural impacts of professional football club to local residents in Vietnam, especially on the scale of socio-cultural impacts. The study opens up a range of future research opportunities and recommendations. In particular, the researcher recommends performing further post-event longitudinal research, meaning to study on local residents after the football season finished, of the same respondents and documenting any shift in behaviour and attitude over time. In addition, the comparison was not only among the three regions of Vietnam, but also between the central-controlled cities and provinces to exploring the differences on socio-cultural impacts of professional football club to local residents. Moreover, the interesting issue on the differences perceptions of local residents



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who are having the professional football club at highest level and the ones who have had the professional football club at highest level, meaning that this professional football club was relegated already.

One of the reasons why respondents had such negative perceptions about socio-cultural impacts prior to the professional football clubs was due to a lack of information and communication from the organizers of the V. League, the managers of professional football clubs and/or the marketers of the sponsors for the clubs. In order to minimize negative socio-cultural impacts on local residents, the roles of effective dissemination of information via the media about government measures are extremely important solutions. Bob and Swart (2009) emphasize the importance of such feedback and updates related to the developments and temporary changes. Future research should be conducted in order to learn how to establish effective and timely communication with local residents of professional football clubs by using media elements such as radio broadcasts, print media, online electronic media and social media from the clubs, players and sponsors.

Further studies conducted to develop socio-cultural impact measurement frameworks (Small & Edwards, 2003; Small et al., 2005; Gursoy & Kendall, 2006; Small, 2007) build on this earlier work. It has been established that specific impacts cannot be generalised, suggesting these factors may vary between communities and between individuals. Given the importance of community satisfaction to the long-term viability of professional football clubs, further refinement of measurement scales and dimensions is recommended and highlight the recurring theme of the need to involve the community in order to support the purposes of professional football clubs. While the scales identified have been successful in gathering results for their very specific purposes, further research is needed to develop a method of measurement that will be robust and more broadly applicable.

The focus of this study on socio-cultural impacts cannot necessarily be extended towards actual social impacts as other objective measures, in the form of quantitative socio-cultural indicators or numbers of complaints to authorities, were not included in the methodology. Thus, future studies should consider the adoption of multi-method approaches to allow triangulation of the analysis. That notwithstanding, however, the study is of value for the following reasons: first, it has contributed to the existing research on mega sporting events by outlining the perceived socio-cultural impacts of the six professional football clubs from three regions of Vietnam to the local residents. Second, the findings confirm Barker's (2004) view that socio-cultural impacts vary according to the scale, location and duration of the events. Furthermore, the view that the occurrence of socio-cultural impacts is subject to influence by destination characteristics (Fredline, 2005) offers a potential explanation for the different impacts at the differences among socio-cultural impacts and regions of Vietnam.

Future research should also explore the management of people's expectations, such as methods to control or manage the distribution of information regarding the impacts of a sporting event. Further exploration that applies theories such as expectation and disconfirmation is required. In addition, a study that identifies the optimal way to inform local residents about the socio-cultural impacts of professional football clubs would be



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valuable. The number of studies using valid scales of socio-cultural impacts has been increasing recently. Additional methods such as the mixed method approach (i.e., a quantitative and qualitative approach) or the ethnography method would clarify the socio-cultural impacts of professional football clubs in specific or professional sports in general.

5.3.3. Applicable remarks.

This finding should encourage professional football clubs to strengthen ties with the local residents to ensure that they develop their positive perceptions of the socio-cultural impacts of the clubs as well as decrease their negative perceptions of socio-cultural impacts of the clubs. It is important for professional football club's managers to deeply understand and respond to enhance the perceptions of local residents and/or spectators to let the professional football club develop sustainably.

Regarding the valid and reliable scale for measuring the socio-cultural impacts of professional football clubs to local residents, it is suggested for the football league's managers and/or executives; football club's managers and marketers; and local governments on department of sports to employ this instrument to assess and receive useful information from local residents to improve developing strategies for professional football in Vietnam.

Conclusions of the Study.

Even though the findings of the study to develop and validate the suitable model for measuring socio-cultural impacts of professional football clubs to local residents; however, the practical application of the Scale of Socio-cultural Impacts point out that researchers or managers who are working in the field of sport management in general and professional football in particular should be very careful when making statements about socio-cultural impacts, especially negative aspects, arising from professional football club. For example, if a respondent says increasing traffic congestion is important to them, then that is all we know traffic jam is the serious problem in the big cities as Ha Noi and Hochiminh. Especially, if the stadiums are in the center of these two cities, it also affects the traffic on working days, which is not really related to the football days. So that, we cannot assume that this impact is negative from professional football clubs as the responses from local residents.

The participants have considered the impacts as increasing traffic and crowding in front of local stores as positive impacts to help economic development when they were approached before the event; however, during event, these respondents thought that these increased traffic and crowding were negative impacts. For instance, in the V. League, regarding the traffic or crowding in front of the stadium, these impacts also changed to positive for local residents around stadiums as professional clubs enhance local business trading including hiring parking lots, serving food & beverage or selling souvenirs. The V. League organizers and the managers of professional football clubs need to know what social and cultural issues from professional football clubs would make impacts to local residents, so that they could have useful information to decide which impacts to maximize or minimize in the planning of long-term sustainable strategic development for their clubs. Therefore, the SSCI would make a formative and suitable instrument that distinguish the socio-cultural impacts of professional

football clubs to local residents from the other social changes in developing and communist-based country as Vietnam.

Overall, it seems clear that perceptions of local residents towards professional football clubs were largely positive. Negative impacts relating to fan behavior, crime and local debt were not subsequently identified as key issues by local respondents. Adding to the increase the patriotism, enhance community beauty, promote a more inclusive society and increase investment to develop community suggest that, on the whole, socio-cultural perceptions of local residents from professional football clubs were positive.

After analyzing EFA and CFA, the scale of socio-cultural impacts was a valid measuring instrument for assessing socio-cultural impacts on local residents. Overall, it is concluded that local residents have positive perceptions on socio-cultural impacts from professional football clubs in their communities. Last but not least, comparing the socio-cultural impacts of professional football clubs to local residents among three regions concluded that the local residents in the Northern region responded their perceptions on both positive and negative were statistical significantly higher than residents in other regions in the Socialist Republic of Vietnam.

APPENDIX
PANEL OF IOC EXPERTS

1. **Assoc. Prof. Dr. Pham Ngoc Vien**, Vietnam Institute of Sports Science Former Chairman of Vietnam Professional Football (VPF) company
2. **Dr. Nguyen Hong Son**, Head of Football Department, Hochiminh city University of Sports (HUS), Vietnam.
3. **Dr. Huynh Quang Hung**, Griffith University, Australia.
4. **Dr. Nguyen Tra Giang**, Burapha University (BUU), Vietnam.
5. **Mr. Tran Van Mui**, Ton Duc Thang University (TDTU), Vietnam
Former Vice President of Vietnam Football Federation (VFF)
6. **Mr. Ngo Le Bang**, Vice President of Hochiminh city Football Federation (HFF) Former Lecturer at Hochiminh city University of Sports (HUS), Vietnam

EXPERT FOR LINGUISTIC VALIDATION

1. **Dr. Nguyen Tra Giang**, Burapha University (BUU), Vietnam
2. **Ms. Le Thi Thu Huong**, Hochiminh city University of Sports (HUS), Vietnam



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APPENDIX II

IOC TEST FOR MEASUREMENT

Chulalongkorn University
Faculty of Sports Science

LETTER TO THE PANEL OF EXPERTS

Dear Professor

I am a doctoral student at Chulalongkorn University who are studying in the Ph.D. Program of Sport Management. I am also involved in a dissertation regarding the socio-cultural impacts of professional football clubs to local residents in the Socialist Republic of Vietnam. The purpose of this letter is to invite you to serve on a panel of experts for my doctoral dissertation.

