ปัจจัยเชิงสาเหตุของความตั้งใจในอนาคตผ่านการรับรู้ผลกระทบของงานวิ่ง ความสุขและการมีส่วนร่วมของผู้อยู่อาศัยในท้องถิ่นที่มีต่องานวิ่งที่ไม่ใช่งานขนาดใหญ่ในแหล่งท่องเที่ยวในพื้นที่ระเบียงเศรษฐกิจภาคใต้ของไทย

The Causal Effects of Future Intention through Perceived Event Impact, Happiness, and Event Participation of Local Residents toward Non-Mega Running Events in Tourism Destinations in the Southern Economic Corridor of Thailand

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บทคัดย่อ

บทความนี้มีวัตถุประสงค์เพื่อศึกษาปัจจัยเชิงสาเหตุของความตั้งใจในอนาคตผ่านการรับรู้ผลกระทบของงาน ความสุขและการมีส่วนร่วมของผู้อยู่อาศัยในท้องถิ่นที่มี

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ต่องานวิ่งที่ไม่ใช่งานวิ่งขนาดใหญ่ในแหล่งท่องเที่ยว เก็บข้อมูลจาก ผู้อยู่อาศัยใน 4 จังหวัดระเบียงเศรษฐกิจภาคใต้ ประกอบด้วย สุราษฎร์ธานี ชุมพร ระนองและนครศรีธรรมราช จำนวน 397 คน โดยใช้การสุ่มตัวอย่างตามจุดมุ่งหมายการวิจัย ใช้แบบสอบถามที่มีความเชื่อมั่น 0.965 วิเคราะห์สมมติฐานด้วยสมการโครงสร้าง

ผลการวิจัย พบว่า การมีส่วนร่วมในงานวิ่งมีผลต่อความตั้งใจในอนาคตของผู้อยู่อาศัยในพื้นที่งานวิ่ง การรับรู้ผลกระทบของงานวิ่งมีผลกระทบเชิงบวกกับความสุขและการมีส่วนร่วม นอกจากนี้ความสุขของผู้อยู่อาศัยมีผลต่อการมีส่วนร่วมกับงานวิ่งอย่างมีนัยะสำคัญแต่ไม่มีผลต่อความตั้งใจในอนาคต จึงเสนอแนะว่าผู้จัดงานวิ่งควรให้ความสำคัญกับการสร้างความสุขและการรับรู้ผลกระทบของงานแก่ผู้ที่อาศัยในพื้นที่งานวิ่งซึ่งจะนำไปสู่การมีส่วนร่วมกับงานวิ่งและความตั้งใจในอนาคตของผู้อยู่อาศัยในพื้นที่จัดงานวิ่ง

คำสำคัญ : ความตั้งใจในอนาคต ความสุข การมีส่วนร่วม ผลกระทบของงานวิ่ง

Abstract

The paper aims to investigate the causal effects of future intention through perceived event impact, happiness, and event participation of local residents toward non-mega running events in tourism destinations. Purposive sampling data were collected from 397 Residents who lived in four provinces in the southern economic corridor of Thailand: Suratthani, Chumphon, Ranong, and Nakhon Si Thammarat . The questionnaire was employed to collect data with the reliability being 0.965. The structural Equation Model (SEM) was employed to analyze the research hypotheses.

Findings revealed that the event participation influenced future intention of residents in the running areas. Perceived event impact positively

affected happiness and event participation. Additionally, residents' happiness significantly impacted their participation in the running events, but there was no relation to future intention. It is recommended that running event organizers should be concerned with residents' happiness and positive impact perception of the non-mega events to based on creating residents' event participation and future intention.

Keywords: future intention, happiness, participation, running event impact

Introduction

The running events in Thailand had continued to grow before the outbreak of the coronavirus COVID-19. There were 600 running events in 2017, 1,200 in 2018, and in 2019 there was expected to be more than 1,500 (Positioningmagazine, 2019). The average number of running participants is approximately 1,000-5,000 persons, the average running fee is 500-900 baht per person, and half of the fee can generate income for the area that held the running event. Several tourism businesses such as accommodation, food and beverage businesses, transportation, and souvenir businesses get a great benefit from the events. Not surprisingly, the running event is an essential tool for governments to generate visitors and income in the local areas; the running is a tremendous economic stimulus if the event is organized sufficiently and effectively (Papanikos, 2015). It was found that managing a running event is a form of sports tourism that can sufficiently generate income and additional careers for the local community, and therefore, it can boost and sustain tourism (Gibson, et al., 2012). The running can attract both

domestic and international tourists (Norwak & Chalimoniuk-Nowak, 2015). Wicker, et al. (2012) found that runners from other areas spend more than people in the same area, especially female runners, and people with high incomes. Additionally, it is also another method for public relations to create awareness of tourist attractions in the area, as the quality of the event can affect the image of that attraction (Moon, et.al., 2011). Therefore, beautiful and famous tourist destinations can successfully organize a running event (Hallmann, et al., 2010)

