THE EFFECTS OF THE
2008 EQUESTRIAN OLYMPIC GAMES
ON THE DEVELOPMENT OF EQUESTRIAN
IN HONG KONG

BY

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Date: 16/2/2009
25TH APRIL, 2008

We hereby recommend that the Honours Project by Miss. Yu Pui Yan entitles "The effect of 2008 Equestrian Olympic Games on the development of equestrian in Hong Kong" be accepted in partial fulfilment of the requirements for the Bachelor of Arts Honours Degree in Physical Education and Recreation Management.

___________________________   __________________________
Dr. Patrick W.C. Lau           Prof. Leung Mee Lee
Chief Advisor                   Second Reader
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Date:____________________________
ABSTRACT

Olympic Games had brought lots of effects on the hosting countries economically, socially and politically. However, whether Olympic Games could help sport development was always not emphasized. This study attempted to investigate whether the 2008 Equestrian Olympic Games in Hong Kong could help the development of equestrian in Hong Kong. A total of 150 university students participated in the study, with 77 male and 73 female. The questionnaire included questions like the subjects’ attitude towards the co-hosting of Equestrian Games in Hong Kong, the intention and actual participation in equestrian, the awareness on equestrian information before and after gets the chance to co-host the 2008 Equestrian Olympic Games. Results indicated that the 2008 Equestrian Olympic Games did not affect the actual participation in equestrian but it could increase the people’s awareness on equestrian information. It is hoped that the study could
provide a clearer picture on the effect of the 2008 Equestrian Olympic Games on the development of equestrian in Hong Kong.
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Chapter 1

INTRODUCTION

Beijing successfully got the chance to host 2008 Olympic Games on 13th July in 2001. It was the first time for China to host Olympic Games and thus the Beijing Government has tried to put a great effort on preparing it. And the Beijing Organizing Committee for the Games of the XXIX Olympiad (BOCOG) announced that Hong Kong would be the city for co-hosting 2008 Equestrian Olympic Games on 8th July in 2005 so that the horses’ health could be ensured. The experts from different countries commented Hong Kong had the most advanced equestrian facilities and equipments in Olympics (Fang, Liu & Zhou, 2007). The Hong Kong Jockey Club was determined to ensure the 2008 equestrian venues were the best in Olympic history (The Standard, 2007).

Equestrian was included into the Olympic Games since 1900 and it consisted of three disciplines. They were dressage, jumping and eventing. Yet, it was not a mainstream sport in
the whole world because participating in equestrian involved a huge amount of costs. Horses played a more important role than the human who taking control of it in the equestrian event. Therefore buying a suitable horse contributed to the success in the equestrian competition (Jin, 2005). A top horse that could be used for equestrian competition cost more than $10,000,000 and the athletes usually bought their own horses in order to get a closer relationship with the horses so that they could get better results in the competition (Beijing Daily, 2008). More importantly, the horses needed to receive training at least for 5 years so that people could know whether they were good horses or not and the training fees involve more than €50,000 (Jin, 2005). As a result, the general public were unable to afford this huge amount of money and only wealthy people or middle class could participate in equestrian and thus equestrian was not a mainstream sport in the whole world (Zhou, 2007).
For Hong Kong, it was famous for organizing horse racing. Horse racing had been held for 100 years in Hong Kong and apart from local horse racing, the Hong Kong Jockey Club was very successful in holding international horse racing competition every year (South China Morning Post [SCMP], 2003). Among the 7,000,000 populations in Hong Kong, 1/3 of them were horse racing fans and it showed that horse racing was one of the sport that people like in Hong Kong (Tang, 2007). Yet, equestrian was not a well-developed sport in Hong Kong. Equestrian was first developed by the Hong Kong Jockey Club and it established a private club house in 1884 and only the sons and the daughters of the members could learn horseback riding and also some equestrian skills at the very beginning (Tang, 2007). After the Hong Kong Jockey Club cooperated with the government, four equestrian training centres had been established and three of them were opened to the general public (Leisure and Cultural Services Department [LCSD], n.d.). Apart from that, there were more and more private equestrian
training centres established in Hong Kong like the Hong Kong Equestrian Centre and International Riding Centre. As a result, there were more people had a chance to learn equestrian or get some basic knowledge about horses and equestrian. However, equestrian was still not a mainstream sport in Hong Kong until now. There was only around 6000 people received equestrian training in Hong Kong nowadays (Ta Kung Pao, 2008). And lack of sponsorship for quality horses was one of the major impediments to the development of equestrian in Hong Kong (The Standard, 2007). Yet, research (London Assembly, 2007) showed that Olympic Games in the hosting country could help to encourage mass sport participation in that country. Therefore the 2008 Equestrian Olympic Games may be an important instrument to develop equestrian in Hong Kong.

Statement of Problem

The purpose of the study was to investigate the effects of 2008 Equestrian Olympic Games on the development of
Equestrian in Hong Kong with respective to the difference in gender and socioeconomic status.

Hypotheses

The hypotheses of the study were as followings:

(1) There would be no significant mean difference on the participation in equestrian related activities before and after Hong Kong got the chance to host the 2008 Equestrian Olympic Games.

(2) There would be no significant mean difference on the awareness on the equestrian information before and after Hong Kong got the chance to host the 2008 Equestrian Olympic Games.

(3) There would be no significant mean difference between male and female on the participation in equestrian related activities.
(4) There would be no significant mean difference between male and female on the awareness on the equestrian information.

(5) There would be no significant mean difference between people with different socioeconomic status on the participation in equestrian related activities.

(6) There would be no significant mean difference between people with different socioeconomic status on the awareness on the equestrian information.

(7) There would be no significant relationship between the subject’s attitude towards hosting the 2008 Equestrian Olympic Games and the actual participation.

(8) There would be no significant relationship between intention to participate in equestrian and the actual participation.

(9) There would be no significant relationship between awareness on equestrian information and the actual participation.
Definition of Terms

The following terms are defined specifically for this study:

Effect

Effect means the result of a particular influence and it can be positive or negative. In this study, we will focus on the effect on equestrian development that is brought by the Equestrian Olympic Games.

Equestrian Olympic Games

Equestrian is defined as the skill of riding or driving horses. During the Olympic Games, equestrian will consist of three disciplines that include Jumping, Dressage and Eventing.

Sport Development

Ministry of Tourism, Sport and the Arts in Britain (n.d.) defined sport development as measures and support that allows a specific sport or a sport organization to improve and/or grow. In this study, development includes both of growth in
the actual participation and also the public awareness on
equestrian information.

Socioeconomic Status

According to Coakley (2004), socioeconomic status refers “to
the categories of people share an economic position in society
based on a combination of their income, wealth, education,
occupation, and social connection” (p.326). It is divided into
three groups which are low, medium and high socioeconomic
status.

Delimitations

The delimitations of the study were listed as followings:

(1) The selected samples were delimited to adolescents
aged from 18 to 23.

(2) The questionnaire were distributed and collected
by the researcher on February in 2008.

(3) Convenience sampling is used in this study.

(4) The self-designed questionnaire mainly determines
the subjects’ attitude towards 2008 Equestrian Olympic Games,
the participation of the equestrian related activities and
the awareness on equestrian information before and after Hong
Kong gets the chance to host 2008 Equestrian Olympic Games.

Limitations

The result of the study was limited as followings:

(1) Sample size was small which affect the
representativeness of the data.