The dissertation named "The Socio-Cultural Impacts of Professional Football Clubs to Local Residents in the Socialist Republic of Vietnam" is studied with the aim to explore the socio-cultural impacts of professional football clubs to local residents; then, to find out the differences on local residents' perceived socio-cultural impacts of professional football clubs in football league among the three regions in Vietnam such as North, Middle and South.

You have been identified as an expert in the area of sport management through the program(s) available in your setting and your contribution to this very important field. I am requesting that you serve as a member of a panel of experts who will initially review the list of demographics/general information; the social-cultural impacts in both positive and negative.

Your involvement will be to rate the importance of the elements of this list and to make recommendations for the improvement of the instrument which will be sent to local citizens who have been living at the city/province that has the professional football club. This will take no more than an hour of your time to complete, and the checklist will be sent to you in early October, 2018. Please indicate your willingness to participate on the return form.

I look forward to your contribution to this study. Thank you very much for your time and consideration.

Sincerely,

Mr. Huynh Tri Thien
 Ph.D. Student
 Chulalongkorn University

Assist. Prof. Dr. Wanchai Boonrod
 Dissertation's Advisor
 Chulalongkorn University

_____ YES, I will participate as a panel member for a study of the socio-cultural impacts of professional football clubs to local residents in the Socialist Republic of Vietnam

_____ NO, I will be unable to participate as a panel member in this study

COMMENTS

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NAME

INSTITUTION

TITLE

ADDRESS

.....

.....

TELEPHONE

EMAIL

Please return this form by E-mail to

Mr. Huynh Tri Thien

Ph.D. Student, Chulalongkorn University

Email: huynhtrithien@hotmail.com

Tel: +84 (0) 909709688

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Chulalongkorn University
Faculty of Sports Science

QUESTIONNAIRE

***“The Socio-Cultural Impacts of Professional Football Clubs to Local Residents in
The Socialist Republic of Vietnam”***

OBJECTIVES

The purpose of study is to explore the socio-cultural impacts of professional football clubs to local residents; then, to find out the differences on local residents' perceived socio-cultural impacts of professional football clubs in football league among the three regions in Vietnam such as North, Middle and South. The specific objectives of the study were therefore:

1. To identify the socio-cultural impacts of professional football clubs to local residents in the Vietnam Football League.
2. To find out the differences on the socio-cultural impacts of professional football clubs to local residents among the North, Middle and South region in Vietnam.

DEMOGRAPHICS

1. Gender:

Male	1	Female	4
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2. Age:

Under 18 years old	1	35-45 years old	4
18-25 years old	2	45-60 years old	5
25-35 years old	3	More than 60 years old	6
3. Highest level of education:

High-school or below	1	Graduate/Postgraduate	3
College/ University	2		
4. Monthly income:

Below 200 \$	1	500-1000 \$	3
200-500 \$	2	More than 1000\$	4
5. Marital status:

Single	1	Others	3
Married	2		

6. Occupation:

Comments:

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LEVEL OF LOCAL RESIDENCE

7. Where is your residency:

- | | | | |
|---------------------|---|---------------------|---|
| Northern of Vietnam | 1 | Southern of Vietnam | 3 |
| Middle of Vietnam | 2 | | |

8. Length of residency:

- | | | | |
|------------------|---|------------------|---|
| Less than 1 year | 1 | 7-9 years | 4 |
| 1-3 years | 2 | 10 years or more | 5 |
| 4-6 years | 3 | | |

9. Were you aware that there is a professional football club hosted in your location?

- Yes (Go to question 11)
- No **(Just answer the question 10)**

10. What reason that you are not aware that there is a professional football club hosted in your location

- | | | | |
|-------------------------|-------|-------------------------|---|
| Too busy with the works | 1 | Don't care about sports | 2 |
| Another reason | | | |

11. How are you informed of awareness of a professional football club hosted in your location?

- | | | | |
|------------|--------------------------|--------------------|--------------------------|
| Television | <input type="checkbox"/> | Internet | <input type="checkbox"/> |
| Newspaper | <input type="checkbox"/> | Community meetings | <input type="checkbox"/> |

SOCIAL-CULTURAL IMPACTS

Please read each statement and tick the column which indicates the level of opinions that related to the social-cultural impacts of professional football clubs to you place on the factors

No.	SOCIAL-CULTURAL <u>POSITIVE</u> IMPACTS	LEVEL OF OPINIONS		
		<i>Have</i>	<i>Neutral</i>	<i>No have</i>
1	Do you think hosting football clubs enhanced community beauty?			
2	Do you think hosting football clubs increased shopping facilities?			
3	Do you think hosting football clubs increased leisure facilities?			
4	Do you think hosting football clubs enhanced sanitation facilities? (e.g. toilets)?			
5	Do you think hosting football clubs increased number of lodging facilities? (e.g. hotels, guesthouses)			
6	Do you think hosting football clubs increased the development of general tourism infrastructure?			
7	Do you think hosting football clubs enhanced local business trading?			
8	Do you think hosting football clubs increased opportunities of employment?			
9	Do you think hosting football clubs increased investment to develop community?			
10	Do you think hosting football clubs increased economic condition?			
11	Do you think hosting football clubs increased local residents' income?			
12	Do you think hosting football clubs encouraged the community growth?			
13	Do you think hosting football clubs enhanced the community spirit?			
14	Do you feel proud that your area hosted a football clubs?			
15	Does hosting football clubs increase your patriotism?			
16	Do you think hosting football clubs enhanced the unity of your community?			
17	Do you think hosting football clubs helped reduce social conflicts?			



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18	Do you think hosting professional football clubs enhanced your sense of being a part of the community?			
19	Do you think hosting football clubs helped increase the number of cultural events in your area?			
20	Does hosting football clubs positively affect how you feel about your culture?			
21	Do you think hosting football clubs enhanced your motivation to preserve the local culture?			
22	Do you think hosting football clubs provided you opportunities to meet new people?			
23	Do you think hosting football clubs increased your interest in sport events (especially football)?			
24	Do you think hosting football clubs enhanced media visibility?			
25	Do you think hosting football clubs enhanced national recognition of your community?			
26	Do you think hosting football clubs increased your excitement?			
27	Do you think hosting football clubs increased price of real estate?			
28	Do you think hosting football clubs increased product prices?			
29	Do you think hosting football clubs increased the province/city brand?			
30	Do you think hosting football clubs would generate recognition, affection and admiration?			
31	Do you think hosting football clubs would generate identity to a particular group?			
32	Do you think hosting football clubs would give a sense of belonging to a particular group?			
33	Do you think hosting football clubs would develop the personal values and skills at any age?			
34	Do you think hosting football clubs would improve citizens' health and effectively combat a multitude of ailments?			
35	Do you think hosting football clubs would contribute to creating healthy habits for citizens?			
36	Do you think hosting football clubs would improve the quality of life of those who participate in matches, especially in old age?			