However, the running events cause adverse impacts in several dimensions. For example, it was found that if running sports tourism is not adequately managed, it can be harmful to the runners as well as create a great deal of garbage (Turco, et al., 2003). Much waste is generated by the runners and service providers, such as water bottles, foam, plastic, etc. Additionally, Running also affects the normal lives of people in the area such as road closures, traffic congestion, etc. Furthermore, Xing & Chalip (2006) explained that running events might affect the image of community tourism because the event is not organized with the participation of people in the local community, consequently, friendly and exemplary hosts may not find it. According to the popularity of the running, most running events are organized by private organizers, resulting in less spreading of income into the areas. Additionally, participation and attitudes from local people are neglected according to the increasing number of commercial running events. There is still a gap in academics to pay attention to the attitude of inhabitants or hosts who receive the negative impacts from the running events.

According to literature reviews, it was found that resident's attitudes toward running events have been widely studied in several dimensions consisting of the perceived impact of running events (Duan, et al., 2020; Poczta, et al., 2020; Chen, et al., 2018; Huang, et al., 2016; Gursoy, et al., 2016; Kaplanidou et al., 2013), participation or event support (Duan et.al., 2020; Chen, et al., 2018; Gursoy et.al., 2016; Kaplanidou et al., 2013), intention to support running events (Huang et.al., 2016) resident's trust (Zhang Zhang, et al., 2020; Gursoy et al., 2016) and quality of life (Duan et.al., 2020; Kaplanidou et al., 2013), and co-create value, commitment, and gratitude of residents (Zhang et al., 2020). Obviously, issues relating to happiness and the future intention of residents have been paid less attention by academics while, happiness and future intention have been widely applied to understand the behaviors of people and customers in marketing and other disciplines. Future intention is willing to have another running event in the future of inhabitants. Additionally, happiness can lead to further desired behaviors including the future intention of residents toward running events which is a great tool to promote tourism.

Consequently, this research aims to investigate factors intervening in future intention of residents in organizing a running event in a tourist destination. Thus, the result can sufficiently contribute to organizing non-mega running events, community-based tourism, and sustainable tourism.

Objectives

To investigate the causal effects of future intention through perceived event impact, happiness, and event participation of local residents toward non-mega running events in tourism destinations

Contributions

The findings can make contributions to running event organizers to improve the quality of the running events as well as the runner's satisfaction. Additionally, the finding can fulfill the academic gaps in organizing a running event. Furthermore, community-based tourism can also benefit from this finding to enhance and distribute income in their community. Lastly, the local government can apply the finding in organizing a running event, it is a tool to promote tourism destinations and develop the economy.

Research Scope

Content Scope: Future intention, Perceived event impact, happiness and event participation, running events

Areas Scope: 4 provinces in the southern economic corridor of Thailand: Suratthani, Chumphon, Ranong, and Nakhon Si Thammarat

Population and Sample Scope: Residents who live in the areas of the organized small running events, the sample size is 397.

Literature Review

Theoretical Background

Many academics have studied residents' attitudes toward running events both mega and non-mega events. The impact, perception, happiness, etc., are a kind of resident's attitude which can be affected by many variables both inside and outside the residents. Schiffman & Kanuk (1994) explained that the positive or negative effect depends on appraising the person's feelings. For the most part, valuations are interpreted from direct experience and as likes or dislikes. Satisfaction or dissatisfaction and other senses come out as a person's attitude. Additionally, a classic approach can clearly explain the resident's attitude through the exchange process or social exchange theory (SET). Homans (1958) firstly explains social exchange including physical and psychological exchange. People in society exchange emotion, knowledge, culture, value, and other objects. The exchange can impact relationship level, attitude, and people's behavior in society. Blau (1986) also explained this classic theory that stakeholders' benefits had been exchanged, and everybody gets expected benefits, therefore, a positive attitude arises. Furthermore, communication and reliance are the main components of successful social exchange. Morgan & Hunt (1994) found that communication, shared values, trust, and perceived interests were essential factors of social exchange, social exchange can be constructed from trust among people. Additionally, Gursoy et al. (2016) found that the participation of residents in running events depends on trust in the organizer and local government. People who perceived positive