(2) Convenience sampling method was used and sample bias
may occur.

(3) Self-designed questionnaire was used which may affect
the validity and reliability of the study.

(4) The subjects were limited to adolescent aged from 18
to 23 and thus the other age groups were not examined in this
study.

(5) It was assumed that all of the subjects would answer
the questions honestly.
Significance of Study

To begin with, although Hong Kong is only responsible for hosting the Equestrian Olympic Games, it is the first time for Hong Kong to organize Olympic Games, which is a world famous game. The hosting marked one of the most important years in the history of sports development in Hong Kong (SCMP, 2006). And according to the Olympic Movement, one of the aims of Olympic Games was to assist in sport for all and promote sports in the hosting country (International Olympic Committee [IOC], n.d.). Therefore the Equestrian Olympic Games in Hong Kong, which is a co-host city, should also follow this aim and try to promote equestrian in Hong Kong. Although equestrian was not a well-developed sport in Hong Kong when comparing to other sports like table tennis, basketball and badminton, there were 60,000 people involved in various equestrian activities in Hong Kong since the announcement of the city’s Olympic involvement, interest in the sport had risen a lot (SCMP, 2005). As a result, it is quite important for us to access whether
the 2008 Equestrian Olympic Games have any impact on the development on Equestrian in Hong Kong.

Besides, according to the new budget of the Hong Kong SAR government, it has proposed to spend a total of 150 million for the promotion of the Beijing Olympic Games and also the Equestrian Olympic Games in Hong Kong. And 10 million will be particularly used for the projects in commemoration of the Equestrian Events and also for the promotion of the Olympic legacy (Hong Kong Economic Times, 2008). The government would promote the Equestrian Olympic Games before, during and after the events by increasing the public awareness and participation (China Daily, 2006). Therefore apart from the actual participation, whether the general public has increased their awareness on equestrian should also be considered in this study.

Last but not least, the 2008 Equestrian Olympic Games was one of the hot topics in the sport development of Hong Kong and there was not much study concerning the effect of
it on the development of equestrian in Hong Kong. At the very beginning, it was the government who support the co-hosting of the Equestrian event in Hong Kong and there were only a small number of people who support this issue. On the other hand, there were also a lot of the opposing voices from different people and organizations. According to Tang (2007), the International Equestrian Organization was one of the organizations that opposed to this issue. Therefore it was very useful for us to test whether the 2008 Equestrian Olympic Games in Hong Kong has successfully contribute to the development of equestrian in Hong Kong.
Chapter 2

REVIEW OF LITERATURE

Introduction

Many countries tried to bid for the chance to host mega sport events, e.g. the Olympic Games, World Cup and World Championship. It was because of the benefits that could bring to the hosting countries. It included economic benefits, sport participation and development and social benefits etc (Brown and Massey, 2001). For the economic benefits, as Preuss (2006) said that one of the major reasons for cities or countries bid for the major sport events was the economic benefits such as ticketing, sponsorship and television right. Besides, a research (Sterken, 2006) showed that the Summer Olympic Games could boost the local economic activity and stimulated the per capita GDP (gross domestic product) growth. The GDP was stimulated because the Olympics had developed infrastructure such as telecommunication, transportation, housing or even some sport and entertainment (Preuss, 2006). Apart from that,
Chalkley and Essex (1998) said that sports mega-events attracted tourists and created economic return in the hosting city by spending money there and creating job opportunities. It was evident that during the EURO 96 Football Championships, 280,000 overseas visitors were attracted and spent £120 million in the eight host cities (Dobson, 1997).

For the development of sport in the host country, according to the Olympic Movement, one of the aims of Olympic Games was to assist in sport for all and promote sports in the hosting country (IOC, n.d.). Botella and De Moragas Spa (1994) also said that sport participation should also be the legacy of hosting major sport event. Therefore when a country host worldwide equestrian games, encouraging the public to participate in sports was crucial.

Socially speaking, IOC committed that “Olympic Games should ensure the host cities and their residents were left with the most positive legacy of venues, infrastructure, expertise and experience” (IOC, n.d.). Hiller (2006) also said
that the Olympics had help in transforming the urban environment by constructing specialized buildings and other infrastructural improvements. For example, according to Essex and Chalkey (1998), the aquatic centre, basketball gymnasium, hockey stadium and the equestrian venue were given to the educational establishments or local authorities. And the main Olympic Village was located on the campus of Georgia Technical College.

In this chapter, we would put the focus on reviewing the literatures that were related to the study topics. To begin with, we would try to define sport development. Sport development is a process through which mechanisms are offered for individuals to access to sports, whether as player, official, coach or administrator, and covers from foundation to elite levels of sport (South African Sports Anglers and Casting Federation, 2003). Wolverhampton City Council (n.d.) also defined sport development as the provision and improvement of opportunities to participate in active
recreation and ensuring for all, regardless of age, gender, ethnicity, disability and level of participation. Sport development is important because it could increase the number of people participating in physical activity and thereby enhancing their physical well being and thus improving the overall health of the nation (South African Sports Anglers and Casting Federation, 2003).

According to some researches, it was evident that some major sport event was successful in developing sport in the hosting countries that the participation rate of certain sports was increased (London Assembly, 2007). For example, Football World Cup was a world famous major sport event that was held every four years and some of them were able to promote football in the hosting countries. The government of South Africa had seen 2010 Football World Cup as an opportunity to develop football or the other sports in South Africa (South Africa 2010, n.d.).
Besides, according to some researches, they showed that both of the 1992 Barcelona Olympic Games and the 2000 Sydney Olympic Games were the most successful in promoting mass sports participation (London Assembly, 2007). For the Barcelona Olympic Games in 1992, a survey showed that the general attitude towards sports of the people had became more positive. There may not be any relationship between the general attitude and the actual participation (Spain National Statistics, 1995). Nevertheless, Botella and De Moragas Spa (1994) pointed out that the proportion of the population which participate in sport activity at least once a week had grown from 36% in 1983, to 47% in 1989, and went up to 51% in 1995. More surprisingly, the percentage of women participating in sport activity had increased from 35% in 1989 to 45% in 1995 (Botella & De Moragas Spa, 1994).

Meanwhile, Cashman (2006) and Lenskyj (2002) indicated that the Sydney Olympic Games in 2002 had put a great impact on the sport development for both of the elite performance
and also the mass sport participation. Toohey (2005) also added that the 2000 Sydney Olympic Games had boosted the sport participation in the country. And Haynes (2001) said that there was a large increase in interest and participation in Olympic sports immediately following the games. Moreover, Veal (2003) had made an analysis on the sport participation in Australia between 1985 and 2002 and it showed that there was an increase in the participation in seven Olympics sports. Therefore all the study mentioned above revealed that Sydney Olympic Games in 2000 was very successful in boosting local sport participation.

Furthermore, Xia (2007) also said that although the elite sport development had been declined gradually in Japan but mass sports participation had been developed rapidly after the Tokyo Olympic Games and their national physical fitness level had improved significantly. More recently, research (Wang & Theodoraki, 2007) showed that Qingdao, which was one of the co-hosting cities in 2008 Olympic Games, was very
successful in boosting the sport participation rate through the promotion of mass sport participation by the government.