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NO.	SOCIAL-CULTURAL <u>NEGATIVE</u> IMPACTS	LEVEL OF OPINIONS		
		<i>Need</i>	<i>Neutral</i>	<i>No need</i>
	Do you think hosting football clubs increased local and national government's debt?			
	Do you think hosting football clubs involved in traffic congestion?			
	Do you think hosting football clubs increased difficulty for finding parking spaces?			
	Do you think hosting football clubs increased problems in using public transportation?			
	Do you think hosting football clubs increased damages of local road because of heavier traffic?			
	Do you think hosting football clubs increased crime?			
	Do you think hosting football clubs increased risk of terrorism?			
	Do you think hosting football clubs increased risk of cyber-attack?			
	Do you think hosting football clubs increased your psychological anxieties due to security concerns?			
	Do you think hosting football clubs increased burden of litter and waste?			
	Do you think hosting football clubs increased air-pollution?			
	Do you think hosting football clubs caused the environment damage to your local community?			
	Do you think hosting football clubs disrupted your life?			

Trường đại học Chulalongkorn
Khoa Khoa học Thể thao

**THƯ NGỎ
GỬI HỘI ĐỒNG CHUYÊN GIA**

Kính gửi Giáo sư,

Tôi hiện là nghiên cứu sinh theo học chương trình Quản Lý Thể Thao tại đại học Chulalongkorn. Tôi đang thực hiện luận án về các tác động văn hoá và xã hội của các câu lạc bộ bóng đá chuyên nghiệp đến người dân địa phương ở nước Cộng Hoà Xã Hội Chủ Nghĩa Việt Nam. Do đó, tôi viết thư này ngõ hầu kính mời quý Giáo sư tham gia luận án với vai trò là hội đồng chuyên môn đối với luận văn nghiên cứu sinh mà tôi đang tham gia.

Luận án mang tên **“Những tác động văn hoá-xã hội của các câu lạc bộ bóng đá chuyên nghiệp lên người dân địa phương ở nước Cộng Hoà Xã Hội Chủ Nghĩa Việt Nam”** được thực hiện nhằm khám phá những ảnh hưởng về mặt văn hoá và xã hội của các đội bóng đá chuyên nghiệp đến đời sống người dân tại địa phương đó ở cả ba miền Bắc, Trung và Nam của Việt Nam; sau đó, chúng tôi tiếp tục khảo sát sự khác biệt về những tác động văn hoá và xã hội này giữa các miền.

Qua những dự án mà quý Giáo sư đã thực hiện cùng với những đóng góp đáng kể ở lĩnh vực quản lý thể thao cũng như bóng đá cho đến nay, quý Giáo sư được trân trọng ghi nhận như một trong những chuyên gia đầu ngành trong lĩnh vực này. Tôi kính mong quý Giáo sư đồng ý làm thành viên Hội Đồng Chuyên Gia cho luận án. Các chuyên gia sẽ thẩm định trước tiên những nội dung khảo sát, bao gồm các thông tin chung, các tác động văn hoá và xã hội cả tích cực và tiêu cực.

Sự tham gia của quý Giáo sư sẽ giúp phân định tầm quan trọng của các yếu tố tác động văn hoá và xã hội trong bảng khảo sát, và góp phần gợi ý cho bảng câu hỏi được hoàn thiện theo ngữ cảnh của Việt Nam trước khi gửi đến những người dân địa phương ở những tỉnh/thành có câu lạc bộ bóng đá chuyên nghiệp. Công việc này tốn ít hơn 1 giờ đồng hồ để hoàn tất, và bảng câu hỏi sau khi điều chỉnh sẽ được gửi lại cho đến quý Giáo sư vào đầu tháng 10 năm 2018 để xác nhận. Kính xin quý Giáo sư điền vào phiếu phản hồi để xác nhận việc đồng ý tham gia dự án.

Tôi rất mong nhận được sự góp sức quý báu của quý Giáo sư để dự án có thể hoàn thành tốt đẹp và hữu ích. Xin chân thành cảm ơn thời gian và sự quan tâm của quý Giáo sư.

Trân trọng,

Huỳnh Trí Thiện
Nghiên cứu sinh
Đại học Chulalongkorn

PGS. TS. Wanchai Boonrod
Giáo viên hướng dẫn
Đại học Chulalongkorn

_____ **VÃNG**, Tôi sẽ tham gia với vai trò là thành viên hội đồng chuyên gia của luận án nghiên cứu tác động văn hoá và xã hội của các câu lạc bộ bóng đá chuyên nghiệp đến người dân địa phương ở Việt Nam.

_____ **KHÔNG**, Tôi không thể tham gia luận án này.

GÓP Ý

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HỌ TÊN

CƠ QUAN

CHỨC VỤ

ĐỊA CHỈ

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ĐIỆN THOẠI

EMAIL

Xin quý Giáo sư gửi lại phiếu này qua email đến

Huỳnh Trí Thiện

Nghiên cứu sinh, Trường đại học Chulalongkorn.

Email: huynhtrithien@hotmail.com

Điện thoại: +84 (0) 909709688



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Trường Đại học Chulalongkorn
Khoa Khoa học Thể thao

BẢNG KHẢO SÁT

“Những tác động văn hoá-xã hội của câu lạc bộ bóng đá chuyên nghiệp đến người dân địa phương ở nước Cộng hoà Xã hội Chủ nghĩa Việt Nam”

MỤC TIÊU

Nghiên cứu này nhằm khám phá những ảnh hưởng về mặt văn hoá và xã hội của các câu lạc bộ bóng đá chuyên nghiệp đến đời sống người dân địa phương, sau đó, tiếp tục khảo sát sự khác biệt về những tác động này giữa các miền Bắc, Trung và Nam của Việt Nam. Mục tiêu cụ thể của nghiên cứu bao gồm:

1. Xác định những tác động văn hoá và xã hội của câu lạc bộ bóng đá chuyên nghiệp đến đời sống người dân địa phương.
2. Tìm ra sự khác biệt về tác động văn hoá-xã hội của câu lạc bộ bóng đá chuyên nghiệp đến người dân địa phương ở ba miền Bắc, Trung và Nam của Việt Nam.

