

Preferred Sporting Tourism Events Attributes among Sports Tourists

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Abstract: Sports tourism has emerged as a prominent and dynamic segment within the broader event, travel and tourism industry. Amidst this growth, understanding the attributes influencing sports tourists' attendance at sporting events has become paramount for event organizers, destination marketers, and policymakers. Hence, this study aims to investigate the attributes of sporting tourism events that influence sports tourists' attendance. By analyzing the attributes that hold the most significance for sports tourists when selecting from various sporting tourism events, this research aims to contribute valuable insights into the sports tourism industry. A questionnaire was used as the main instrument in the data collection process. 302 online surveys in Google Form format were distributed among sports tourists using a purposive sampling technique. The data collected were analyzed using SPSS version 28. The result indicated that most respondents preferred scenic views and value for money offered at sporting tourism events. By shedding light on the interplay between sporting tourism events attributes and sports tourists' behavior, this research seeks to make a meaningful contribution to the sustainable growth and development of the sports tourism industry.

Keywords: *Sporting Tourism Events Attributes, Decision Making, Sports Tourists, Sports Event, Sports Tourism.*

1. Introduction and Background

Sporting tourism event is an emerging trend wherein individuals intentionally travel to a specific destination with the primary objective of observing and experiencing various sporting events. The increasing popularity of sporting tourism events is evident as individuals from various regions globally embark on journeys (Gibson, 1998; Kapur, 2018) and witness the exhilaration and excitement of sports events (UNWTO, 2023). When viewed in this light, the industry has the potential to become one of the most dynamic and competitive in the whole tourism industry. It has become increasingly crucial for destination marketers, governmental tourism and organizations to concentrate on how sports events can promote tourism as the sector has grown tremendously over the years (Kersulić et al., 2020; Newland & Yoo, 2020). Within this domain, two primary categories of sporting tourism events have emerged (Hamdan & Yusof, 2014). Each offers distinct experiences and opportunities firstly, people who travel to participate in sports events (active sports tourists) and secondly, people who travel to witness the events as spectators (passive sports tourists) are included in the category (Gibson, 1998). In this study, passive tourists will be utilized by the researchers.

It is essential for sports event managers and destination marketers to thoroughly comprehend and understand the various attributes of the event as it pertains to their influence as sports event tourists. This particular area of knowledge remains deficient, as highlighted by Aicher et al. (2020) and Hikmahana & Razak (2017) who advocate for a deeper comprehension of the factors that might impact the inclination of sports tourists to attend sporting events. The previous study mostly focused on sporting events in general and the satisfaction of participants. In contrast, this study emphasizes the attributes of the event itself. The underlying principle of sports tourism is to entice tourists to specific destinations where they choose to extend their stay, primarily driven by the presence of sporting events as one of the intentions for their visit (Djohan et al., 2021). Therefore, event organizers must maximize the value derived from these attendees. This can be achieved by identifying the key factors influencing their participation in sporting tourism events (Kruger & Viljoen, 2019). Various contemporary factors have primarily determined the classification of sporting progress as a tourism phenomenon. These factors include the demands for active participation during holidays and the rising attendance at sporting events.

The existing body of literature has made significant progress in understanding the critical elements influencing the revisit intention (Newland & Yoo, 2021). However, according to them, it is essential to acknowledge that the attributes of sports tourism events relate to the distinct characteristics or qualities that

render these events attractive to sports tourists. Gaining insight into the desired characteristics of sporting tourism events among those who engage in sports-related travel is vital to enhancing the overall quality of their travel experience. The result of this study's insights enables destinations and event organizers to customize their offers to the preferences of sports tourists. As a result, this phenomenon contributes to the expansion of the economy by fostering an upsurge in the volume of sports tourists, prolonging their duration of stay, and augmenting their expenditure. By strategically accommodating the demands of sports tourists, the organizing destination and other parties could position themselves as leading centers for sporting activities. This may contribute to the promotion of sustainable tourism growth and provide beneficial outcomes for local communities and economies.