Apart from the overall sport development through Olympic Games, equestrian was developed through some major equestrian competition e.g. The World Equestrian Games, World Equestrian Festival and Equestrian Olympic Games (Federation Equestrian International, 2008). In specific, for the participation of equestrian in hosting countries, the Sweden World Equestrian Games had a tremendous influence on the participation of equestrian in Sweden (Sweden World Equestrian Games, 1990). The Samsung Super League with FEI at elite level had a crucial impact on the visibility of equestrian sport and over the past few years, it had generated media interest and coverage, and hence awareness and thus it became the leading factor in the development of the sport at grass root level (Samsung Super League, n.d.). Besides, a findings clearly pointed out that current horse riders and owners overwhelmingly see London 2012 Olympic Games in an
extremely positive light and they believed that it offered the British equestrian industry a golden opportunity (BETA National Equestrian Survey, 2006).

After talking about the actual participation, sport could also be developed by increasing awareness on it as evident by Zimmerman (2008). He indicated that beach event in the United States had raised the female’s awareness on sport and hence increase sport participation. The Olympics had also increased the public’s awareness on sport in the hosting countries through television viewing. For example, a total of 97% capital city adults in Greece watched television coverage during the Athens Olympic Games and 92% of them watched the other associate broadcasting channel which broadcast on non-mainstream sports and countries. In particular, 71% of the adults enjoyed watching swimming and it was followed by athletics (40%), gymnastics (33%), diving (32%) and cycling (20%) (Hirons, in press). Besides, for Sydney Olympic Games, Sweeney Sport Reports (2001) showed that there
was an increase in television viewing during post-Olympics and the increase had significantly showed in the beach volleyball (7%), water polo (3%), hockey (3%) and athletics (3%). Last but not least, a present research which was done by RTHK (2008) indicated that the Chinese in Beijing increased the duration and times spending on watching sports by 58.2% and 60% after China got the hosting chance on 2008 Olympic Games. In particular, some equestrian events were very successful in attracting a lot of spectators. For example, all of the five disciplines with 150,000 tickets had sold out during the World Equestrian Festival (The World Equestrian Festival Newsletter, 2007). Besides, the 2008 Equestrian Olympics Games had already sold out 20,000 tickets that were half of the total tickets (Nan Fang Daily, 2008). As a result, we could conclude that major sport event could boost the people’s awareness on sport by television viewing and being a spectator in venue based on the findings mention above.
Nevertheless, not all of the Olympic Games were very successful in sport development. For example, there was not much development in equestrian in Greece after the Athens Olympic Games, and there was no cross-country course in Greece until now. And people in Greece found it was difficult to develop equestrian in Greece because there was no performance horse breeding locally and good horses must be imported from Europe which was very expensive (Cyber Horse, 2004). For the Atlanta Olympic Games in 1996, it could only boost the consumers’ expenditure on sporting goods while it did not directly increase the people’s participation in sport regularly (London Assembly, 2007). Besides, the Mexico Olympic Games was just as transient and ephemeral as a fleeting cloud and the Montreal Olympic Games had only left behind a huge financial burden for the country and thus both of them could not achieve the goal of promoting mass sport participation (Lu, 2003).
Summary

In summary, as we have mentioned above, whether the 2008 Equestrian Olympic Games could help the development of equestrian in Hong Kong was unclear. Therefore the study is going to investigate the effect in order to get a clearer picture. Meanwhile, the study also measured whether there was gender and socio-economic difference on the equestrian participation and the awareness on equestrian information.
Chapter 3

METHOD

The method of this study was presented into the following sections:

(a) Sample of Selection
(b) Development of Questionnaire
(c) Data Collection
(d) Method of Analysis.

Sample of Selection

All the subjects participated in this study were studied in the Hong Kong Baptist University. The subjects aged between from 18 to 23. A total number of 150 subjects participated in the study with 77 male and 73 female.

Development of Questionnaire

A self-designed questionnaire was used in this study and it was divided into four parts. In the first part, general information of the respondent was asked. It included sex, age and social economic status. For the social economic status,
the indicator included house, material possession, education, occupation, income, land, caste and social participation (Tiwari, Aditya Kumar & Ambrish Kumar, 2005). In this study, in order to determine the social economic status of the respondent, information like the education level and the occupation of the respondent’s father and mother and also the type of housing that the respondent live was asked. Weighted scored measure based on the questionnaire developed by Tiwari, Aditya Kumar and Ambrish Kumar in 2005 was used in this study and the socio-economic status of the subjects was classified by adding the score of the each item.

From the second part to the forth part in the questionnaire, they were developed from a questionnaire that was similar to this study and was conducted by Cheung (2008). In the second part, five questions were asked to determine the attitude of the subjects towards the 2008 Equestrian Olympic Games.

In the third part, every question started with the heading” before Hong Kong got the chance to co-host the 2008
Equestrian Olympic Games” so that the past history of the subjects on equestrian was determined. Two types of questions were asked and for the first type, nine questions were asked and it mainly aimed at determining the subjects’ actual participation in equestrian related activities like the equestrian trainings, equestrian competitions and equestrian activities. On the other hand, apart from the actual participation, the intention to participate in the equestrian related activities which mentioned above was also asked. For the second part, six questions concerning the awareness of the subjects’ on the equestrian information were examined. It included whether the subjects would watch the equestrian competition on the televisions and in the venue, whether the subjects would read the equestrian competition news through the newspaper or the internet and also whether the subjects knew some basic information about Equestrian Olympic Games like the discipline that equestrian consists.
In the fourth part, the focus would be put on the effect of the 2008 Equestrian Olympic Games on the subjects. Therefore every question would begin with “after Hong Kong got the chance to co-host the 2008 Equestrian Olympic Games”. In this part, similar questions that appeared in the third part would be asked again to determine whether the subjects had changed their behaviour after Hong Kong got the chance to co-host the 2008 Equestrian Olympic Games. And two new questions had been added and it included whether the subjects would watch the 2008 Equestrian Olympic Games in the venue and also whether they knew where the venue of 2008 Equestrian Olympic Games was. As a result, questions were also divided into two types and nine and seven questions were asked respectively. 4-point Likert-type Scale was used in the last three parts of the questionnaire and aimed at determining different levels of perception of the subjects, from 1 (totally disagree) to 4 (totally agree).
Pilot study had been carried out to make sure that the questions were easy to understand. Besides, the result from the pilot study was analysed to see if it is valid, clear and appropriate. A total of 20 questionnaires were distributed in the pilot study and there was no modification on the questionnaire after the pilot study.

Data Collection

Questionnaire was delivered in the Hong Kong Baptist University and convenience sampling was used. The students were given introduction of the study and the researcher would collect the materials and questionnaire once the subject had finished the questionnaire.

Method of Analysis

All of the questionnaire were put into further analysis and were inputted into the Statistical Package for the Social Science (SPSS).

