THE INTANGIBLE IMPACTS OF SPORTS FACILITIES DEVELOPMENT: CASE STUDY OF THE BUKIT JALIL NATIONAL SPORTS COMPLEX IN MALAYSIA

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ABSTRACT

The sports and sports facilities development have improved rapidly over the past years in Malaysia especially after country hosted the 16th Commonwealth Games in 1998. The increase in the amount of public money being spent on sports facilities, and at the same time, the increase in the number of sports facilities in Malaysia necessitate an investigation into the issues surrounding the development of sports facilities especially in Kuala Lumpur as the regional and national centre for sporting activities. This research aims to examine the intangible benefits of sports facilities as perceived by residents. The Bukit Jalil National Sports Complex, which is the largest Sports Complex in Malaysia, was selected as a case study. The research used a postal survey with special format for residents in Kuala Lumpur Federal Territory by personal delivery according to house types, namely, low cost, medium cost and high cost in order to obtain a more balanced. Further, the Contingent Valuation (CV) method was applied which obtained from the literature. The results reveal that the intangible impacts of the sports facilities are very limited which need to improve and increase the impacts for further development.

Keywords: Sports facilities, Residents, Intangible benefits, National sports complex, Malaysia, and Contingent valuation (CV) method.