THÔNG TIN CHUNG

1. Giới tính:

Nam	1	Nữ	2
-----	---	----	---
2. Tuổi:

Dưới 18 tuổi	1	35-45 tuổi	4
18-25 tuổi	2	45-60 tuổi	5
25-35 tuổi	3	Hơn 60 tuổi	6
3. Trình độ học vấn:

THPT hoặc thấp hơn	1	Sau Đại học/Cao học	3
Cao Đẳng/Đại học	2		
4. Thu nhập bình quân/tháng:

Dưới 5 triệu đồng	1	10 đến 20 triệu đồng	3
5 đến dưới 10 triệu đồng	2	Hơn 20 triệu đồng	4
5. Tình trạng hôn nhân:

Độc thân	1	Khác	3
Kết hôn	2		



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6. Nghề nghiệp:

Ý kiến:

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MỨC ĐỘ TIẾP CẬN

7. Anh/chị sống ở đâu:

Miền Bắc Việt Nam	1	Miền Nam Việt Nam	3
Miền Trung Việt Nam	2		

8. Thời gian cư trú:

Ngắn hơn một năm	1	7-9 năm	4
1-3 năm	2	Hơn 10 năm	5
4-6 năm	3		

9. Anh/chị có biết rằng có một câu lạc bộ (CLB) bóng đá chuyên nghiệp hoạt động trong vùng mình ở không?

Có (Đến câu 11)

Không (**Chỉ trả lời câu 10**)

10. Vì sao anh/chị không biết về CLB bóng đá chuyên nghiệp tại địa phương mình?

Quá bận rộn với công việc 1 Không quan tâm thể thao 2

Lý do khác

11. Bằng cách nào anh/chị đã biết về CLB bóng đá chuyên nghiệp đang hoạt động tại địa phương?



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TÁC ĐỘNG VĂN HOÁ-XÃ HỘI

Xin đọc từng câu hỏi dưới đây và đánh (✓) vào ô tương ứng thể hiện mức độ phù hợp với ảnh hưởng văn hoá-xã hội của CLB bóng đá chuyên nghiệp đến cộng đồng xung quanh nơi anh/chị sinh sống.

TT	TÁC ĐỘNG VĂN HOÁ-XÃ HỘI TÍCH CỰC	MỨC ĐỘ ĐỒNG THUẬN		
		Đồng ý	Không có ý kiến	Không đồng ý
1	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp làm tăng vẻ đẹp cộng đồng không?			
2	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp làm tăng các cửa hàng mua sắm không?			
3	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp thúc đẩy mở rộng các dịch vụ giải trí không?			
4	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp làm tăng thêm các dịch vụ vệ sinh công cộng không?			
5	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp làm tăng số lượng khách sạn/nhà nghỉ trong vùng không?			
6	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp làm nâng cao sự phát triển của cơ sở hạ tầng cho du lịch không?			
7	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp làm đẩy mạnh thương mại ở địa phương không?			
8	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp làm tăng cơ hội việc làm trong vùng không?			
9	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp làm tăng đầu tư vào sự phát triển cộng đồng không?			
10	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp làm cải thiện điều kiện kinh tế không?			
11	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp giúp cải thiện thu nhập của người dân địa phương không?			
12	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp giúp thúc đẩy sự tăng trưởng của cộng đồng không?			



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13	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp giúp tăng tinh thần của cộng đồng không?			
14	Anh/chị có tự hào vì trong vùng có CLB bóng đá chuyên nghiệp không?			
15	Có CLB bóng đá chuyên nghiệp có làm tăng lòng yêu quê hương của anh/chị không?			
16	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp làm tăng tính đoàn kết cộng đồng không?			
17	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp làm giảm những mâu thuẫn xã hội không?			
18	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp làm củng cố ý niệm mình là một phần của cộng đồng không?			
19	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp giúp tăng thêm nhiều sự kiện văn hoá trong vùng không?			
20	Việc có CLB bóng đá chuyên nghiệp trong vùng có tác động tích cực đến cảm nhận của anh/chị về văn hoá không?			
21	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp làm tăng động lực bảo tồn các giá trị văn hoá địa phương không?			
22	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp mang lại cơ hội gặp gỡ nhiều người mới không?			
23	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp làm tăng hứng thú của anh/chị đến những sự kiện thể thao (đặc biệt là bóng đá) không?			
24	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp thúc đẩy phát triển truyền thông?			
25	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp làm cả nước chú ý đến địa phương của mình nhiều hơn?			
26	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp làm tăng niềm hứng khởi?			
27	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp làm tăng giá trị tài sản?			
28	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp làm tăng giá sản phẩm?			



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29	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp giúp cải thiện thương hiệu của địa phương mình đang sống không?			
30	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp giúp củng cố sự công nhận, tầm ảnh hưởng và lòng hâm mộ với bóng đá?			
31	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp tạo ra tính đặc trưng cho tập thể?			
32	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp làm anh/chị cảm thấy mình thuộc nhóm đặc biệt?			
33	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp sẽ giúp phát triển giá trị bản thân và kỹ năng sống ở mọi lứa tuổi ?			
34	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp sẽ giúp cải thiện sức khỏe người bản địa và chống lại nhiều bệnh tật một cách hiệu quả không?			
35	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp sẽ góp phần tạo thói quen lành mạnh cho người dân không?			
36	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp sẽ nâng cao chất lượng sống của những người đi xem trận đấu, đặc biệt là người cao tuổi?			
37	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp sẽ thúc đẩy một xã hội phát triển toàn diện hơn?			
38	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp sẽ hỗ trợ chính quyền chống việc sử dụng ma túy/chất kích thích?			
39	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp sẽ giúp thúc đẩy thêm người tham gia vào thị trường lao động và dẫn đến một xã hội năng động hơn?			
40	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp sẽ là phương tiện giúp đạt được những giá trị cần thiết cho xã hội và tạo điều kiện phát huy những kỹ năng như làm việc nhóm và làm việc chăm chỉ?			
41	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp sẽ giúp vượt qua những thử thách, tăng tính cạnh tranh và tinh thần thể thao?			



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TT	TÁC ĐỘNG VĂN HOÁ-XÃ HỘI TIÊU CỰC	MỨC ĐỘ ĐỒNG THUẬN		
		Đồng ý	Không có ý kiến	Không đồng ý
44	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp làm tăng nợ công địa phương và cả nước?			
45	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp liên quan đến tắc nghẽn giao thông?			
46	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp làm việc tìm chỗ đậu xe trở nên khó khăn hơn?			
47	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp làm gia tăng những vấn đề về giao thông công cộng?			
48	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp làm tăng hư hỏng đường sá vì lưu thông nhiều hơn?			
49	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp làm tăng tình hình tội phạm?			
50	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp làm tăng nguy cơ khủng bố?			
51	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp làm tăng nguy cơ tấn công qua mạng internet?			
52	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp làm anh chị lo lắng hơn về vấn đề an ninh?			
53	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp làm tăng lượng rác thải?			
54	Anh/chị có nghĩ rằng có CLB bóng đá làm tăng ô nhiễm không khí?			
55	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp gây phá huỷ môi trường tại địa phương?			
56	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp làm phiền đến cuộc sống của anh/chị?			
57	Anh/chị có nghĩ rằng có CLB bóng đá chuyên nghiệp làm tăng xung đột xã hội giữa những người ủng hộ và những người không ủng hộ?			



