

Sports Event as Host City Promotion Media

A Literature Review

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Abstract: No one would have thought that sports become an arena for promoting culture, unifying the nation, establishing cooperation, and the media to improve the economy. Therefore, organizing sports events is very beneficial for national interests, one of which is increasing the economic sector through sport tourism. However, there are still not many studies on the analysis of literature reviews that focus on sports events as host city promotion media. The purpose of this article is to show that sports events can be a promotional media to increase tourist visits to the host city, not only while the event is taking place but after the event has been held. This literature review used 17 articles with inclusion criteria that only articles from 2013 to 2023 applying the keywords, namely sports events, city branding, destination image, and tourist revisit. From those articles, authors found that the host city must have the concepts of excitement, relaxation, entertainment, and pleasantness on the sports event. In its implementation, the host city must ensure that sports tourists get good quality sports event, such as the provision of quality public facilities, attractive tourist attractions, and good urban planning. Besides, choosing a venue location that can show the beauty of the host city is needed to create a connection between sports tourists and the host city through memories. This can be realized by preparing an atmosphere, quality entertainment, and quality events.

Keywords: Sports Management, Sports Event, Promotional Media

INTRODUCTION

No one would have thought that sports, which used to be just to keep fit and to fill spare time, had now become a lucrative business. We can see this when sports become an arena for promoting culture, unifying the nation, establishing cooperation, and the media to improve the economy (Beutler, 2008; Lim, 2019; Mackellar, 2015). In addition, sports can be said to be low politics, meaning that sports have an important role in international relations (Dewi et al., 2018). Therefore, organizing sports events is very beneficial for national interests, one of which is increasing the economic sector through sport tourism (Dewi et al., 2018). In line with other studies that sport tourism is a tourism activity that includes several aspects, one of which is increasing the

national economy such as transportation, souvenirs, local accommodation, culinary and tourism performances related to sports (Ananda, 2022).

Today, sports tourism is a sports industry that is growing rapidly throughout the world (Haldar, 2017). One of them is travel related to sports, physical activity, and sporting events in places that still uphold their culture (Taleghani & Ghafary, 2014). Sports tourism is an activity to participate regularly and casually for commercial and non-commercial purposes which requires long journeys from one place to another (Ratkowski & Ratkowska, 2018). According to previous studies, sports tourism is divided into three parts, namely (1) visiting a sports-related destination, (2) actively participating in sports activities, and (3) watching sports-related activities.

For example, when a sports event is held in an area, this is an advantage to promote various existing cultural and tourism assets. Flashback, to when Palembang became the co-host city of the 2018 Asian Games, Palembang was chosen because it has a wealth of human resources, natural resources, cultural tourism, and very interesting tourism destinations (Dewi et al., 2018). Of course, this has an interest and purpose to promote the wealth that exists in the city of Palembang, one of which is the economic sector through sports tourism city (Dewi et al., 2018). This is because sports tourism is one of the tourism sectors with the fastest development in Indonesia with around 6% annually (Dewi et al., 2018)

The study by Bjeliac, Ćurčić & Ivolga states that sports and tourism are multiple causal correlations. Sport and tourism are phenomena that can influence social, cultural, and political life in the world (Bjeljac et al., 2017). In addition, being chosen to be the host city of a sports event is a special thing for the economic sector around the world, one of which is to help develop a region (Lin, wen, 2017). Research from Ntloko & Swart states that as the host city of sports events can provide economic benefits for local businesses and promote an element of pride that is a regional characteristic (Ntloko & Swart, 2008). Further research states that the success of hosting a sports event increases the city's visibility, increases financial income, and then becomes an attractive destination for tourism with new nuances (Nyikana et al., 2014).

Based on the analysis of the documents found, being the host city of a sports event is an arena for promoting tourism through sports. However, a more in-depth analysis is needed regarding this study so that the data found can be elaborated properly. In addition, there are still not many studies on the analysis of literature reviews that focus on sports events as host city promotion media. This can be proven by Ananda, Wulan & Pradini's research by conducting a Bibliometric analysis for the keyword "sports tourism event" (Ananda, 2022). Some of the studies found are

original research, which means that studies on literature reviews are still relatively minimal, so this study is still open. wide to discuss.

Therefore, the purpose of this article is to show that sports events can be a promotional media to increase tourist visits to the host city, not only while the event is taking place but after the event has been held. This is in line with the statement made by Assael in a study by Jeong et al. (2019) where success in selling a product is not about the first purchase but how to make consumers buy the item many times. This article focused on discussion about the relationship between sports events and tourism, sports tourism, city image, destination image, and city branding.