benefits of the event tend to have a high intention to participate in the running event in a resident's attitude applying SET research (Huang et al., 2016). Similarly, value co-creation applied to explain business can also be employed to explain residents' emotional processes. Co-create value is the resident's perceived value in running events leading to a positive attitude and behavior such as happiness, involvement, telling others or helping share and posts, etc. Zhang et al. (2020) found that inhabitants who perceive value in co-created activities of running events are more likely to feel gratitude toward the event organizers, additionally, gratitude positively affected residents' intentions to participate in the non-mega running events.

Running Event's Impact

Running events' impacts have been differently separated. Commonly, there are three groups consisting of economic, social and cultural, and environment (Boonsiritomachai & Phonthanukitithaworn, 2019; Chan, 2015; García, et al., 2015). Furthermore, the psychological impact has also been applied to investigate residents' perception of running event impacts (Kaplanidou et al., 2013; Duan et al., 2020). Additionally, other components measuring running event impacts are tourism, politics, and infrastructure (Kaplanidou et al., 2013). However, this paper studied the mega event, which may cause a high impact rather than that non-mega running events. However, the running event causes an evidently high impact on the normal life of residents, but it is concealed in other factors. Therefore, four impacts consisting of environmental, economic, social, and normal life living were applied to be investigated in this study. All impact issues can be

in these four groups and coincident with the context of running events studied in this research.

Environmental impact is related to activities in events that are harmful natural environment including air pollution, noise pollution, and garbage. Running event is a great event and has many participants at a time. It is a business aim to satisfy customers and participants therefore, several facilities and amenities are used, which cause direct and indirect damage to local people in the event area. Running causes a carbon footprint from the transportation of participants (Cheung, 2019). A running event can produce a lot of hard decomposed garbage from wasted foods, plastic, forms, energy gel packaging, plastic bottles, space blankets, and running t-shirt (Sheppard, 2011). Additionally, there is a wasteful use of water, garbage from various printed or advertisements from the events, waste from food boxes as well as pollution from leftover foods (Council for Responsible Sport, 2019).

Regarding social impacts, the running events cause unexpected problems to society which few people pay attention to. Running an event is an activity to promote health, fun, and good relationship between humans, moreover, it is a tool for promoting tourism. Marathon tourism or running tourism has wide interests and provides positive benefits for local communities in several dimensions. It can revive the way of life, culture, and society of the local people, increasing a sense of belonging and pride in the community (Duan et al., 2020; Kaplanidou et al., 2013), boosting high participation among local people as well as creating a good reputation

for the local community (Duan et al., 2020; Boonsiritomachai, & Phonthanukitithaworn, 2019; Pasanen et al., 2009).

Additionally, the running event has an economic impact on the local community. It can promote additional jobs for local people (Duan, et al., 2020; Kaplanidou et al., 2013; Pasanen et al., 2009), increase income (Boonsiritomachai, & Phonthanukitithaworn, 2019; Pasanen et al., 2009) as well as enhance the well-being and quality of the community (Boonsiritomachai, & Phonthanukitithaworn, 2019; Pasanen et al., 2009).

Lastly, it is a normal life impact which is a new issue to study residents' attitudes toward the non-mega running event. Thus, this impact may differ from other papers, mainly focusing on the quality of life (Duan et al., 2020; Kaplanidou et al., 2013). However, in the context of non-mega running events, there is less investment in facilities and utilities to improve the resident's life in the long term. The resident's everyday life has been evidently impacted by organizing a running event in a short time which is still neglected by academics. The running event affects the resident's normal life, causing them closing the roads and gathering many people. A US study found that running events in US cities resulted in an average of 4.4 minutes longer for emergency ambulances to take patients to hospital as roads were closed because of the running event (Evans, 2017). Additionally, running events cause traffic congestion, destruction of property in the community, difficulty to access the area, overcrowding, and disturbing the normal life of local people (Zhang et al., 2020).