2. Literature Review

To capitalize on the growing sports tourism industry and gain a more inclusive understanding of the factors that influence individuals' choices, researchers have emphasized the importance of delving deeper into the behavioral patterns of sports tourists (Mehr Ali Hemmatinezhad et al., 2010; Newland & Aicher, 2018; Newland & Yoo, 2020). In addition, Kersulić et al. (2020) have discerned that researchers have recognized sporting events as a significant facet of sporting tourism. According to Gibson (1998), leisure-based travel encompasses the temporary departure of individuals from their residences to engage in sports activities, partake in sports events, spectate sports events, embark on visits, and pay homage to attractions associated with physical pursuits. The sporting tourism event possesses a distinctive attribute that appeals to sports event tourists. Numerous scholars have highlighted such tourism's overwhelmingly positive effects (Jönsson & Lewis, 2014; Liu & Wilson, 2014; Njoroge et al., 2017). In this case, understanding the dynamics of sports tourists' decision-making processes is critical for event organizers, destination marketers, and policymakers to effectively cater to this niche segment's evolving demands and expectations. Prior research has examined the value of comprehending sports attributes to increase participation and attendance (Chen & Funk, 2010; Ferreira & Armstrong, 2004b; Zarei et al., 2018).

The researchers agreed that a grasp of the attributes of sporting tourism events is paramount in promoting the attendance of sports tourists at these events. According to Kaplanidou & Vogt (2007), it has been established that events can directly impact tourists' behavioral intentions within the realm of sports and tourism literature. A study conducted by Shonk & Chelladural (2008) found that individuals who engage in sports-related travel may have their satisfaction levels influenced by various attributes associated with the sports event. Hence, there needs to be more clarity regarding the specific attributes or factors that influence sports tourists' decision-making process when selecting from various attributes in sports tourism events. For certain active sports participants, the event's attributes hold greater significance than the destination's features, as Aicher et al. (2020) observed. This finding emphasizes the need for a meticulous analysis of the elements contributing to the overall appeal and desirability of the sporting event experience. By identifying and prioritizing these crucial attributes, event organizers can curate and enhance the event's offerings, catering to the preferences of active sports tourists and creating a more rewarding and satisfying experience.

Item Development for Sporting Tourism Event Attributes: It started with the suggestion by Alpert (1971) that states factors influencing consumers' choices will only serve as determinants if they possess two key attributes: significance to the consumers and distinctiveness from competing products. These categories serve as a framework for understanding and evaluating the various aspects that contribute to the overall experience of attending a sports event. Over time, Edwards & Barron (1994) believe that consumers perceive products to have multiple attributes by associating personal values or benefits with product attributes (Bagozzi, Rosa, Celly, & Coronel, 1998). The concept evolved from the fields of psychology and economics. As stated by Schofield (1983), the review can be categorized into four distinct groups, namely demographic variables, economic variables, residual variables, and game attractiveness variables. Furthermore, according to Hikmahana & Razak (2017), sports events possess various characteristics that can be categorized into separate groups: service quality, access quality, accommodation quality, and venue quality. Previous researchers have argued in favor of a more comprehensive understanding of the behavior of sports tourists to offer more insightful explanations for why individuals choose to attend and revisit particular events (Hemmatinezhad et al., 2010; Newland & Aicher, 2018). Hence, Leiper's model posits that sports events can be classified as primary attractions due to their direct impact on tourists' travel decisions (Leiper, 1990).

Looking at the domain of sports marketing, sports attributes are regarded as commodities encompassing services, sports products, and non-sport products that are promoted in conjunction with sports (Blann & Armstrong, 2007; Smith, 2012). Hence, according to Crompton & McKay (1997), it is evident that sports tourists purchase not only products or services but also the anticipation of benefits that are expected to fulfill their needs. A study conducted by Greenwell et al. (2002) aimed to explore the intricate relationship between the core product, service personnel, and the facility within the context of sports tourism. The primary objective was to gain a comprehensive understanding of the distinct roles played by these factors and their collective impact on the overall satisfaction of sports tourists. Through a rigorous analysis of relevant data, the researchers found compelling evidence to suggest that the sports facility substantially influenced the overall satisfaction levels of sports tourists. This finding underscores the significance of the physical infrastructure and amenities provided by the facility in shaping the overall experience of sports tourists. In addition, Ferreira & Armstrong (2004a) conducted a study examining the preferences and behavior-related decisions of college students attending men's and women's hockey and basketball games at a university.