Descriptive statistics of the subjects were presented; Independent sample t-test was used to test the subjects'
difference in the participation in equestrian related activities and the awareness on equestrian news and information between male and female; One way ANOVA was used to determine the respondents’ difference in the participation in equestrian related activities and the awareness on equestrian news and information between the respondent with low, medium or high socioeconomic status; Paired-sample t-test was used to determine the effect of the 2008 Equestrian Olympic Games to the development of equestrian. Same groups of the population were tested by comparing the mean score before and after Hong Kong get the chance to host 2008 Equestrian Olympic Games. Pearson Product Moment Coefficient of Correlation (r) was used to determine the correlation between the attitude towards 2008 Equestrian Olympic Games, intention to participate and awareness on equestrian information with the actual participation in equestrian related activities. The significant level was set at .05.
Chapter 4

Analysis of Data

The purpose of the study aims at investigating the effect of the 2008 Equestrian Olympic Games to the development of Equestrian in Hong Kong. The data of the study was presented as the following:

1. Description of the subject’s personal data such as gender, age and socioeconomic status.

2. Presentation of the result from the Paired sample t-test on the actual participation in equestrian activities before and after Hong Kong gets the chance to co-host the 2008 Equestrian Olympic Games.

3. Presentation of the result from Paired sample t-test on the awareness on the equestrian information before and after Hong Kong gets the chance to co-host the 2008 Equestrian Olympic Games.

4. Presentation of the Independent sample t-test on the actual participation in equestrian activities and
awareness on equestrian information between male and female.

5. Presentation of the One Way ANOVA and Post Hoc test on the actual participation in equestrian activities between different socioeconomic statuses.

6. Presentation of the One Way ANOVA and Post Hoc test on the awareness on the equestrian information between different socioeconomic statuses.

7. Presentation of the Pearson’s correlation test between attitude towards co-hosting 2008 Equestrian Olympic Games, intention to participate and awareness with actual participation.

Results

1) Descriptive statistics of the subjects

In the study, a total of 150 questionnaires were collected at which 51.3% (N=77) of them were male and 48.7% (N=73) of them were female. (See Table 1)
All the subjects were aged between 18 to 23 years old. The mean age of the subjects was 20.75 and the standard deviation was 1.551 (see Table 2a). Also, the frequency and percentage distribution of the subjects’ age were presented in Table 2b and Figure 1.

Table 2a

*Mean and Standard Deviation of the Subjects’ Age (N=150)*

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<thead>
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<th>Max.</th>
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<td>18</td>
<td>23</td>
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### Table 2b

**Frequency and Percentage of Subjects’ Age**

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<th>Subjects’ Age</th>
<th>Frequency</th>
<th>Percentage (%)</th>
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<td><strong>Total</strong></td>
<td><strong>150</strong></td>
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</tr>
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</table>

**Figure 1.** Frequency of the subjects of different ages.
For the subject's socioeconomic status, it was divided into low, medium and high in accordance to the education level and the occupation of subjects' parents and also the type of housing that the subject lived in. The scoring method was based on a socioeconomic scale which was developed by Tiwari, Aditya Kumar and Ambrish Kumar in 2005. However, some of the areas were amended so that it was more applicable in some of situation in Hong Kong. A weighted score measure was used and it ranged from 1 to 3 for each item. For the education status of the subjects' parents, weighted score for achieved educational status were given, '1' for primary school or below, '2' for secondary school and '3' for higher studies (degree, master and Ph D holder). Secondly, the occupation of parents was also measured, weighted scores for occupational status were as followed, '1' for elementary occupation, '2' for craft and related workers, clerks and service workers, '3' for professionals, managers and administrators. For the type of housing, weighted scores for it was '1' for public rental house,
'2' for flat under Home Ownership Scheme and '3' for privately owned house. The socioeconomic status was calculated by adding the score for each item. The low socioeconomic status had a weighted score from '5-7', middle socioeconomic status had a score from '8-12' and high socioeconomic status had a score from '13-15'. In this study, 32.7% (N=48) of them were belonged to the low socioeconomic status, 47.3% (N=71) of them were medium socioeconomic status and 20.7% (N=31) of them were in a high socioeconomic status (see Table 3).

Table 3

*Frequency and Percentage of Subjects’ Socio-economic Status (SES) (N=150)*

<table>
<thead>
<tr>
<th>Subject’s SES</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low</td>
<td>48</td>
<td>32.0</td>
</tr>
<tr>
<td>Medium</td>
<td>71</td>
<td>47.3</td>
</tr>
<tr>
<td>High</td>
<td>31</td>
<td>20.7</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>100</td>
</tr>
</tbody>
</table>
2. Paired-sample t-test of actual participation in equestrian activities

In order to test the effect of the 2008 Equestrian Games on the actual participation on equestrian activities, Paired-sample t-test was used to analyse the actual participation in equestrian activities before and after Hong Kong gets the chance to co-host the 2008 Equestrian Olympic Games. Result showed that there was no significant mean
difference in the score of the subjects ($t=-1.74$, $p=0.83$) which means the null hypothesis had been accepted (see Table 4). It can be concluded that the co-host 2008 Equestrian Olympic Games is unable to affect people’s actual participation in equestrian activities.

Table 4

Paired-sample $t$-test of Actual Participation in Equestrian Activities ($N=150$)

<table>
<thead>
<tr>
<th>Source</th>
<th>M</th>
<th>SD</th>
<th>t</th>
<th>df</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation Before</td>
<td>1.99</td>
<td>0.48</td>
<td>-1.74</td>
<td>149</td>
<td>0.83</td>
</tr>
<tr>
<td>After</td>
<td>2.00</td>
<td>0.48</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3. Paired-sample $t$-test of the awareness on equestrian information

Results from the Paired-sample $t$-test showed that there was a significant mean difference on the subject’s score on the awareness on the equestrian information before and after Hong Kong got the chance to co-host the 2008 Equestrian Olympic
Games (t=-11.97, p=0.00) which rejected the null hypothesis (see Table 5). It can be concluded that the co-hosting of 2008 Equestrian Olympic Games has increased the people’s awareness on equestrian information.

Table 5

Paired-sample t-test of the Awareness on Equestrian Information (N=150)

<table>
<thead>
<tr>
<th>Source</th>
<th>M</th>
<th>SD</th>
<th>t</th>
<th>df</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness</td>
<td>Before</td>
<td>1.93</td>
<td>0.55</td>
<td>-11.97</td>
<td>149</td>
</tr>
<tr>
<td></td>
<td>After</td>
<td>2.41</td>
<td>0.61</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* p < .05, two-tailed.

4. Independent sample t-test of actual participation and awareness on equestrian information with different gender

Results from the Independent Sample t-test showed that there was no significant mean difference between male and female on the actual participation in equestrian activities (t=-0.29, p=0.77). Yet, for the awareness on equestrian
information, the result showed that there was a significant mean difference between male and female ($t=2.55, p=0.01$) which rejected the null hypothesis (see Table 6). It can be concluded that there is no gender difference on the participation in equestrian activities but the difference can be seen on the awareness on the equestrian information.