Resident's Happiness

Happiness is the positive attitude of residents occurring when having a running event in their area. Happiness can be defined in several dimensions such as quality of life, and satisfaction. The feeling of happiness can indicate a willingness to have the running event leading to other positive behaviors such as participation, telling others, and providing good taking care of visitors. Happiness and satisfaction are slightly different (Kavetsos & Szymanski, 2010) resident's happiness is the feeling of having the running events in their residence while satisfaction is measuring the resident's attitude toward organizing the running events. Satisfaction results from comparing expectations and experience, which can cause good outcomes or behavior.

From previous studies, happiness has rarely been found in non-mega running events, but it is found in sports events. Taks, et al. (2016) studied residents' happiness toward sports events and found that residents' happiness depends on perceived benefits such as income gained from the events; another factor being the age of residents significantly influenced happiness. However, the involved intention did not affect the feeling of the resident's happiness.

From previous research, it was found that there are several dimensions to measure a factor, however, in the case of resident happiness in the non-mega running events less has been seen. According to Taks et al. (2016), a single item was employed to measure happiness; using one item can increase R^2 statistically and significantly. Therefore, the one-item scale

was adapted to measure a resident's happiness toward running events in this study.

Resident's Participation

Participating in an event for a resident may have different reasons, including expected benefits, since each person has different expectations causing further participation in the running events. The resident's support is widely applied to indicate involvement and willingness in organizing the running event. If residents have a positive feeling, they tend to support the event. The event support scale was adapted from Duan et al. (2020), Kim et al., (2016), and Kaplanidou et al. (2013). There are several behaviors that indicate the resident's support, including willingness to invite and tell other people to join in the running event. Moreover, willingness to participate if requested and volunteer to help the running event.

Resident's Future Intention

The intention is an emotional outcome of the attitude process. It is the process of evaluating one's feelings starting with perception and comparing with experience leading to emotions causing further emotions and behaviors. Similarly, it is loyalty in the marketing field; however, in the case of residents, it is a part of loyalty indicating a willingness to have a running event in the future. Therefore, the future intention is the attitude toward future running events. Additionally, the previous research mainly focused on residents' intention to participate (Huang et al., 2016), while residents' future intention, and willingness to have more running events in

the future, is still neglected. Consequently, the one-item scale was also adapted to measure residents' future intention to have a running event in the future again; thus, it is an outcome of residents' attitude contributions to boosting tourism by applying running events.

Hypothesized Model

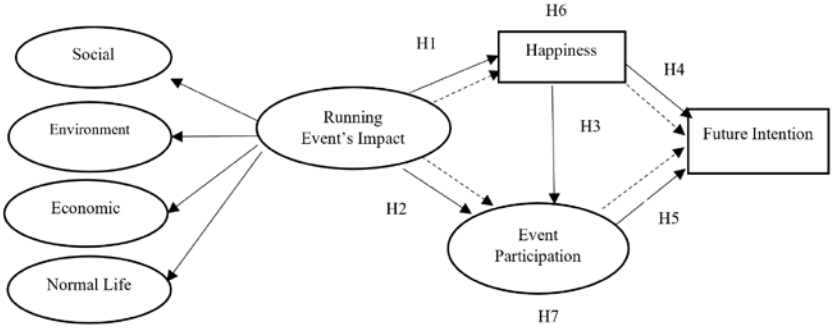


Figure1 The hypothesized model of resident's attitude toward the non-mega running events

From the literature reviews, residents' attitudes are emotional and thought processes that are intertwined and can be changed all the time. It can be explained by SET and also value co-creation.

Previous research found that impact perceptions related to event participation (Gursoy et.al., 2016; Boonsiritomachai, & Phonthanukitithaworn, 2019). Duan et al. (2020) found that residents' perceptions of the psychological and social impact of running events significantly influenced event support. However, the level of involvement depends on negative and positive impact perceptions. Residents involved in the running events tend

to have a positive impact perception rather than people who have less involvement (Chen, et al., 2018), while, organizing running events can make residents happy (Taks et al., 2016) according to the perception of benefits or positive impact of the event. Then, H1 and H2 were proposed as *"Running events impact perception has a positive impact on happiness"* and *"Running events impact perception has a positive impact on event participation"*. However, it is still questioned whether happiness influences event participation and future intention in non-mega running events or not (Taks et al., 2016). Therefore, H3 and H4 were proposed as *"Resident's happiness has a positive impact on event participation"* and *"Resident's happiness positively impacts future intention"*. Residents who participated in the running event have a higher positive impact (Chen, et al., 2018), which can produce desired attitude and behavior intentions such as happiness and future intention, therefore H5, H6, and H7 were proposed H5: *Event participation has a positive impact on future intention*, H6: *Running events impact perception has a positive impact on future intention mediated by happiness* and H7: *Running events impact perception has a positive impact on future intention mediated by event participation*