The study aimed to determine the factors contributing to the popularity of these sports events. The findings indicated that the popularity of these sports events was influenced by various factors, including the provision of free offerings and promotions such as complimentary T-shirts and entertainment items like live bands and music. On top of that, the proximity of the sports facility to the university campus and the availability of convenient transportation options were found to positively influence attendance rates. In their study, Zarei and Ramkissoon (2020) aimed to examine the various event attributes that influenced the decision-making process and attendance of sports tourists. The research focused on 316 domestic and foreign sports tourists who attended the Sepak Takraw event in Malaysia. The study identified several key attributes, including physical contact, sports popularity, accessibility and convenience, game attractiveness, sports facility free offerings and promotions, entertainment, and cost. Their analysis found that game attractiveness, sports facility, and accessibility emerged as significant factors influencing the attendance of sports tourists. These attributes played a crucial role in shaping the participants' decision-making process, ultimately leading to their attendance at the Sepak Takraw event.

Their research sheds light on the importance of specific event attributes in attracting sports tourists as the findings highlight the significance of game attractiveness, sports facility quality, and accessibility as key factors that contribute to the overall appeal of sporting events. In addition to the aforementioned points, a considerable body of literature has focused on investigating various factors associated with the appeal of sports games or teams and the determinants that influence sports tourists in their decision-making process to attend and participate in sporting events. These determinants encompass a range of attributes such as the visual appeal of the course scenery, cost, and ease of access, among others (Buning & Gibson, 2016; Newland & Yoo, 2020). Thus, for this section, items have been modified from Ferreira & Armstrong (2004c), Zarei & Ramkissoon (2020) and Newland & Yoo (2020) to represent the attributes. Considering relevant attributes for this study, the section will be measured by eight items: the sports event's popularity, scenic view, level of competition, promotions and free offerings, entertainment and accessibility. Additionally, the recommendation made by the panel expert to incorporate the event's legacy and value for money as new elements have been duly considered to maintain the questionnaire's coherence. Researchers aim to gain valuable insights into the factors contributing to sports events' overall success and appeal by investigating these attributes.

Table 1: Items for Sporting Tourism Events

| Question Number | Measurement |
|-----------------|--|
| 1 | Popularity I am attracted to the popularity of sporting tourism events. |
| 2 | Legacy I am attracted to the legacy of sporting tourism events. |
| 3 | Scenic view I am attracted to the scenic views offered at sporting tourism events. |
| 4 | Promotions and free offerings I am attracted to the promotions offered at sporting tourism events (<i>e.g., free tickets, T-shirts, early bird, and merchandise</i>). |

| | | |
|---|-----------------|--|
| 5 | Entertainment | I am attracted to the entertainment offered during sporting tourism events (<i>e.g., music and performance</i>) |
| 6 | Accessibility | I am attracted to the accessibility provided at sporting tourism event venues (<i>e.g., strategic location, ample parking, and sufficient seating/standing arrangement</i>). |
| 7 | Facilities | I am attracted to the well-maintained facilities at the sporting tourism events venues. |
| 8 | Value for money | I am attracted to attending sporting tourism events that offer value for money. |

3. Research Methodology

This study exclusively focuses on sports tourists who have attended sporting tourism events in Langkawi from 2021 until recently, both domestic and international, who were temporarily residing in a foreign place for a minimum duration of 24 hours. These individuals specifically attend sports activities throughout their stay. Participation in this study requires that the respondents be 18 years or older, ensuring that all participants can provide meaningful responses. To select respondents for the study, purposive sampling techniques were applied to determine the inclusion criteria. This approach was deemed appropriate for this study, as respondents were selected based on their competence and knowledge of sporting tourism events in Langkawi. Using purposive sampling, the researcher aimed to ensure that the participants possessed valuable insights and experiences related to the subject matter, enhancing the quality of the collected data. It will be used as the technique is cost and time-effective (Fricker, 2016; Malhotra et al., 2017; Sharma, 2017). Besides, purposive sampling is expected to yield reliable and robust data (Bernard, 2017; Lewis & Sheppard, 2006). The carefully selected participants' expertise and experiences are anticipated to contribute to the depth and validity of the research findings, enhancing the study's overall credibility and significance. Although the population data on tourists is readily accessible, the researcher's specific focus is on a certain group, namely sports tourists who engage in attending sporting tourism events, for which there is a lack of precise and dependable data.