Table 6

*Independent Sample t-test of Actual Participation and Awareness among Males and Females (N=150)*

<table>
<thead>
<tr>
<th>Source</th>
<th>Group</th>
<th>M</th>
<th>SD</th>
<th>n</th>
<th>MD</th>
<th>t</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation</td>
<td>Male</td>
<td>1.99</td>
<td>0.53</td>
<td>77</td>
<td>-0.23</td>
<td>-0.29</td>
<td>0.77</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>2.01</td>
<td>0.43</td>
<td>73</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Awareness</td>
<td>Male</td>
<td>2.53</td>
<td>0.46</td>
<td>77</td>
<td>0.25</td>
<td>2.55</td>
<td>0.00*</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>2.28</td>
<td>0.72</td>
<td>73</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* $p < .05$, two-tailed.
5. One Way ANOVA of actual participation in equestrian activities between different socio-economic statuses

Result from the One Way ANOVA showed that there was significant mean difference on the actual participation in equestrian activities among the low, medium and high social economic statuses (F=14.12, p=0.00) which rejected the null hypothesis (see Table 7). And Post Hoc Test using Student-Newman-Keuls test was used to determine which group was greater than the other group. Result indicated that there was no significant mean difference among the low and medium socioeconomic status. But the mean of the high socioeconomic status was significant greater than the mean of the low and medium socioeconomic status (see Table 8). It can be concluded that the high socioeconomic status participate more in equestrian activities than the low and medium socioeconomic status.
Table 7

One Way ANOVA of Actual Participation among Different Socioeconomic Statuses (N=150)

<table>
<thead>
<tr>
<th>Source</th>
<th>SS</th>
<th>df</th>
<th>MS</th>
<th>F</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation Between Groups</td>
<td>5.59</td>
<td>2</td>
<td>2.80</td>
<td>14.12</td>
<td>0.00*</td>
</tr>
<tr>
<td>Within Groups</td>
<td>29.10</td>
<td>147</td>
<td>0.20</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>34.69</td>
<td>149</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

p < .05, two-tailed.

Table 8

Post Hoc Test of Actual Participation among Different Socioeconomic Statuses

<table>
<thead>
<tr>
<th>SES Group</th>
<th>N</th>
<th>Subset for alpha = .05</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low Socioeconomic Status</td>
<td>48</td>
<td>1.83</td>
</tr>
<tr>
<td>Medium Socioeconomic Status</td>
<td>71</td>
<td>1.95</td>
</tr>
<tr>
<td>High Socioeconomic Status</td>
<td>31</td>
<td>2.36</td>
</tr>
<tr>
<td>Sig.</td>
<td>0.22</td>
<td>1.00</td>
</tr>
</tbody>
</table>
6. One Way ANOVA of awareness on equestrian information among different socio-economic statuses

Result from One Way ANOVA indicated that there was significant mean difference among the low, medium and high socioeconomic status on the awareness on equestrian information (F=16.01, p=0.00) which rejected the null hypothesis (see Table 9). And the Post Hoc Test using Student-Newman-Keuls test showed that there was no significant mean difference among the medium and high socioeconomic status. Yet, the two groups had a significant greater mean score than the low socioeconomic status (see Table 10). It can be concluded that the medium and high socioeconomic status have a higher awareness on the equestrian information than the low socioeconomic status.
Table 9

One Way ANOVA of Awareness on Equestrian Information among Different Socioeconomic Statuses (N=150)

<table>
<thead>
<tr>
<th>Source</th>
<th>SS</th>
<th>df</th>
<th>MS</th>
<th>F</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness Between Groups</td>
<td>9.97</td>
<td>2</td>
<td>4.99</td>
<td>16.01</td>
<td>0.00*</td>
</tr>
<tr>
<td>Within Groups</td>
<td>45.79</td>
<td>147</td>
<td>0.31</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>55.77</td>
<td>149</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* p < .05, two-tailed.

Table 10

Post Hoc Test of Awareness on Equestrian Information among Different Socio-economic Statuses

<table>
<thead>
<tr>
<th>SES Group</th>
<th>N</th>
<th>Subset for alpha = .05</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Low Socioeconomic Status</td>
<td>48</td>
<td>2.06</td>
</tr>
<tr>
<td>Medium Socioeconomic Status</td>
<td>71</td>
<td>2.51</td>
</tr>
<tr>
<td>High Socioeconomic Status</td>
<td>31</td>
<td>2.73</td>
</tr>
<tr>
<td>Sig.</td>
<td></td>
<td>1.00</td>
</tr>
</tbody>
</table>

0.06
7. Correlation between attitude towards hosting the 2008 Equestrian Olympic Games, intention to participate and awareness on equestrian information with the actual participation

Pearson’s Correlation Test was used to analyzing the correlation between the subject’s attitude towards hosting 2008 Equestrian Olympic Games, intention to participate and awareness on equestrian information with the actual participation. Result showed that there was a significant positive correlation between the intention to participate and the actual participation ($r=0.68$, $p=0.00$). Nevertheless, there was no significant correlation between the attitude towards hosting the 2008 Equestrian Olympic Games ($r=-0.12$, $p=0.14$) and the awareness on equestrian information ($r=0.06$, $p=0.46$) with the actual participation in equestrian activities (see Table 11). Therefore it can be concluded that the higher the intention to participate in equestrian activities, the actual participation rate will be higher. On
the other hand, there will be nothing to do with the actual participation no matter how the subjects' attitude towards hosting the 2008 Equestrian Olympic Games and the awareness on equestrian information are.

Table 11

Pearson’s Correlation Test between Attitude towards Hosting 2008 Equestrian Olympic Games, Intention to Participate and Awareness with Actual Participation

<table>
<thead>
<tr>
<th>Actual Participation</th>
<th>r</th>
<th>r^2</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attitude</td>
<td>-0.12</td>
<td>0.014</td>
<td>0.14</td>
</tr>
<tr>
<td>Intention to participate</td>
<td>0.68**</td>
<td>0.461</td>
<td>0.00*</td>
</tr>
<tr>
<td>Awareness</td>
<td>0.06</td>
<td>0.0036</td>
<td>0.46</td>
</tr>
</tbody>
</table>

* p < .05, two tailed.

Discussion

To begin with, the research results showed that Hong Kong co-host the 2008 Equestrian Olympic Games could increase the people's awareness on equestrian information like
watching the equestrian competition in television, reading equestrian news through the internet and newspaper. Yet, the hosting of the Equestrian Olympic Games could not boost the actual participation in equestrian activities. The results were consistent with several studies (Sweeney Sport Reports, 2001; Hirons, 2004, in press; RTHK, 2008). People’s awareness on equestrian information could be raised after Hong Kong get the chance to co-host the 2008 Equestrian information maybe because of a number of reasons. Firstly, different organizations and departments had put an effort to promote equestrian in Hong Kong. For example, a pavilion had been set up at Penfold Park in Shatin since November 2007 so as to help the public get better idea of equestrian and to boost public interest in equestrian sport (SCMP, 2008). Recently, the Tai Po District Council and the District Office also organized Olympic Carnival to promote Olympic spirit on one hand and also to enhance the citizen’s understanding of equestrian sport (HKSAR, 2008). Meanwhile, the government had also spent
a sum of $10 million on promoting equestrian in Hong Kong (Hong Kong Economic Times, 2008). On the other hands, for the actual participation in equestrian activities, some research support this result that mega sport event could not boost the local participation in sport (London Assembly, 2007). In particular, the participation in equestrian could not be boosted easily in Hong Kong because of a number of constraints. Constraints were defined as the factors that limited the leisure participation when someone wanted to have leisure experience (Godbey, 1994). Jackson (2005) pointed out that there were different kinds of constraints and it included time, interest in activity, facilities and opportunities, access to facilities, transportation, activity skills and abilities and costs associated with the activities. Equestrian could not be developed easily in Hong Kong because of some constraints mentioned above. They included access to facilities, costs associated with the activities and facilities and opportunities.
For the access to facilities, Jackson (2005) defined it as the time a person needed to spend for travelling to the place for enjoying leisure experience. The riding schools had to occupy a large piece of land and so the riding schools in Hong Kong were usually located in the places with lower accessibility like the New Territories (Sing Tao, 2007). For example, Tuen Mun Public Riding School was the largest public riding facility in Hong Kong and it had occupied an area of 34,800 square meters (LCSD, n.d.). Hong Kong Equestrian Centre had occupied 100,000 square meters and it was located in Shek Kong (Hong Kong Equestrian Centre, n.d.). Apart from that, there was a newly built riding school located in Dongguan City in Mainland and it was known as the Camelot Riding Resort and Country Club. It was known that 90% of the participants came from Hong Kong (Oriental Daily, 2008). As nearly all of the riding schools were located in the places which was very far away from cities, people were not eager
to spend so much time to travel to these riding schools to learn horseback riding.