Methodology

Participants

This research is quantitative. The research population was residents which is a large population, living in the running event area in the southern economic corridor of Thailand. There are four provinces consisting of Surat Thani, Ranong, Chumphon, and Nakhon Si Thammarat. The samples

were residents who live in the selected running event area or running routes. A recent running event in tourism destinations held in each province was selected before setting the resident's area in each province. Sample size was calculated from Cochran's formulation, Z = 1.96, sampling proportion =50%, Tolerance ration= 5%, consequently, totally 385. However, 397 respondents submitted the questionnaires, therefore, 397 samples were employed to analyze in this study. The sample size was abundant for applying SEM. The adequate sample for using SEM has been criticized. According to Hair et al. (2010), the sample size depends on the variables in models. While, Kline (2016) suggested that the model's minimum sample should be 100-200 or 5 cases per free parameter. Additionally, a sample size of more than 200 cases can decrease convergent failure and improper solutions (Fan et al., 2009). There were 20 observed variables in this study, while the latent variables were four consisting of impact, happiness, participation, and future intention. Consequently, the 397 samples were adequate for applying SEM

Measurement

The research instrument consisted of 3 parts, including personal data, the running event's impact (19 items), and resident's attitudes consisting of happiness (Single item), participation (3 items), and future intention (Single item). The self-rated questionnaire was constructed from reviewing the literature. Responses to all items were scored on a 5-point Likert scale, with 1= the lowest agreement and 5= the highest agreement. After that, the questionnaire was considered by three experts with IOC 0.67

above and considered by the committee's human ethics of Suratthani Rajabhat University. Then, a pilot test with 30 samples excluding the actual samples was conducted to check the questionnaire's reliability. According to the pilot test, the Cronbach Alpha of the questionnaire was 0.965; separating each factor; social, environment, economic, normal life, and participation were 0.922, 0.925, 0.849, 0.883, and 0.913, respectively.

Data Collection

Non-probability sampling with purposive selection was conducted to collect data by surveying the running event area. Research assistants in each province collected data from residents in the running event area. The collection period was from January-March 2021.

Data Analysis

The data analysis employed Structural Equation Model (SEM) by the AMOS program, 24 version, (License information for IBM SPSS Amos 24 installed in C:\Program Files (x86)\IBM\SPSS\Amos\24 Feature 9005 - AMOS: Local license for version 24.0 – Temporary Expires on: 31-Dec-2035). Firstly, data were checked according to SEM's conditions, skewness, kurtosis, and multicollinearity. And then, Confirmatory Factor Analysis (CFA), first-order, and second-order were conducted to check the validity of measurement. Lastly, the Structural equation model was employed to test the hypotheses.

Results

Respondent's profile

The data was collected via 397 respondents from 4 provinces consisting of Surat Thani province 26.02%, Ranong 29.59%, Chumphon 20.66%, and Nakhon Si Thammarat 23.72% . Most of the respondents were female 55.9%, 26-33 years old, had a bachelor's degree 50.6%, owned a business 45.4%, and had an average income of 15,001-30,000 baht per month 53.8%.

Relationship among Respondent's Attitudes

Measurement model

Firstly, all data has checked the conditions before analyzing the Structural Equation Model. Missing value, coding error, normal distribution via kurtosis and skewness, multi-collinearity, and the Alpha Cronbach were considerably checked. The result found that data was a normal distribution, skewness, and kurtosis and were in a range of -0.496 to 0.518 (< 3, Kline, 2016) and -0.893 to -0.293 (< 8, Kline, 2016), respectively. Additionally, the correlations showed non-multi-collinearity, which was in a range of 0.336-0.798, lower than 0.9 (Kline, 2016).

Then, confirmatory factor analysis was applied to verify the convergent and discriminant validity and reliability, as shown in table 1. The goodness of fit indices was addressed via x^2/df >, GFI> 0.9, CFI>0.9 and RMSEA < 0.07 (Hair, et al., 2010), SRMR < .08 (Hu & Bentler, 1999). The

goodness of fit indices was satisfactory after modifying the model and deleting an issue in participation. Fit indices of the measurement model showed that data fits model very well, p=0.000, x^2/df =2.101, goodness-of-fit index (GFI) = 0.923, the normed fit index = 0.953, the comparative fit index (CFI) = 0.973. Further, the indicators of two residuals, root mean square residual (RMR) and root means square error of approximation (RMSEA) = 0.034 and 0.053.