METHOD

This research method is a literature study. Data was collected using a bibliography obtained from previous studies which were sourced from 80% of original articles. Articles that have been submitted will be identified by findings of as many as 30 from the Scopus database, ScienceDirect, Willey, Google Scholar, and other search sites. Furthermore, the articles were screened into 17 articles with inclusion criteria, namely in 2013-2023 applying the keywords, namely sports events, city branding, destination image, and tourist revisit. The data that has been found will be compiled and analyzed so that conclusions will be found from the analysis of the literature review.

RESULTS

Based on document analysis through the screening stage, relevant articles have been found as a result of conducting discussions and conclusions on this literature study. To make it clearer, the data is presented in the table below as follows:

Table 1. The Results of the Document Analysis go Through the Screening Stage

| Author | Year | Tittle |
|--|-------------|--|
| Herstein, R., & Berger, R. | 2013 | Much more than sports: sports events as stimuli for city re-branding. |
| Dembek, A., & Włoch, R. | 2014 | The impact of a sports mega-event on the international image of a country: the case of Poland hosting UEFA Euro 2012. |
| Huang, H., Lunhua Mao, L., Wang, J., & Zhang, J. | 2015 | Assessing the relationships between image congruence, tourist satisfaction and intention to revisit in marathon tourism: the Shanghai International Marathon |

| Author | Year | Title |
|---|------|---|
| Gilboa, S., Jaffe, E. D., Vianelli, D., Pastore, A., & Herstein, R. | 2015 | A summated rating scale for measuring city image. |
| Taks, M., Chalip, L., & Green, B. C. | 2015 | Impacts and strategic outcomes from non-mega sport events for local communities. <i>European Sport Management Quarterly</i> |
| Brown, G., Smith, A., & Assaker, G. | 2016 | Revisiting the host city: An empirical examination of sport involvement, place attachment, event satisfaction and spectator intentions at the London Olympics. |
| Stylidis, D., Sit, J., & Biran, A. | 2016 | An Exploratory Study of Residents' Perception of Place Image: The Case of Kavala. |
| Fairley, S., Lovegrove, H., Newland, B. L., & Green, B. C. | 2016 | Image recovery from negative media coverage of a sport event: Destination, venue, and event considerations. |
| Yi, X., Fu, X., Jin, W., & Okumus, F. | 2018 | Constructing a model of exhibition attachment: Motivation, attachment, and loyalty. |
| Zhang, J., Byon, K. K., Williams, A. S., & Huang, H. | 2019 | Effects of the event and its destination image on sport tourists' attachment and loyalty to a destination: the cases of the Chinese and U.S. Formula One Grand Prix |
| Choi, K. H., Kim, M., & Leopkey, B. | 2019 | Prospective tourists' risk perceptions and intentions to travel to a mega-sporting event host country with apparent risk. |
| Jeong, Y., Yu, A., & Kim, S. K. | 2019 | The antecedents of tourists' behavioral intentions at sporting events: The case of South Korea. |
| Kim, Y., Kim, J., Cho, S., & Yim, K. | 2019 | The Impact of Mega Sporting Events on Host Country's Destination Images: The Cases of the 2014 Sochi Winter Olympics and 2015 Beijing IAAF World Championships. |
| Oshimi, D., & Harada, M. | 2019 | Host residents' role in sporting events: The city image perspective. |
| Duignan, M. B. | 2021 | Leveraging Tokyo 2020 to re-image Japan and the Olympic city, post-Fukushima. |
| Ganji, S. F. G., Johnson, L. W., & Sadeghian, S. | 2021 | The effect of place image and place attachment on residents' perceived value and support for tourism development. |
| Yu, H. Y., Lee, D., Ahn, J., Lee, M., & Foreman, J. J. | 2023 | City Branding's impact on cities hosting sporting events: Top-down and bottom-up effects in a pre-post study. |

DISCUSSION

In various literature about sports events and tourism, there are concepts about city image and destination image that synergize to form city branding (Yu et al., 2023). Destination image is the impression that tourists get related to their level of satisfaction when visiting a city and is able to make them want to come back in the future (Stylidis et al., 2016), while city image is the impression that residents who live in the city get (Gilboa et al., 2015). These two things then

integrate into city branding which is the ability for an area to promote various positive things that can be seen and felt (Oshimi & Harada, 2019).