For the costs associated with the activities, Jackson (2005) defined it as the money needed for one person to spend for participating in leisure activities. At the grass root level, the median monthly household income in Hong Kong in 2006 was $17,250 (Population By-census, 2006). However, equestrian was an "aristocrat" sport and lots of money was needed to spend when participating in equestrian. A horse cost $7,000,000 dollars and $6000 was needed monthly for raising a horse (Wen Wei Po, 2007). For the horseback riding equipments like the helmet and boot, they cost a total of $2000 (Hong Kong Economic Times, 2007). There were two types of riding school in Hong Kong and they were public and private respectively. There were three public riding schools in Hong Kong; they were Tuen Mun Public Riding School, Lei Yue Mun Public Riding School and Pokfulam Public Riding School respectively. Since they were public riding schools, the cost
would be lower than the private ones. The private tuition fee for 30 minutes was $360 (LCSD, n.d.). For the private riding school, a large sum of membership fee and the private tuition fee was needed (Sing Pao, 2008). For example, the lump sum membership fee of the Camelot Riding Resort and Country Club in Dongguan was $100,000, the monthly membership fee was $2400, and the private tuition fee was $350 for one hour for non-horse owner and $150 for one hour for horse owner (Camelot Riding Resort and Country Club, n.d.). Therefore people needed to spend an average of $2,000 monthly for participating in horseback riding (Hong Kong Economic Times, 2007). As a result, only middle class could afford to pay for the sum of money and thus mass sport participation in equestrian could not be achieved in Hong Kong (Ta Kung Pao, 2007).

At the elite level, equestrian was also not well developed. Since the costs of the horses were very expensive and thus the horse racing horses were used in the equestrian games.
Therefore Hong Kong elite equestrian athletes could not get good results in the international competition when comparing with the European countries. Apart from that, equestrian was not the elite sport in Hong Kong and thus the government would not provide comprehensive support includes world-class coaching staff, facilities usage, local and overseas and competition for the equestrian elite athletes (Hong Kong Sport Institute, n.d.). And award was not provided when the athletes get prizes in the competitions (Wen Wei Po, 2007). As a result, the elite equestrian athletes in Hong Kong could not concentrate on the equestrian training, as they needed to be supported by a full time job. Worse still, many of them would drop out from equestrian because they could not afford to pay for the huge sum of money continuously (Guang Zhou Daily, 2008).

For the facilities and opportunities, Jackson (2005) defined it as the availability of the site for building the facilities, Hong Kong was a piece of small land but equestrian
requires a large piece of land and thus there were not many public riding schools in Hong Kong. There were only nine riding schools in Hong Kong (Hong Kong Equestrian Federation, n.d.). And many of them only occupied a small piece of land. For example, the Lei Yue Mun Public Riding School and the Pokfulam Public Riding School only occupied 4000 square meters (LCSD, n.d.) and thus they were not well equipped and thus training was very limited. On the other hands, a large piece of land was used for equestrian training in the other countries. For example, the Camelot Riding Resort and Country Club had occupied a total of 600,000 square feet (Camelot Riding Resort and Country Club, n.d.). As a result, equestrian could not develop in Hong Kong easily when comparing with the other countries.

Secondly, according to the result of the research, it showed that there was no mean difference on the actual participation in equestrian activities while there was mean difference on the awareness on equestrian information between
male and female. For the actual participation, however, it was not consistent with many researches (Harrison, Lee & Belcher, 1999) that gender difference appeared in sports. According to Collins (2003), girls participated in sport less than boys outside school, participated in sports less frequently, and maybe even a non-participant. Data also showed that the number of male athletes was always exceeded the female athletes in every Olympic Games. For example, the 2000 Sydney Olympic Games had 6,582 male athletes while female athletes had only 4,069 which were only 38.2% (Coakley, 2004). Nevertheless, the study result showed that there was no gender difference in equestrian participation. Research (National Sport Information Centre, 2000) showed that even more females participated in equestrian than males. Among 69,100 adult participates, 68.9% (47,000) of them were female while only 31.1% (21,600) are male. It maybe because male athletes did not dominate in equestrian as co-operation with the horses was far more important than the physical abilities of the
athletes. Meanwhile, for Equestrian Olympic Games, male and female athletes would compete together in the equestrian competition and it showed that there was no gender difference in the participation in equestrian activities (IOC, n.d.). As a result, the reasons mentioned above maybe explained the result in the study. For the awareness on equestrian information, the study result indicated that there was significant mean difference on the awareness on equestrian information between male and female. It had the same result as some researches. According to Ling (2004), male was five times female on the awareness on Olympic information and news. Besides, male was three times female on watching sports television programme. It maybe because of the television covered more on male than female. For example, Tuggle and Owen (1999) found that the difference on television coverage between male and female athletes was 53 and 47 percent respectively. Worse still, the gap became even bigger in 1998 Nagano Olympics that male athletes were covered on the
television for 60 percent while female athletes were only 40 percent (Eastman & Billings, 1999).

Moreover, research result also revealed that there was a difference in actual participation in equestrian activities among the low, medium and high socioeconomic statuses. And the result also added that high socioeconomic status participated more in equestrian activities than the medium and the low socioeconomic statuses. The result was consistent with the previous findings of Booth and Loy in 1999. They said that only people with higher income, higher education and higher occupational status that had the highest sports participation rate, taking part in sports events, and even watching sports on television. And Coakley (2004) also added that richer people enjoyed lives with participation in golf, tennis, skiing, and other sports which were paid on their own and played at private clubs and resorts. These sports usually required expensive facilities, equipments and clothing and thus only people with a high socioeconomic status could afford
the cost. For example, a New York City mayor Michael Bloomberg who had a total of US$11.5 billion sent his daughter to receive elite equestrian training and may even take part in the 2008 Equestrian Olympic Games (The Straits Times, 2007). On the other hands, for the low socioeconomic status, research (Mota & Silva, 1996) also pointed out that people from low-income families had limited access to resources that could support physical activities. In specific, for the participation in equestrian, it was a kind of aristocratic sports that only people with higher income could afford to play because a large sum of money was needed for buying the equipments, paying the membership fee and tuition fee (Zhou, 2007). And 80% of the people participate in equestrian were middle class including doctors, bankers and lawyers in Hong Kong. Among this, 20% of them own their horses and practised equestrian regularly (Hong Kong Economic Times, 2007). Therefore the previous researches and data also supported the recent research that
the high socioeconomic status participated more in equestrian than the low and medium socioeconomic status.