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APPENDIX III
ETHIC COMMITTEE APPROVAL



บันทึกข้อความ

ส่วนงาน คณะกรรมการพิจารณาจริยธรรมการวิจัยในคน กลุ่มสถาบัน ชูตที่ 1 โทร.0-2218-3202,3409
ที่ จว ๒๖๖/2562 (อ) วันที่ ๒๑ เมษายน 2562
เรื่อง แจ้งผลผ่านการพิจารณาจริยธรรมการวิจัย


เรียน คณบดีคณะวิทยาศาสตร์การกีฬา

สิ่งที่ส่งมาด้วย เอกสารแจ้งผ่านการรับรองผลการพิจารณา

ตามที่นิสิต/บุคลากรในสังกัดของท่านได้เสนอโครงการวิจัยเพื่อขอรับการพิจารณาจริยธรรมการวิจัย จากคณะกรรมการพิจารณาจริยธรรมการวิจัยในคน กลุ่มสถาบัน ชูตที่ 1 จุฬาลงกรณ์มหาวิทยาลัย นั้น ในการนี้ กรรมการผู้ทบทวนหลักได้เห็นสมควรให้ผ่านการพิจารณาจริยธรรมการวิจัยได้ ดังนี้

โครงการวิจัยที่ 301.1/61 เรื่อง ผลกระทบของสโมสรฟุตบอลอาชีพที่มีต่อสังคมและวัฒนธรรมของคนในท้องถิ่นในประเทศสาธารณรัฐสังคมนิยมเวียดนาม (THE SOCIO-CULTURAL IMPACTS OF PROFESSIONAL FOOTBALL CLUBS TO LOCAL RESIDENTS IN THE SOCIALIST REPUBLIC OF VIETNAM) ของ MR. Huynh Tri Thien นิสิตระดับดุษฎีบัณฑิต

จึงเรียนมาเพื่อโปรดทราบ


(ผู้ช่วยศาสตราจารย์ ดร.นันท์ ชัยชนงศาโรจน์)
กรรมการและเลขานุการ
คณะกรรมการพิจารณาจริยธรรมการวิจัยในคน
กลุ่มสถาบัน ชูตที่ 1 จุฬาลงกรณ์มหาวิทยาลัย



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The Research Ethics Review Committee for Research Involving Human Research
Participants, Health Sciences Group, Chulalongkorn University
Jamjuree 1 Building, 2nd Floor, Phayathai Rd., Patumwan district, Bangkok 10330, Thailand,
Tel/Fax: 0-2218-3202, 3409 E-mail: eccu@chula.ac.th

COA No. 095/2019

Certificate of Approval

Study Title No. 301.1/61 : THE SOCIO-CULTURAL IMPACTS OF PROFESSIONAL
FOOTBALL CLUBS TO LOCAL RESIDENTS IN THE
SOCIALIST REPUBLIC OF VIETNAM

Principal Investigator : MR. HUYNH TRI THIEN

Place of Proposed Study/Institution : Faculty of Sports Science,
Chulalongkorn University

The Research Ethics Review Committee for Research Involving Human Research
Participants, Health Sciences Group, Chulalongkorn University, Thailand, has approved
constituted in accordance with the International Conference on Harmonization – Good Clinical
Practice (ICH-GCP).

Signature:  Signature: 
(Associate Professor Prida Tasanapradit, M.D.) (Assistant Professor Nuntaree Chaichanawongsaroj, Ph.D.)
Chairman Secretary

Date of Approval : 17 April 2019

Approval Expire date : 16 April 2020

The approval documents including:

1) Research proposal

2) Patient/Participant Information Sheet and Informed Consent Form

3) Researcher

4) Questionnaire



The approved investigator must comply with the following conditions:

1. The research/project activities must end on the approval expired date of the Research Ethics Review Committee for Research Involving Human Research Participants, Health Sciences Group, Chulalongkorn University (RECCU). In case the research/project is unable to complete within that date, the project extension can be applied one month prior to the RECCU approval expired date.
2. Strictly conduct the research/project activities as written in the proposal.
3. Using only the documents that bearing the RECCU's seal of approval with the subjects/volunteers (including subject information sheet, consent form, invitation letter for project/research participation (if available).
4. Report to the RECCU for any serious adverse events within 5 working days
5. Report to the RECCU for any change of the research/project activities prior to conduct the activities.
6. Final report (AF 03-12) and abstract is required for a one year (or less) research/project and report within 30 days after the completion of the research/project. For thesis, abstract is required and report within 30 days after the completion of the research/project.
7. Annual progress report is needed for a two- year (or more) research/project and submit the progress report before the expire date of certificate. After the completion of the research/project processes as No. 6.

Patient Participant Information Sheet

Title of research project: The socio-cultural impacts of professional football clubs to local residents in the Socialist Republic of Vietnam

Principle researcher's name: Mr. Huynh Tri Thien **Position:** PhD Student

Office address: Faculty of Sports Science, Chulalongkorn University

Home address: 563/31 Nguyen Dinh Chieu street, Ward 2, District 3, Hochiminh city, 70880, Vietnam

Telephone (office): (66)896616868 **Telephone (home):** (84) 909709688

Cell phone: (66)896616868 **E-mail:** huynhtrithien@hotmail.com

1. You are being invited to take part in a research project. Before you decide to participate it is important for you to understand why the research is being done and what it will involve. Please take time to read the following information carefully and do not hesitate to ask if anything is unclear or if you would like more information.
2. This research project involves to "The socio-cultural impacts of professional football clubs to local residents in the Socialist Republic of Vietnam".
The specific objectives of the study were therefore:
 - To identify the socio-cultural impacts of professional football clubs to local residents in the Vietnam Football League.
 - To find out the differences on the socio-cultural impacts of professional football clubs to local residents among the North, Middle and South region in Vietnam.
3. Details of participant.
 - Characteristics, including inclusion and exclusion criteria: participants of this study are limited to the local residents who are residing in a city and surrounded communities of the event site.
 - Male and female
 - Age 18 and above
 - Can read and write
 - Living in the city that within 2km area far from the stadiums.
 - People who are willing to participate in the research
 - Number of participants needed: a total of 1,500 respondents
 - How to approach potential participants: multiple data collections are conducted at various public areas in hosting communities including busy streets, shopping malls, public parks, bus stations, and other public areas
 - Group allocation and number of participants in each group: survey at three regions which have the professional football clubs such as the Northern with Hanoi capital (Hanoi FC) and Nghe An province (Song Lam Nghe An FC); Middle with Da Nang city (SHB Da Nang FC) and Quang Nam province (Quang Nam FC); and Southern with Hochiminh city (Hochiminh City FC) and Gia Lai province (Hoang Anh Gia Lai FC). In each city, the researchers would conduct at least 250 citizens for the target sample.
4. Procedure upon participants:
 - The researcher would collect data from the professional football clubs in the Vietnam Football League in the season 2019.