Table 1 Descriptive analysis, correlation, reliability, and discriminant validity of the measures

	Happiness	Participation	Future Intention	Event Impact
Happiness	0.976	-	-	-
Participation	0.725	0.876	-	-
Future Intention	0.631	0.867	0.970	-
Impact	0.736	0.768	0.708	0.877
S.D.	*1.026*	*0.949*	*1.038*	*0.739*
Means	*3.661*	*3.878*	*3.923*	*3.699*
CR	*0.953*	*0.866*	*0.941*	*0.930*
AVE	*0.953*	*0.767*	*0.941*	*0.769*
MSV	*0.542*	*0.752*	*0.752*	*0.590*
MaxR(H)	*0.953*	*0.942*	*0.941*	*0.941*

From the table 1&2, the validity of measurement, both convergent and discriminant was confirmed. The convergent validity is indicated by high indicator loading, Composite reliability should be higher than 0.7, the AVE is ≥ 0.5 and the T-test is > 1.96 (Hair, et al., 2010). All composite reliabilities (CR) were above 0.7 (Hair, et al., 2010), in a range of 0.866-0.95, happiness

(0.953), participation (0.866), Future intention (0.941) and impact (0.930). The AVEs were in a range of 0.767-0.953, and T-tests were in a range of 12.193-22.763, sig. at 0.000.

The discriminant validity refers to the extent to which variables are distinct and uncorrelated, it can be detected by comparing the Average Variance Extracted (AVE) and the Maximum Shared Variance (MSV), MSV<AVE. From table1, all components' MSV was lower than the AVE value.

Table 2 CFA results of all measures

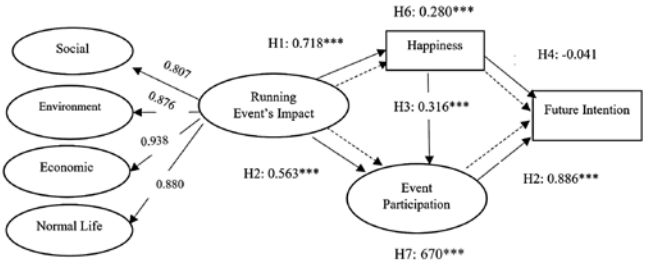
Dimensions	Mean	S.D.	S.M.C	λ (t-value)
Social	3.716	0.913	0.652	0.808 (-)
Social1:The running event revitalizes the way of life, culture, and society of the local people	3.635	1.030	0.618	0.786 (22.763)
Social2: The running event promotes a sense of belonging and builds pride in the community	3.709	1.037	0.676	0.822 (18.108)
Social3: Running events increase community engagement	3.727	1.016	0.83	0.911 (17.664)
Social4: The running event helps to promote the good image of the local tourism destination	3.793	0.973	0.717	0.847 (-)
Normal Life	3.719	0.773	0.774	0.880 (12.778)
NL1: The running event does not cause traffic congestion	3.696	0.920	0.645	0.803 (15.616)
NL2: The running event does not cause the damage of property in the community	3.753	0.942	0.629	0.793 (15.420)