Besides, the research results also showed that there was a difference in the access in equestrian information among the three socioeconomic statuses. It indicated that the high and medium socioeconomic statuses access to more equestrian information than the low social economic statuses. The United States Equestrian Federation (n.d.) had done a demographic research on 70,000 members and result showed that 40% of them had an individual income in excess of U.S. $150,000 per year. Besides, it maybe because the low socioeconomic status had less resources like computer and television with sport channel and thus had less chance to access the equestrian information and so their awareness on equestrian information was lower when comparing to the medium and high socioeconomic status (Coakley, 2004).

Last but not least, the research result showed that the actual participation was correlated to the intention to
participate but with no correlation to attitudes towards the co-hosting of 2008 Equestrian Olympic Games and the awareness on equestrian information. According to the participation model (McCarhty & Jinnett, 2001), the factors that affecting the actual behaviour includes attitudes, intentions and past behaviour and thus people with a higher intention to participate should have a higher participation rate. And the research result was also supported the research done by Khoo and Ainley in 2005 that actual participation was positively correlated to the intention to participate. Therefore we can conclude that increase the people’s intention to participate in equestrian maybe one of the method to increase the participation rate.
Chapter 5

SUMMARY AND CONCLUSIONS

Summary of Results

The study aimed at investigating the effect of 2008 Equestrian Olympic Games on the development of equestrian in Hong Kong. Besides, it also examined whether there was a difference in actual participation in equestrian activities and also awareness on equestrian information among different genders and also socioeconomic statuses. Meanwhile, it also attempted to test whether there was correlation between the attitude towards hosting the 2008 Equestrian Games, intention to participate and awareness on equestrian information with the actual participation in equestrian activities. A total of 150 questionnaires were collected with 77 males and 73 females. Paired-sample t-test was used to test whether there was a difference in the actual participation and also the awareness on equestrian information before and after Hong Kong got the chance to co-host equestrian activities. Results
revealed that there was a significant mean difference on awareness on equestrian information but there was no significant mean difference on actual participation before and after Hong Kong gets the chance to co-host equestrian activities. Besides, independent sample t-test was used to examine whether there was significant mean difference on actual participation and awareness on equestrian information between male and female. The results showed that there was no significant mean difference on the participation on equestrian activities while there was a significant mean difference on the awareness on equestrian information between male and female. Moreover, one way ANOVA was used to test whether there was significant mean difference on actual participation in equestrian activities and awareness on equestrian information among different socioeconomic status. The results indicated that there was significant mean difference among low, medium and high socioeconomic statuses on the actual participation and also the awareness on
equestrian information. Last but not least, the Pearson product-moment coefficient of correlation (r) was used to test for the relationship of actual participation with the attitude towards hosting the 2008 Equestrian Olympic Games, intention to participate and the awareness on equestrian information. The results showed that there was a positive relationship between the actual participation in equestrian activities and the intention to participate. Yet, there was no correlation between the actual participation and the attitude towards hosting the 2008 Equestrian Olympic Games and the awareness on equestrian information.

Conclusions

Based on the result, conclusions were made and showed as follow:

1. There was no significant mean difference on actual participation before and after Hong Kong got the chance co-hosting 2008 Equestrian Olympic Games.
2. There was significant mean difference on the awareness on equestrian information before and after Hong Kong got the chance co-hosting 2008 Equestrian Olympic Games.

3. There was no significant mean difference on actual participation in equestrian activities between different genders.

4. There was significant mean difference on awareness on equestrian information between different genders.

5. There was significant mean difference on actual participation in equestrian activities among different socioeconomic statuses.

6. There was significant mean difference on awareness on equestrian information among different socioeconomic statuses.
7. There was no correlation between the attitude towards hosting the 2008 Equestrian Olympic Games and actual participation in equestrian activities.

8. There was a positive correlation between the intention to participate and actual participation in equestrian activities.

9. There was no correlation between the awareness on equestrian information and the actual participation in equestrian activities.

Recommendations for Further Studies

1. This study only targeted at adolescents aged from 18-23 and thus further study could be done on the other age groups.

2. The study only focused on the student in Hong Kong Baptist University and thus it may not applicable to other adolescents who study in other universities or other places.
3. The study was carried out before the co-hosting of 2008 Equestrian Olympics Games and so the sustainability or the legacy of the Equestrian Olympic Games was not measured in the study. Further study could put the emphasis on this topic.

4. Qualitative study was not included in the study that no interview was conducted. Interview could provide more in-depth result and better understanding of research question.

In conclusion, although the study had some limitations, it could give us some implications. Results showed that the 2008 Equestrian Olympic Games could not help the mass participation in equestrian. However, it could increase the awareness of the public on equestrian information. Therefore it shows that the government could try to put more emphasis on the promotion on equestrian participation. And result also showed that there was a difference on equestrian participation between different socioeconomic statuses and thus the
government could try to make some measures so that there was equal participation on equestrian among different socioeconomic status.


Guangdong equestrian player going to Olympics.  

Half of the Equestrian Olympic Games tickets already sold.  


National Sport Information Centre (2000). Horseback


A Survey on co-hosting Equestrian Olympic Games in Hong Kong

I am a final year student in Hong Kong Baptist University majoring in Physical Education and Recreation Management. I am conducting a study on the co-hosting of 2008 Equestrian Olympic Games in Hong Kong and this questionnaire is used for data collection. No name should be provided in the study and you only need to circle the most appropriate answer according to your own perception. All of the data will be kept confidential and all of the questionnaires will be destroyed at the end of the research period.

PART I – PERSONAL INFORMATION

Gender:  □ Male  □ Female

Age :  □ 18  □ 19  □ 20  □ 21  □ 22  □ 23

Father’s Education Background:
□ Primary School or below
□ Secondary School
□ Diploma or Degree
□ Master or PhD

Mother’s Education Background:
□ Primary School or below
□ Secondary School
□ Diploma or Degree
□ Master or PhD

Father’s Occupation:
□ Elementary Occupation (e.g. Packer, Bell Attendant, Cleaner, Delivery Worker)
□ Craft and Related Worker (e.g. Vehicle Mechanic, Construction Labourer)
□ Clerk (e.g. Secretary, Receptionist, Administrative Clerk, Proof Reader)
□ Professionals (e.g. Teacher, Lawyer, Doctor, Engineer)
Managers and Administrators (e.g. Manager, Administrative Officer, Administrative Assistant)

Service Worker (e.g. Cook, Waiter, Barber, Room Attendant)

Others

Mother’s Occupation:

Housewife

Elementary Occupation (e.g. Packer, Bell Attendant, Cleaner, Delivery Worker)

Craft and Related Worker (e.g. Vehicle Mechanic, Construction Labourer)

Clerk (e.g. Secretary, Receptionist, Administrative Clerk, Proof Reader)

Professionals (e.g. Teacher, Lawyer, Doctor, Engineer)

Managers and Administrators (e.g. Manager, Administrative Officer, Administrative Assistant)

Service Worker (e.g. Cook, Waitress, Barber, Room Attendant)

Others

Type of Housing Estate:

Public Rental House

Flat under Home Ownership Scheme

Privately Owned House

**PART II**

1—Strongly Disagree    2—Disagree    3—Agree     4—Strongly Agree

<table>
<thead>
<tr>
<th>1. I support Hong Kong for co-hosting 2008 Equestrian Olympic Games.</th>
<th>1 2 3 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. I think the co-hosting of 2008 Equestrian Olympic Games in Hong Kong brings more good than harm.</td>
<td>1 2 3 4</td>
</tr>
<tr>
<td>3. I think Hong Kong is capable of co-hosting 2008 Equestrian Games.</td>
<td>1 2 3 4</td>
</tr>
<tr>
<td>4. I think the Hong Kong SAR Government has enough promotion on 2008 Equestrian Games.</td>
<td>1 2 3 4</td>
</tr>
<tr>
<td>5. I think the co-hosting of 2008 Equestrian Games could raise the international status of Hong Kong.</td>
<td>1 2 3 4</td>
</tr>
</tbody>
</table>
**PART III**

*Before Hong Kong got the chance to co-host 2008 Equestrian Olympic Games…*

1—Strongly Disagree  2—Disagree  3—Agree  4—Strongly Agree

<p>| | | | | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>1. I have taken part in equestrian training before.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>2. I am interested in participating equestrian competition.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>3. I have joined equestrian activities before.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>4. I have ever thought of taking part in equestrian training.</td>
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<td>5. I have joined equestrian courses before.</td>
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<td>8. I have ever thought of joining equestrian courses.</td>
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<tr>
<td>1. I have ever watched equestrian competition on television.</td>
<td>1</td>
<td>2</td>
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</tr>
<tr>
<td>2. I am interested in watching equestrian competition.</td>
<td>1</td>
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<td>3</td>
<td>4</td>
</tr>
<tr>
<td>3. I have ever watched equestrian competition on-site.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>4. I search equestrian news on internet.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>5. I read equestrian news on newspaper.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>6. I know that equestrian consists of dressage, jumping and eventing.</td>
<td>1</td>
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<td>4</td>
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**PART IV**

*After Hong Kong got the chance to co-host 2008 Equestrian Olympic Games…*

1—Strongly Disagree  2—Disagree  3—Agree  4—Strongly Agree

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<td>1. I have increased the times on watching equestrian games on television.</td>
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<td>3</td>
</tr>
<tr>
<td>2. I am interested in watching equestrian competition.</td>
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<td>3</td>
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<tr>
<td>3. I will go to watch 2008 Equestrian Olympic Games on-site.</td>
<td>1</td>
<td>2</td>
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<td>4. I search equestrian news on internet.</td>
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<td>5. I read equestrian news on newspaper.</td>
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</tr>
<tr>
<td>6. I know the 2008 Equestrian Games will be held in Hong Kong Sport Institute and Beas River.</td>
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<tr>
<td>7. I know that equestrian consists of dressage, jumping and eventing.</td>
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</table>
香港舉辦奧運馬術的問卷調查

本人是浸會大學體育及康樂管理學系三年級學生，目前正在進行一個關於香港舉辦奧運馬術的研究，需要收集市民意見。這項調查以不記名的方式進行，請您在每題中圈出您心目中的答案。閣下所提供的資料將會絕對保密，當研究結束後，所有問卷將會被燒毀。

第一部份 --- 個人資料

性別 ： □ 男 □ 女

年齡 ： □ 18 □ 19 □ 20 □ 21 □ 22 □ 23

父親學歷 ： □ 小學或以下 □ 中學 □ 文憑或大專 □ 博士或碩士
母親學歷 ： □ 小學或以下 □ 中學 □ 文憑或大專 □ 博士或碩士

父親職業 ： □ 非技術人員 (例如：包裝工人、行李員、清潔員、傳遞員)
□ 技術人員 (例如：汽車技工、建築工人)
□ 文職 (例如：秘書、接待員、文員、核對員)
□ 專業人員 (例如：老師、律師、醫生、工程師)
□ 經理及行政人員 (例如：經理、行政人員、行政助理)
□ 服務人員 (例如：廚師、侍應、理髮員、房務員)
□ 其他

母親職業 ： □ 家庭主婦
□ 非技術人員 (例如：包裝工人、行李員、清潔員、傳遞員)
□ 技術人員 (例如：汽車技工、建築工人)
□ 文職 (例如：秘書、接待員、文員、核對員)
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□ 服務人員 (例如：廚師、侍應、理髮員、房務員)
□ 其他

住宅類型 ： □ 公屋 □ 居屋 □ 私人樓宇
第二部份

1—非常不同意    2—不同意    3—同意    4—非常同意

1. 我支持香港舉辦是次奧運馬術。  
2. 我認爲香港舉辦奧運馬術利多於弊。  
3. 我認爲香港有足夠能力舉辦是次奧運馬術。  
4. 我認為香港政府對奧運馬術有足夠宣傳。  
5. 我認為舉辦奧運馬術可以提高香港的國際地位。

第三部份

當香港成功取得 2008 奧運馬術的協辦權前...

1—非常不同意    2—不同意    3—同意    4—非常同意

1. 我曾經參與馬術訓練。   
2. 我有興趣參與馬術比賽。   
3. 我曾經參與騎馬活動。   
4. 我曾經想過參與馬術訓練。   
5. 我曾經參與有關馬術的課程。   
6. 我有興趣參與馬術訓練。   
7. 我曾經參與馬術比賽。   
8. 我曾經想過參與有關馬術的課程。   
9. 我曾經想過參與騎馬活動。   

1. 我曾經收看馬術比賽之電視節目。  
2. 我對觀賞馬術比賽有深厚的興趣。  
3. 我曾經到現場觀賞馬術比賽。  
4. 我會在互聯網搜尋有關馬術比賽的消息。  
5. 我會在報章閱讀有關馬術比賽的消息。  
6. 我知道奧運馬術比賽分為場地障礙賽、盛裝舞步賽及三項賽。  

1  2  3  4
第四部份

當香港成功取得 2008 奧運馬術的協辦權後...

1—非常不同意  2—不同意  3—同意  4—非常同意

<table>
<thead>
<tr>
<th>項目</th>
<th>級別</th>
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</thead>
<tbody>
<tr>
<td>1. 我曾經參與馬術訓練。</td>
<td>1 2 3 4</td>
</tr>
<tr>
<td>2. 我對參與馬術比賽產生興趣。</td>
<td>1 2 3 4</td>
</tr>
<tr>
<td>3. 我曾經參與騎馬活動。</td>
<td>1 2 3 4</td>
</tr>
<tr>
<td>4. 我曾經想過參與馬術訓練。</td>
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<td>5. 我曾經參與有關馬術的課程。</td>
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<tr>
<td>1. 我收看馬術比賽之電視節目次數上升。</td>
<td>1 2 3 4</td>
</tr>
<tr>
<td>2. 我對觀賞馬術比賽產生了深厚的興趣。</td>
<td>1 2 3 4</td>
</tr>
<tr>
<td>3. 我將會去現場觀賞 2008 奧運馬術。</td>
<td>1 2 3 4</td>
</tr>
<tr>
<td>4. 我會在互聯網搜尋有關馬術比賽的消息。</td>
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<tr>
<td>5. 我會在報章閱讀有關馬術比賽的消息。</td>
<td>1 2 3 4</td>
</tr>
<tr>
<td>6. 我知道香港奧運馬術將會在香港體育學院及魚河鄉村會所舉行。</td>
<td>1 2 3 4</td>
</tr>
<tr>
<td>7. 我知道奧運馬術比賽分為場地障礙賽、盛裝舞步賽及三項賽。</td>
<td>1 2 3 4</td>
</tr>
</tbody>
</table>