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- The researcher would collect data from local citizens at the three regions such as the Northern with Ha Noi Football Club and Song Lam Nghe An Football Club; Middle with SHB Da Nang Football Club and Quang Nam Football Club; and Southern with Hochiminh city Football Club and Hoang Anh Gia Lai Football Club.
- A screening question would ask of potential respondents to assess if they are a resident of the city. If so, they are requested to complete the questionnaire which took approximately 15 minutes *by self-answering method with explanation from interviewer if needed*. The sample is collected through convenience sampling utilizing spatial method based on a sample from only local residents of the hosting community.

5. Process of providing information which also be stated in the proposal.

Provide information to potential participants. Data collection will be conducted by interview, only once and by research team including 1) Huynh Tri Thien (principal researcher), 2) Pham Sy Nhat (head of volunteer group in the Northern), 3) Le Thi Quynh Nhu (head of volunteer group in the Middle) and 4) Tran Do Trong (head of volunteer group in the Southern) work as volunteers.

6. *This is a low risk research project.*

7. For benefit of the project, state clearly; what/how to individual/public/academy. *Acquiring an in-depth understanding of perceived socio-cultural impacts of local residents would enable event planners and administrators to better allocate their resources in the event planning process and generate more benefits to both the organization and hosting communities.*

8. Participation to the study is voluntary and participant has the right to deny and/or withdraw from the study at any time, no need to give any reason, and there will be no bad impact upon that participant."

9. If you have any question or would like to obtain more information, the researcher can be reached at all time. If the researcher has new information regarding benefit on risk/harm, participants will be informed as soon as possible.

10. Information related directly to you will be kept confidential. Results of the study will be reported as total picture. Any information which could be able to identify you will not appear in the report.

11. *The respondent will receive a keychain with logo of V. League 1 on one face and the pictures of Vietnamese superstars on another face in return for their time, but not have any other fees.*

12. If researcher does not perform upon participants as indicated in the information, the participants can report the incident to the Research Ethics Review Committee for Research Involving Human Research Participants, Health Sciences Group, Chulalongkorn University (RECCU), Jamjuree 1 Bldg., 2nd Fl., 254 Phyathai Rd., Patumwan district, Bangkok 10330, Thailand, Tel./Fax. 0-2218-3202 E-mail: eccu@chula.ac.th

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Informed Consent Form

Address
 Date

Code number of participant

I who have signed here below agree to participate in this research project

Title: "The socio-cultural impacts of professional football clubs to local residents in the Socialist Republic of Vietnam"

Principle researcher's name: Mr. Huynh Tri Thien

Contact address: 563/31 Nguyen Dinh Chieu street, Ward 2, District 3, Hochiminh city

Telephone: (84) 909709688

I have read and/or been informed about rationale and objective(s) of the project, what I will be engaged with in details, risk/harm and benefit of this project. The researcher has explained to me and I clearly understand with satisfaction.

I willingly agree to participate in this project and consent the researcher to response to questionnaire.

After the end of the project personal data will be deleted.

I have the right to withdraw from this research project at any time as I wish with no need to give any reason. This withdrawal will not have any negative impact upon me.

Researcher has guaranteed that procedure(s) acted upon me would be exactly the same as indicated in the information. Any of my personal information will be kept confidential. Results of the study will be reported as total picture. Any of personal information which could be able to identify me will not appear in the report.

If I am not treated as indicated in the information sheet, I can report to the Research Ethics Review Committee for Research Involving Human Research Participants, Health Sciences Group, Chulalongkorn University (RECCU), Jamjuree 1 Bldg., 2nd Fl., 254 Phiyathai Rd., Patumwan district, Bangkok 10330, Thailand, Tel./Fax. 0-2218-3202 E-mail: eccu@chula.ac.th.

I also have received a copy of information sheet and informed consent form

Sign
 (Mr. Huynh Tri Thien)
 Researcher



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Sign
 (.....)
 Participant

Sign
 (.....)
 Witness

QUESTIONNAIRE

“The Socio-Cultural Impacts of Professional Football Clubs to Local Residents in The Socialist Republic of Vietnam”

OBJECTIVES

The purpose of study is to explore the socio-cultural impacts of professional football clubs to local residents; then, to find out the differences on local residents' perceived socio-cultural impacts of professional football clubs in football league among the three regions in Vietnam such as North, Middle and South. The specific objectives of the study were therefore:

1. To identify the socio-cultural impacts of professional football clubs to local residents in the Vietnam Football League.
2. To find out the differences on the socio-cultural impacts of professional football clubs to local residents among the North, Middle and South region in Vietnam.

DEMOGRAPHICS

1. Gender:

Male Female

2. Age:

From 18 to 25 years old From 46 to 60 years old

From 26 to 35 years old Over 60 years old

From 36 to 45 years old

3. Highest level of education:

High-school or below Graduate/Postgraduate

College/ University

4. Monthly income:

Below 5M VND (~200\$) 10M to 20M VND(~500-1K\$)

5M to 10M VND (~200-500\$) More than 20M VND (~1K\$)

5. Marital status:

Single Others

Married



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6. Occupation:

7. Where is your residency:

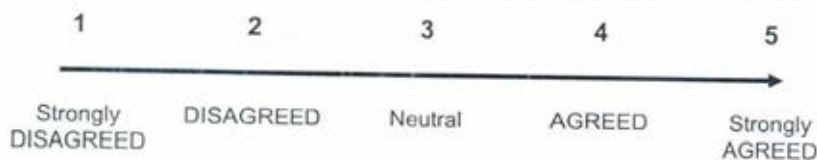
- Northern of Vietnam Southern of Vietnam
- Middle of Vietnam

8. Length of residency:

- Less than 1 year From 7 to 9 years
- From 1 to 3 years From 10 years or more
- From 4 to 6 years

SOCIAL-CULTURAL IMPACTS

Please read each statement and circle the number which indicates level of opinions that related to social-cultural impacts of professional football clubs to you place on the factors



NO.	CONTENTS	LEVEL OF OPINIONS				
		5	4	3	2	1
POSITIVE IMPACTS						
1	Professional football club enhanced community beauty	5	4	3	2	1
2	Professional football club increased leisure facilities	5	4	3	2	1
3	Professional football club increased the development of general tourism infrastructure	5	4	3	2	1
4	Professional football club enhanced local business trading?	5	4	3	2	1
5	Professional football club increased opportunities of employment?	5	4	3	2	1
6	Professional football club increased investment to develop community	5	4	3	2	1


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7	Professional football club enhanced the community spirit	5	4	3	2	1
8	Feel proud that your area hosted a professional football club	5	4	3	2	1
9	Professional football club increased your patriotism	5	4	3	2	1
10	Professional football club enhanced the unity of your community	5	4	3	2	1
11	Professional football club helped to reduce social conflicts	5	4	3	2	1
12	Professional football club helped to increase the number of cultural events in your area	5	4	3	2	1
13	Professional football club enhanced your motivation to preserve the local culture	5	4	3	2	1
14	Professional football club provided you opportunities to meet new people	5	4	3	2	1
15	Professional football club increased your interest in sport events	5	4	3	2	1
16	Professional football club enhanced media visibility	5	4	3	2	1
17	Professional football club enhanced national recognition of your community	5	4	3	2	1
18	Professional football club increased your excitement	5	4	3	2	1
19	Professional football club increased city brand	5	4	3	2	1
20	Professional football club would generate recognition, affection and admiration	5	4	3	2	1
21	Professional football club would generate identity to a particular group	5	4	3	2	1
22	Professional football club would give a sense of belonging to a particular group	5	4	3	2	1
23	Professional football club would improve citizens' health	5	4	3	2	1
24	Professional football club would contribute to creating healthy habits for citizens	5	4	3	2	1
25	Professional football club would improve quality of life of those who participate in matches, especially elders	5	4	3	2	1