Despite the substantial influx of tourists to Langkawi, it is important to note that the existing database primarily caters to general tourists, and hence lacks official information about the quantity of sports tourists. Due to this circumstance, the precise size of the study's population remains undisclosed. There has been a growing emphasis on the importance of determining sample size through power analysis in research studies (Hair et al., 2017; Sarstedt, 2019). Using power analysis, it has been determined that the researcher necessitates a sample size of a minimum of 124 sports tourists. Therefore, based on this recommendation, the sample size utilized in the present study can be considered adequate. The researchers employed a set of targeted screening inquiries to evaluate the respondents' capacity to recollect any sporting tourism events they have attended in Langkawi and document them. Screening questions were used as they are crucial in identifying eligible respondents to determine their suitability for the study. To gather data from the target population effectively, the researcher opted for an online questionnaire survey, which has garnered significant attention from numerous researchers (Draper et al., 2017; Stanton, 1998; Van Selm & Jankowski, 2006), and thus, the researchers have chosen the platform. The questionnaire generated using Google Forms would be disseminated across various Facebook pages associated with sporting events, subject to the consent of the page owners. It is suitable for acquiring appropriate respondents, as Jahrami et al. (2020) suggest that online questionnaires enable respondents to answer questions at their own pace, ensuring a level of comfort and anonymity that can lead to more honest and comprehensive responses.

4. Results

Demographic: The researcher managed to get 402 sports tourists and from 402 who had participated in this survey, 100. Questionnaires were excluded as they needed to meet the criteria outlined in the screening questions for identifying qualified respondents. In the end, 302 questionnaires were deemed valid for analysis. The demographic characteristics of sports tourists were examined by applying descriptive statistics,

encompassing the calculation of frequencies and percentages. The demographic data of the visitors are presented in Table 2. Out of the total sample size of 302 participants, 47 percent identified as male, while 53 percent identified as female. The domain of sports tourism is particularly favored by younger individuals, specifically those aged 18-24, constituting 63.2 percent of the demographic, followed by 25-34-year-olds (20.5 percent). Conversely, individuals aged 35-44 displayed 7.9 percent, and 45-54 with 7.0 percent showed a low percentage. In addition, respondents aged 55 and above display a significantly lower interest in sports tourism, accounting for only 1.3 percent of the population. Regarding employment, most of the participants were employed in the private sector, comprising 80 attendees (26.5 percent), followed by the government sector, with 34 attendees (11.3 percent). Industrial and others were the minority, with only 0.3 percent of respondents.

Profile of Respondents: Table 2 summarizes the characteristics of the total sample of sports tourists who participated in the study.

Table 2: Demographic Characteristics of the Respondents

| VARIABLE | FREQUENCY | PERCENTAGE |
|-------------------------|------------|------------|
| GENDER | | |
| Males | 142 | 47 |
| Females | 160 | 53 |
| Total | 302 | 100 |
| AGE | | |
| 18-24 | 191 | 63.2 |
| 25-34 | 62 | 20.5 |
| 35-44 | 24 | 7.9 |
| 45-54 | 21 | 7.0 |
| 55 and above | 4 | 1.3 |
| Total | 302 | 100 |
| EMPLOYMENT | | |
| Government Sector | 34 | 11.3 |
| Private Sector | 80 | 26.5 |
| Industrial | 1 | 0.3 |
| Business | 4 | 1.3 |
| Self Employed/Freelance | 29 | 9.6 |
| Pensioner | 33 | 10.9 |
| Others | 1 | 0.3 |
| Total | 302 | 100 |

Test for Normality: Several statistical techniques employed in this study presuppose the normal distribution of the data. A comprehensive normality test was conducted, and the Kolmogorov-Smirnov test was employed because the sample size exceeded 50 respondents. The observed p-values for all items were found to be less than .05, indicating statistical significance. As a result, it is inferred that the data does not follow a normal distribution.

Table 3: Normality

| Variables | Kolmogorov-Smirnov | |
|--|--------------------|------|
| | Statistic | Sig. |
| I am attracted to the popularity of sporting tourism events. | .345 | .000 |
| I am attracted to the legacy of sporting tourism events. | .347 | .000 |
| I am attracted to the scenic views offered at sporting tourism events. | .324 | .000 |
| I am attracted to the promotions offered at sporting tourism events (<i>e.g., free tickets, T-shirts, early bird, and merchandise</i>). | .307 | .000 |
| I am attracted to the entertainment offered during sporting tourism events (<i>e.g., music and performance</i>) | .309 | .000 |

| | | |
|---|------|------|
| I am attracted to the accessibility provided at sporting tourism event venues (<i>e.g., strategic location, ample parking, and sufficient seating/standing arrangement</i>). | .340 | .000 |
| I am attracted to the well-maintained facilities at the sporting tourism events venues. | .353 | .000 |
| I am attracted to attending sporting tourism events that offer value for money. | .311 | .000 |

Factor Analysis: Principal axis factor analysis with varimax rotations was conducted to assess the underlying structure for eight sporting tourism event items (see Table 4). The construct was appraised according to the items designed for indexing eight items (attributes): popularity, legacy, scenic view, promotions and free offerings, entertainment, accessibility, facilities, and value for money.