Dimensions	Mean	S.D.	S.M.C	λ (t-value)
NL3: The running event does not cause difficulty to access in the community	3.712	0.885	0.652	0.807 (18.171)
NL4: The running does not cause overcrowding	3.722	0.976	0.641	0.801 (17.853)
NL5: The running does not cause disturbance normal life of local people	3.714	0.957	0.664	0.815 (15.616)
Environment	3.649	0.824	0.768	0.877 (12.193)
En1: Traveling by vehicle does not produce carbon dioxide emissions.	3.666	0.990	0.637	0.798 (17.167)
En2: Cooking a lot of food on a run doesn't pollute the carbon dioxide emissions.	3.653	0.953	0.69	0.831 (16.546)
En3: Running doesn't produce a lot of hard-to-decompose waste.	3.589	1.047	0.674	0.821 (17.839)
En4: Running does not create specific waste and is difficult to restrict.	3.617	0.997	0.638	0.799 (15.880)
En5: Running doesn't result in wasted water.	3.645	0.948	0.688	0.830 (18.013)
En6: The running event does not create waste from the event's various advertising banners.	3.684	0.971	0.637	0.798 (18.536)
En7: Running does not pollute leftover food or food waste.	3.689	1.027	0.611	0.781 (17.167)
Economic	3.760	0.859	0.88	0.938 (13.194)
Econ1: The running event promotes additional jobs/careers for the local community.	3.735	0.973	0.61	0.781 (17.251)
Econ2: The running event helps generate income for the local community.	3.763	1.002	0.662	0.814 (18.131)
Econ3: Running events enhance the well-being and quality of the community.	3.783	0.963	0.669	0.818 (-)
Happiness: Having happiness when having a running event in the area	3.661	1.026	0.952	0.976 (-)
Participation	3.878	0.949	0.762	0.883 (-)
Par2: willingness to participate if requested	3.849	1.001	0.596	0.772 (19.452)
Par3: Volunteering to help the running event	3.906	0.990	0.937	0.968 (-)

Dimensions	Mean	S.D.	S.M.C	λ (t-value)
Future Intention: Want to have more running events in the future.	3.923	1.039	0.94	0.970 (-)

Structural Equation Model & Hypothesized Results

The structural equation model was employed to test the hypothesis. It was found that the fit indices were satisfactory. The goodness of fit indicated that the model fit the data very well, CMIN/DF 2.112, NFI 0.950, GFI 0.922, CFI 0.973, and RMSEA 0.053.



Notes: ***p<0.001, CMIN/DF 2.112, NFI 0.950, GFI 0.922, CFI 0.973 and RMSEA 0.053.

Figure 2 The Structural Equation Model

According to figure 2, the finding indicated that economics had the highest important factor in measuring impacts, followed by normal life, environment, and society. There were relations among the attitude of residents, which are discussed below.

Table 3 Hypothesized Results

	Factor Loading	t-value	Results
H1 : Impact → Happiness	0.718	12.454***	Supported
H2: Impact → Participation	0.563	8.574***	Supported
H3 : Happiness → Participation	0.316	5.853***	Supported
H4 : Happiness →Future Intention	-0.041	-0.721	Not Supported
H5: Participation → Future Intention	0.886	12.831***	Supported

Remark *** sig. at 0.001

According to figure 2 and table 3, there was a significantly positive relation between impact and happiness; the relation was high, 71.8%, significant at 0.001, therefore hypothesis H1 was supported. Additionally, the event impact perception also significantly affected participation, the relation was positive and relatively high, 56.3%, significant at 0.001, then the hypothesis H2 was supported. Surprisingly, hypothesis H3 was also supported, according to a positive relationship between happiness and participation. Furthermore, happiness was a negative impact on future intention, however, there was no significant relation, consequently, H4 was rejected. H5 was significantly supported, it was found that residents' participation had a high positive impact (88.6%) on future intention.

Table 4 Direct, indirect, and total effects of residents' perceived event impact on the future intention

	Direct	Indirect	Total Effect
H6 : impact→happiness → future intention	-0.041	0.280***	0.239***
H7 : impact→participation → future intention	0.886***	0.670***	0.886***

Notes: ***p<0.001

According to table 4, the direct, indirect, and total effects were further studied. It found that happiness and participation were mediators between impact and future intention. Participation had greater relation than happiness. However, in direct relation to participation (0.670) was lower than the direct impact (0.886). H6 and H7 have been significantly supported; sig. at 0.001. It is important to note that happiness had no direct impact on future intentions. However, happiness had an indirect and total effect on future intentions.

Contributions

The finding can provide theoretical and practical contributions. Importantly, the results revealed that the intention to involve in the next running event of local residents can be promoted by increasing their happiness and event participation. Noticeably, the happiness of local residents is a causal effect of both participation and future involvement intention. Thus, the finding expands the previous papers emphasizing

participation but less concern with how to get involvement from the residents. Therefore, running events practitioners should address strategies to mak local residents happy focusing on the economic impact. Additionally, the finding also provides academics with a new attribute of running event impact, normal life was discovered to measure running event impact from local residents' point of view. Thus, it highlighted that organizing running events should stress the impact of the events on the local's normal life.