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26	Professional football club would promote a more inclusive society	5	4	3	2	1
27	Professional football club would able to support government leaders to fight against narcotics	5	4	3	2	1
28	Professional football club help to drives social mobility	5	4	3	2	1
29	Professional football club would help to overcome challenges, competitiveness and sportsmanship	5	4	3	2	1
30	Professional football club would contribute to the fight against intolerance and racism	5	4	3	2	1

NO.	CONTENTS	LEVEL OF OPINIONS				
NEGATIVE IMPACTS						
1	Professional football club increased local government's debt	5	4	3	2	1
2	Professional football club involved in traffic congestion	5	4	3	2	1
3	Professional football club increased problems in using public transportations	5	4	3	2	1
4	Professional football club increased crime	5	4	3	2	1
5	Professional football club increased risk of terrorism	5	4	3	2	1
6	Professional football club increased risk of cyber-attack	5	4	3	2	1
7	Professional football club increased your psychological anxieties due to security concerns	5	4	3	2	1
8	Professional football club increased burden of litter and waste?	5	4	3	2	1
9	Professional football club increased air-pollution	5	4	3	2	1
10	Professional football club disrupted your life	5	4	3	2	1
11	Professional football club increased social conflicts between supporters and non-supporters	5	4	3	2	1

Kindly thanks to your supports!



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APPENDIX IV
QUESTIONNAIRE FOR LOCAL RESIDENTS

Mẫu Thông báo Chấp thuận

Địa điểm:

Ngày:

Mã số người tham gia

Tôi - đã ký dưới đây - đồng ý tham gia dự án nghiên cứu này

Tiêu đề của dự án nghiên cứu: “Tác động văn hóa-xã hội của các câu lạc bộ bóng đá chuyên nghiệp đến cư dân địa phương tại nước Cộng hòa Xã hội Chủ nghĩa Việt Nam”

Người nghiên cứu: Huỳnh Trí Thiện

Địa chỉ: Khoa Khoa học Thể thao, Đại học Chulalongkorn, Đường Rama 1, Pathumwan, Bangkok, 10330, Thái Lan

Điện thoại: (84) 909709688

Tôi đã đọc hoặc/và được thông báo về lý do và mục tiêu của dự án, những gì tôi sẽ tham gia với các chi tiết, rủi ro/tác hại và lợi ích của dự án này. Các nhà nghiên cứu đã giải thích cho tôi và tôi hiểu rõ với sự hài lòng

Tôi sẵn sàng đồng ý tham gia dự án này và bằng lòng phản hồi thông tin cho nhà nghiên cứu. Sau khi kết thúc nghiên cứu, dữ liệu cá nhân sẽ bị xoá.

Tôi có quyền rút khỏi dự án nghiên cứu này bất cứ lúc nào tôi muốn mà không cần phải đưa ra bất kỳ lý do nào. Việc rút khỏi dự án này sẽ không có bất kỳ tác động tiêu cực nào đối với tôi.

Nhà nghiên cứu đã đảm bảo rằng các thủ tục liên quan đến tôi sẽ giống hệt như được nêu trong thông tin. Bất kỳ thông tin cá nhân của tôi sẽ được giữ bí mật. Kết quả nghiên cứu sẽ được báo cáo dưới dạng tổng số. Bất kỳ thông tin cá nhân nào có thể nhận dạng tôi sẽ không xuất hiện trong báo cáo nghiên cứu.

Nếu nhà nghiên cứu không thực hiện đúng các điều như đã nêu trong phiếu thông tin này, người tham gia có thể báo cáo về Ủy ban đánh giá đạo đức nghiên cứu nghiên cứu khoa học về những người tham gia nghiên cứu về con người, khoa Khoa học sức khỏe, Đại học Chulalongkorn (RECCU). Tòa nhà Jamjuree 1, Tầng 2, 254 đường Phyathai, huyện Patumwan, Bangkok 10330, Thái Lan, Tel. / Fax. 0-2218-3202 E-mail: eccu@chula.ac.th.

Tôi cũng đã nhận được một bản sao của tờ thông tin và Mẫu thông báo chấp thuận.

Ký tên:
(Huỳnh Trí Thiện)
Nghiên cứu sinh

Ký tên:
(.....)
Người tham gia nghiên cứu

Ký tên:
(.....)
Người làm chứng

VS 4/2558

PHIEU PHONG VAN

“Những tác động văn hoá-xã hội của câu lạc bộ bóng đá chuyên nghiệp đến người dân địa phương ở nước CHXHCN Việt Nam”

MỤC TIÊU NGHIÊN CỨU

Nghiên cứu này nhằm khám phá những ảnh hưởng về mặt văn hoá và xã hội của các câu lạc bộ (CLB) bóng đá chuyên nghiệp đến đời sống người dân địa phương, sau đó, tiếp tục khảo sát sự khác biệt về những tác động này giữa các miền Bắc, Trung và Nam của Việt Nam.

Mục tiêu cụ thể của nghiên cứu bao gồm:

1. Xác định những tác động văn hoá và xã hội của CLB bóng đá chuyên nghiệp đến đời sống người dân địa phương.
2. Tìm ra sự khác biệt về tác động văn hoá-xã hội của CLB bóng đá chuyên nghiệp đến người dân địa phương ở ba miền Bắc, Trung và Nam của Việt Nam.

THÔNG TIN CHUNG

1. Giới tính:

Nam	<input type="checkbox"/>	Nữ	<input type="checkbox"/>
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2. Tuổi:

Từ 18 đến 25 tuổi	<input type="checkbox"/>	Từ 46 đến 60 tuổi	<input type="checkbox"/>
Từ 26 đến 35 tuổi	<input type="checkbox"/>	Trên 60 tuổi	<input type="checkbox"/>
Từ 36 đến 45 tuổi	<input type="checkbox"/>		
3. Trình độ học vấn:

THPT hoặc thấp hơn	<input type="checkbox"/>	Sau Đại học/Cao học	<input type="checkbox"/>
Cao Đẳng/Đại học	<input type="checkbox"/>		
4. Thu nhập bình quân/tháng:

Dưới 5 triệu đồng	<input type="checkbox"/>	10 đến 20 triệu đồng	<input type="checkbox"/>
5 đến dưới 10 triệu đồng	<input type="checkbox"/>	Hơn 20 triệu đồng	<input type="checkbox"/>
5. Tình trạng hôn nhân:

Độc thân	<input type="checkbox"/>	Khác	<input type="checkbox"/>
Kết hôn	<input type="checkbox"/>		
6. Nghề nghiệp:



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7. Anh/chị sống ở đâu:

Miền Bắc Việt Nam Miền Nam Việt Nam

Miền Trung Việt Nam

8. Thời gian cư trú:

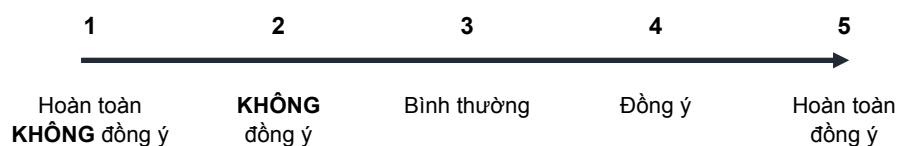
Ngắn hơn một năm 7-9 năm

1-3 năm Hơn 10 năm

4-6 năm

TÁC ĐỘNG VĂN HOÁ – XÃ HỘI

Xin đọc từng câu hỏi dưới đây và khoanh tròn (O) vào ô tương ứng thể hiện mức độ đồng ý của Anh/Chị đối với các vấn đề ảnh hưởng văn hoá và xã hội của CLB bóng đá chuyên nghiệp đến cộng đồng xung quanh nơi anh/chị sinh sống



TT	NỘI DUNG	MỨC ĐỘ ĐỒNG Ý				
TÁC ĐỘNG TÍCH CỰC						
1	CLB bóng đá chuyên nghiệp làm tăng vẻ đẹp cộng đồng	5	4	3	2	1
2	CLB bóng đá chuyên nghiệp thúc đẩy mở rộng các dịch vụ giải trí	5	4	3	2	1
3	CLB bóng đá chuyên nghiệp làm nâng cao sự phát triển của cơ sở hạ tầng cho du lịch	5	4	3	2	1
4	CLB bóng đá chuyên nghiệp làm đẩy mạnh thương mại ở địa phương	5	4	3	2	1
5	CLB bóng đá chuyên nghiệp làm tăng cơ hội việc làm	5	4	3	2	1
6	CLB bóng đá chuyên nghiệp làm tăng đầu tư vào sự phát triển cộng đồng	5	4	3	2	1
7	CLB bóng đá chuyên nghiệp giúp tăng tinh thần cộng đồng	5	4	3	2	1
8	Tự hào vì trong vùng có CLB bóng đá chuyên nghiệp	5	4	3	2	1
9	CLB bóng đá chuyên nghiệp làm tăng tình yêu quê hương	5	4	3	2	1

10	CLB bóng đá chuyên nghiệp làm tăng tính đoàn kết cộng đồng	5	4	3	2	1
11	CLB bóng đá chuyên nghiệp làm giảm mâu thuẫn xã hội	5	4	3	2	1
12	CLB bóng đá chuyên nghiệp giúp tăng thêm nhiều sự kiện văn hoá tại địa phương	5	4	3	2	1
13	CLB bóng đá chuyên nghiệp làm tăng động lực bảo tồn các giá trị văn hoá địa phương	5	4	3	2	1
14	CLB bóng đá chuyên nghiệp mang lại cơ hội gặp gỡ nhiều người mới	5	4	3	2	1
15	CLB bóng đá chuyên nghiệp làm tăng hứng thú đến những sự kiện thể thao	5	4	3	2	1
16	CLB bóng đá chuyên nghiệp thúc đẩy phát triển truyền thông địa phương	5	4	3	2	1
17	CLB bóng đá chuyên nghiệp làm cả nước chú ý đến địa phương của mình nhiều hơn	5	4	3	2	1
18	CLB bóng đá chuyên nghiệp làm tăng niềm hứng khởi của cá nhân	5	4	3	2	1
19	CLB bóng đá chuyên nghiệp giúp cải thiện thương hiệu của địa phương mình đang sống	5	4	3	2	1
20	CLB bóng đá chuyên nghiệp giúp củng cố sự công nhận, tầm ảnh hưởng và lòng hâm mộ với bóng đá	5	4	3	2	1
21	CLB bóng đá chuyên nghiệp tạo ra tính đặc trưng cho tập thể	5	4	3	2	1
22	CLB bóng đá chuyên nghiệp làm anh/chị cảm thấy mình thuộc nhóm đặc biệt	5	4	3	2	1
23	CLB bóng đá chuyên nghiệp sẽ giúp cải thiện sức khoẻ người bản địa	5	4	3	2	1
24	CLB bóng đá chuyên nghiệp sẽ góp phần tạo thói quen sống lành mạnh cho người dân	5	4	3	2	1
25	CLB bóng đá chuyên nghiệp sẽ nâng cao chất lượng sống của những người đi xem trận đấu, nhất là người cao tuổi	5	4	3	2	1
26	CLB bóng đá chuyên nghiệp sẽ thúc đẩy một xã hội phát triển toàn diện hơn	5	4	3	2	1



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27	CLB bóng đá chuyên nghiệp sẽ hỗ trợ chính quyền chống việc sử dụng ma túy/chất kích thích	5	4	3	2	1
28	CLB bóng đá chuyên nghiệp sẽ giúp thúc đẩy phát triển một xã hội năng động hơn	5	4	3	2	1
29	CLB bóng đá chuyên nghiệp sẽ giúp vượt qua những thử thách, tăng tính cạnh tranh và tinh thần thể thao	5	4	3	2	1
30	CLB bóng đá chuyên nghiệp sẽ góp phần chống lại sự kỳ thị và phân biệt chủng tộc	5	4	3	2	1

TT	NỘI DUNG	MỨC ĐỘ ĐỒNG Ý				
TÁC ĐỘNG TIÊU CỰC						
1	CLB bóng đá chuyên nghiệp làm tăng nợ công địa phương	5	4	3	2	1
2	CLB bóng đá chuyên nghiệp liên quan đến tắc nghẽn giao thông	5	4	3	2	1
3	CLB bóng đá chuyên nghiệp làm gia tăng những vấn đề về giao thông công cộng	5	4	3	2	1
4	CLB bóng đá chuyên nghiệp làm tăng tình hình tội phạm	5	4	3	2	1
5	CLB bóng đá chuyên nghiệp làm tăng nguy cơ khủng bố	5	4	3	2	1
6	CLB bóng đá chuyên nghiệp làm tăng nguy cơ tấn công qua mạng internet	5	4	3	2	1
7	CLB bóng đá chuyên nghiệp làm anh chị lo lắng hơn về vấn đề an ninh	5	4	3	2	1
8	CLB bóng đá chuyên nghiệp làm tăng lượng rác thải	5	4	3	2	1
9	CLB bóng đá chuyên nghiệp làm tăng ô nhiễm không khí	5	4	3	2	1
10	CLB bóng đá chuyên nghiệp làm phiền đến cuộc sống của anh/chị	5	4	3	2	1
11	CLB bóng đá chuyên nghiệp làm tăng xung đột xã hội giữa những người ủng hộ và không ủng hộ bóng đá	5	4	3	2	1

Trân trọng cảm ơn sự tham gia nhiệt tình của Anh/Chị!

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