Table 4: Factor Analysis

| Item | Factor Loading |
|-----------------------------|----------------|
| A1 Popularity | .682 |
| A2 Legacy | .647 |
| A3 Scenic View | .700 |
| A4 Promotions | .698 |
| A5 Entertainment | .651 |
| A6 Accessibility | .609 |
| A7 Well-maintained facility | .669 |
| A8 Value for Money | .733 |

Descriptive Analysis for Attributes of Sporting Tourism Events: After data collection, descriptive analysis was conducted to identify the attributes of sporting tourism events. The descriptive analysis was conducted to examine the mean, standard deviation and rank of the items measurement to describe the attributes of sporting tourism events among sports tourists that attend the events. The number of available measurements for the variable and its respective reliability values are shown in Table 5. Values of reliability variables greater than 0.5 indicated that the measurement items were reliable. The attributes of the Sporting Tourism Events construct comprised eight items, with mean values ranging from 4.24 to 4.46. Table 5 demonstrates that the A3 item is ranked first due to the highest mean score (mean = 4.46, std = 0.568). The finding suggested that most respondents preferred a scenic view of sporting tourism events. Following closely, the A8 item obtained a notable mean score of 4.40 (std = 0.577), indicating that respondents were particularly attracted to events that offered value for money. The perception of receiving good value for their investment likely played a crucial role in the decision-making process for choosing sporting tourism events to attend.

Followed by the A1 item (mean = 4.34, std = 0.558), propounding those respondents preferred the popularity of sporting tourism events. The A4 item achieved a mean score at the medium level (mean = 4.33, std = 0.602) regarding promotions offered. The findings also revealed that many respondents considered music and performance offered at sporting tourism events as important indicators for attending such events, as indicated by the responses to the A5 item (mean = 4.31, std = 0.611). The A2, legacy of the events (mean = 4.27, std = 0.571) item also achieved a medium level of mean scores together with A6 (mean= 4.27, std= 0.580). The A7 item, which focused on well-maintained facilities of sporting tourism events, demonstrated relatively lowest mean scores compared with others (mean = 4.24, std = 0.569), indicating that this attribute less significantly influenced respondents' decision-making process. Overall, the analysis of the mean values for all attributes revealed that the A3 item, emphasizing the availability of a scenic view, stood out as the most valued attribute among the respondents, contributing to their high preference for such events. The study's descriptive analysis indicated a positive overall perception of the attributes of the Sporting Tourism Events.

Table 5: Descriptive Analysis for the Attributes of Sporting Tourism Events

| Variable | Indicator | Mean | Standard Deviation | Rank |
|-------------------------------|--|------|--------------------|------|
| Sporting Tourism Events | A3: I am attracted to the scenic view offered at sporting tourism events. | 4.46 | 0.568 | 1 |
| | A8: I am attracted to attending sporting tourism events that offer value for money. | 4.40 | 0.577 | 2 |
| | A1: I am attracted to the popularity of sporting tourism events. | 4.34 | 0.558 | 3 |
| | A4: I am attracted to the promotions offered at sporting tourism events (<i>e.g., free tickets, T-shirts, early bird, and merchandise</i>). | 4.33 | 0.602 | 4 |
| | A5: I am attracted to the entertainment offered during sporting tourism events (<i>e.g., music and performance</i>) | 4.31 | 0.611 | 5 |
| | A2: I am attracted to the legacy of sporting tourism events. | 4.27 | 0.571 | 6 |
| | A6: I am attracted to the accessibility provided at sporting tourism event venues (<i>e.g., strategic location, ample parking, and sufficient seating/standing arrangement</i>). | 4.27 | 0.580 | 7 |
| | A7: I am attracted to the well-maintained facilities at the sporting tourism events venues. | 4.24 | 0.569 | 8 |

Discussion: The evaluation of sports tourists' profiles offers a valuable repository of information for the development and execution of marketing strategies aimed at attracting sports tourists and promoting their engagement. When analyzing the preferences within the domain of sports tourism, it becomes evident that this niche is particularly favored by younger individuals, especially those aged 18-24, who constitute an impressive 63.2% of the total demographic. This age group shows a strong interest in sports-related travel experiences (Khan et al., 2017), likely seeking adventures, events, and opportunities to participate in various sports activities during their trips. On the other hand, individuals aged 55 and above display a significantly lower interest in sports tourism. According to Gibson (1998), the decrease in enthusiasm for sports tourism can be attributed to the evolving requirements of individuals throughout their lifespan. Due to this rationale, the inclination towards engaging in vigorous and adventurous activities is expected to diminish during the later stages of adulthood.