Discussion

The finding revealed that the event participation of residents significantly affected future intentions, while happiness had no impact on future intentions. Perceived positive impact, event participation, and happiness should be emphasized for organizing non-mega running events. The resident's perception of the running effect had a strong influence on participation and happiness; it is consistent with the SET (Humans, 1958), which explained that residents perceived good impacts or benefits could produce positive outcomes as long as the effect is not over than the benefits. Therefore, if organizers provide residents with detailed information and get them to understand clearly the running events, they tend to give high involvement. The finding is also in accordance with many previous research papers. Duan et al. (2020) and Boonsiritomachai, & Phonthanukitithaworn (2019) found that residents who perceived positive impacts of running events tend to have a high willingness to be involved in organizing the running event in their residences. If residents believe that non-mega events can give positive benefits, they tend to have positive

interactions with visitors (Kim et al. 2015). For example, they are being good hosts, telling information as requested, giving food and beverages for runners, permission for using the restroom in their house, etc. Additionally, Kaplanidou et al. (2013) explained that an event's impact had a positive influence on overall satisfaction with the quality of life. The finding is also consistent with Gursoy et al. (2016) who found that positive impact perception is likely to increase participation in the event, while negative impacts should be eliminated in organizing the event. However, the finding is contradicted by some previous papers. For instance, economic and environmental impact perceptions were not significantly related to residents' support (Duan et al., 2020) and this finding also is inconsistent with SET theory.

Furthermore, the finding proposed that running events could create happiness among local people. Moreover, happiness is affected by event participation. According to Taks et al. (2016), people with high income and age tend to have increased happiness when having sports events in their residences. Locals can also have happiness even if they do not participate in sports events. It is because the running event can increase awareness of being a good host and pride.

Additionally, participation has a crucial role in the willingness to have more running events in the future (Boonsiritomachai & Phonthanukitithaworn, 2019). The finding showed that people who attend the event tend to have the desire to have the next running event. SET can explain that if people gain the expected benefits and their achievements,

they desire to do or have it again. Accordantly, customers who have good experience with products/services mostly repeat the purchase.

Lastly, participation and happiness were mediators between perceived event impact and future intention. In accordance with Zhang et al. (2020), inhabitants who perceive value in co-created activities of running events are more likely to feel gratitude toward the event organizers. Additionally, gratitude positively affected residents' intentions to participate in the non-mega running event.

Conclusion and Recommendation

The finding provides both practical and theoretical contributions. The result clearly suggests that organizing a non-mega event and the next events should mention residents' future intentions, which can cause sustainable community tourism since residents also have an essential role in organizing running events. This paper focuses on two different factors, "happiness" and "future intention," which have been neglected by academics to study residents' attitudes toward non-mega sports events. Moreover, regarding "normal life impact"; normal life is disrupted during the running event, which is a crucial impact in non-mega running events, but it has also less attention from previous studies.

The critical finding revealed that perceived positive impact, happiness, and participation are essential factors in boosting the willingness of residents to have the next running event. However, merely happiness may not create future intentions. Happiness and participation are mediators to predict the future intention of residents.

The practical implication is that running event organizers should create a good understanding with the resident about running events, and their incredibly positive and negative impacts. Engagement from the local community should be concerned, including planning, implementation, and evaluation process in the running event. Economic and normal life are critical factors to increase positive impacts, causing happiness and participation further; therefore, increasing resident benefits and reducing normal life disturbance should be paid attention to in handling the non-mega running event. In the case of benefits, organizers should know the tourism context and residents' expectations about benefits and others. Income distribution from non-mega running events can be employed through homestay, local foods, and beverages, local transportation, local souvenirs, local performances, short trips, etc. In addition, interruption of normal life, including closing roads, managing traffic jams, noise pollution, garbage, etc. should be eliminated or avoided. Lastly, organizers should assess residents' attitudes after finishing the event to improve for the next events.

The academic contribution can gain from the measurement model to increase future intention. The measurement model fits the data well and can be applied to measure residents' attitudes in different areas. Furthermore, a single item to measure happiness and the future intention was applied to investigate attitude sufficiently, in accordance with Task et al. (2016).

There are various recommendations for future research to fill the research gap in residents' attitudes toward sports events. Happiness,

participation, and future intention of non-participation and participation should be compared to handling separately in organizing the non-mega running event. Additionally, organizing running event models in different types of organizers may be conducted to improve events sufficiently. Residents' attitudes toward different kinds of organizers, such as private and public organizers, should also be paid attention to, since private organizers may be regardless of local participation and emphasize profitability. Lastly, different statistics might be employed.

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