IMPACT OF COVID 19: A QUALITATIVE STUDY GOLFING ACTIVITIES FOR SPORTS TOURISM MANAGEMENT IN TERENGGANU

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ABSTRACT

Sports globally are also affected and impacted because of COVID-19. Time sports although often associated with healthy physical activity and its ability to improve the ability to improve health, these sports activities are seen as more dangerous if continued. Global concerns trigger a disturbing world life phenomenon in all aspects of life especially to the countries hit by this epidemic. This limitless and borderless COVID-19 pandemic forced various major world sporting events to be postponed. Sports are all physical activities performed to express feelings and convey value through the physical behavior as well as to test the skills of an individual with other individuals who venture into the same field of sports through competition based on the rules that have been set. As a clearer understanding, a pandemic occurs when many individuals can be infected with a disease easily and the disease can spread from one individual to another continuously without hindrance around the world and have a huge impact on sporting events.

KEYWORDS: Golfing, golf course, tourism management, sports tourism, covid-19

BACKGROUND

Since the COVID-19 epidemic hit the country early last year, the tourism industry has been among the worst affected sectors. Many tourism industry operators have been forced to retire due to lack of income. Creative initiatives need to be implemented immediately to ensure that the tourism sector continues to contribute to the national economy, especially the tourism sector. Among those affected are golfing sports activities that have an impact on individuals and groups in continuing the sport which is considered an important prospect for the country's sports tourism industry.

METHODOLOGY

The qualitative approach is by using simple random sampling method. Questionnaires using "Google Forms" were distributed through online social media applications such as WhatsApp. At the time of this study, the state of Movement Control Order (MCO) was activated in Malaysia, which forced golfers not to congregate in one area. Therefore, this method was used to facilitate the dissemination of the questionnaire, while adhering to the safety instructions in the research. 30 golfers represented player perceptions and views selected by the researchers to answer the questionnaire and Kuala Terengganu Golf Resort (KTGR), Kuala Nerus was selected.

FINDINGS

The findings showed that a total of 30 golfers were concerned about efforts to keep the game of golf safe and in accordance with the SOPs set by the Golf Club and the organizers of the game. The result also emphasised on activity rules and new guidelines that needed to be implemented for the health of all and

at the same time it would teach golfers to focus on hygiene, making them more disciplined and help them to maintain a level of security.

CONCLUSION

The spread of the COVID-19 pandemic prompted the government to implement the Movement Control Order (MCO) which in turn has influenced several popular sports including golf. The pandemic did indeed have a profound effect on all golf enthusiasts as they have to get used to the new norms and abandon the activities they used to do before. With new habit changes or new norms, golfers must adhere to established Standard Operating Procedures (SOPs) to stop the spread of this dangerous virus.

The findings of this study, which are usually needed to be continued for the health of all and at the same time it will teach golfers to emphasise hygiene, making them more disciplined and creative in maintaining their health and fitness levels. The changes that all golfers need to practice will make them more disciplined and respectful of one another.

CONTRIBUTION/PRACTICAL IMPLICATIONS

In line with the recommendations of the Organization World Health Organization (WHO), this is a proactive step in the effort curb the chain of transmission and stop the spread of the pandemic, by strictly supervising sporting activities, as well enforcing the new healthcare norms in golf activities and tournaments.

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