Shifting the focus to the participants' employment background, it is observed that most sports tourists are employed in the private sector, comprising 26.5% of the total sample size. This indicates that a substantial portion of sports tourists may be financially capable of undertaking such trips, as private-sector employment often implies higher income levels and greater flexibility for leisure activities. Further data on these groups could provide a more comprehensive understanding of the distribution of sports tourists across different age ranges and employment sectors. The availability of a scenic view at sporting tourism events was ranked first, and this finding suggested that a significant number of respondents highly preferred and valued the inclusion of picturesque landscapes or attractive settings at the sporting events they attended. The presence of a scenic view enhanced the overall experience (Williams et al., 2016) for these respondents. Other than that, sports tourists are particularly drawn to attending sporting tourism events that offer excellent value for money. This aspect dominates their decision-making process when selecting which events to spectate. The assurance of receiving exceptional value for their investment propels sports tourists to actively seek out events.

That promises an all-encompassing and fulfilling experience, making their sporting tourism adventures enjoyable, financially prudent, and rewarding. Another intriguing finding refers to the popularity of sporting tourism events. The influence of sports tourism events on the decisions made by sports tourists to attend and engage in these events is significant. This is due to its strong attraction for enthusiasts seeking exhilarating and unforgettable experiences (De Knop, 2004). Additionally, it generates excitement and eager anticipation while reinforcing the perception that the event is an essential occasion with unique characteristics within the

sports tourism community (Munirah Kamarudin et al., 2021). Nevertheless, upon observation, the impeccably maintained facilities receive limited attention among sports tourists when they join sporting tourism events. It raises a compelling line of inquiry that merits further understanding in the realm of academic research. Despite the assertion made by Hallmann et al. (2015) and Muller (2004) that facilities have received relatively less attention, research done by Greenwell et al. (2002) and King (1999) indicates that sports facilities continue to influence spectators' overall expectations substantially.

5. Managerial Implications and Recommendations

A comprehensive understanding of sports tourists' behavioral patterns and preferences is vital for stakeholders in the sports tourism industry. Researchers continue to emphasize the need to explore and dissect the specific attributes influencing sports tourists' decision-making processes. By acknowledging the significance of event attributes and their impact on satisfaction levels and revisiting intentions, the sports tourism industry can refine its offerings and capitalize on the remarkable growth, ensuring long-term success and sustainability in an increasingly competitive market. Regardless, researchers must engage in further investigation to comprehend the underlying factors that shape sports tourists' decision-making process regarding the utilization of facilities during their attendance at sporting events.

Conclusion: Identifying and promoting sports tourism events as tourist attractions catering to diverse geographic markets are crucial in today's competitive tourism industry. This is not just important; we must highlight this strategy to stay ahead of the game. The findings signify that marketing strategies should be prioritized, and efforts should be made to enhance the scenic view for domestic and international sports tourists. Other than that, it is crucial to emphasize the quality of sports facilities and the overall appeal of the sporting events. Furthermore, it is imperious to conduct further research on the significance of small-scale sports events as a more sustainable manifestation of sports tourism. These events offer the chance to commemorate sports events without the negative implications typically associated with mega-events.

One must acknowledge the significance of customizing the characteristics of sports tourism events to cater to the diversified demographics to ensure long-term success. Understanding the preferences and interests of various groups of sports tourists is authoritative for organizers and managers to create tailor-made experiences that cater to each segment. This personalized approach enhances their experience and increases the chances of positive recommendations to prospective future sports tourist attendees. In summary, discerning and advancing sports tourism events as an appealing industry requires a comprehensive approach. Through a persistent commitment to achieving high standards in these domains, sports tourism events have the potential to thrive as highly desirable activities, captivating the interest of sports enthusiasts globally and making a lasting impact on the tourism industry.

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