From previous research, it is evident that sports events have the ability to have an impact on increasing city branding (Yu et al., 2023) because these activities have various kinds of things that can make tourists want to come to the area, such as excitement, relaxation, entertainment, and pleasantness (Huang et al., 2015; Zhang et al., 2019). Increasing city branding, it will make the area able to attract more tourists to investors (Kim et al., 2019; Oshimi & Harada, 2019). That is the reason many countries are bidding to become the host city of sports events.

Unfortunately, the Government needs to realize that differences in the level of sports events will have a different impact on the host city. Based on research by Yu et al. (2023) shows that well-positioned sports events or well-known mega sports events can be good brand ambassadors for host cities. Organizing mega sports events has its own charm for sports tourists because they can witness the excitement of mega sports events that are not found on general tours and also the opportunity that does not always exist to be able to attend directly at mega sports events because rarely these activities will be repeated in the same city (Choi et al., 2019). Besides that, through sports events, people, such as athletes, officials, coaches, to journalists, will be forced to attend a country and a city (DEMBEK & WŁOCH, 2014). Therein lies an advantage for the host city to promote their city, but keep in mind that holding a mega sports event is a long-term investment where the mega sports event aims to instill a positive image for sports tourists (Herstein & Berger, 2013). Therefore, the government has the opportunity to prove to the world that the area is safe and tourists can safely live in the city (Fairley et al., 2016).

For types of sports events that have a medium level, such as national sports competitions, national student sports competitions, or other annual national championships, where most of the sports tourists who attend are local residents or domestic tourists, the impact can be felt directly and does not require implementation. the costs are very large to the point of causing a large national debt. This type of sports event has even more positive impacts than mega sports events (Taks et al., 2015), one of which is introducing small areas that do not yet have sports facilities for holding mega sports events but are good enough for events at the national or provincial level. This can help increase the number of tourists attending (Herstein & Berger, 2013) because events of this scale can be held regularly every year.

The last type of sports event is a sports event held at the district or city level. Its implementation does not require such a big plan but its implementation can foster the enthusiasm

of its citizens to exercise, such as holding a marathon or a championship between students. Sports events of this scale can increase the impact on small local businesses and local residents who open small businesses in the venue. Later, the success of this small-scale sports event can foster local residents' confidence in the Government's ability to organize sports events on a larger scale.

It should be remembered that in every sports event, the quality of the organization is an important factor to make sports tourists want to come back after the event is over, as an example given by Huang et al. (2015) where the satisfaction of sports tourists when attending sports events will make them want to come back to the host city after the event is over. Therefore, it can be concluded that the image of organizing sports events is in line with the host city's image. However, the implementation of a mega sports event will not be successful solely by relying on the work of the Government, cooperation between stakeholders and the community is needed to increase awareness of their city and build a good city image. One thing that can be done is to increase the level of trust from local residents through government performance (Yu et al., 2023). The government must show capability in preparing for the holding of mega sports events, such as preparing quality public facilities, attractive tourist spots, and good urban planning (Duignan, 2021; Kim et al., 2019; Oshimi & Harada, 2019), including in elections location for the sports event.

For example, a sports event held in a location that shows the beauty of the city can create a psychological connection between the sports tourist who attends the destination through memories (Zhang et al., 2019). On the other hand, the experience of sports tourists during the event also determines their future decisions on whether to come back to the host city or not (Brown et al., 2016). One of them is by creating direct involvement of sports tourists in the event, such as an entertainment stage that offers games for visitors. This was also mentioned in a study by Jeong et al. (2019) who underlined that sports tourists will more easily integrate with an area if they get a quality atmosphere, quality entertainment, and events. Therefore, creating a place attachment in the minds of sports tourists is the most important thing (Ganji et al., 2021; Yi et al., 2018).

CONCLUSION

Based on the facts that have been disclosed, it can be concluded that sports events can be a good promotional medium for the host city. However, the host city must prepare itself by ensuring that the sports events being held have the concepts of excitement, relaxation, entertainment, and pleasantness. In its implementation, the host city must also ensure that sports

tourists get good quality sports event implementation so that cooperation between stakeholders and local residents is very important to forge. This will later help build a good city image.

Besides that, it is also important to create a good destination image from the host city through the provision of quality public facilities, attractive tourist attractions, and good urban planning. In addition, choosing a venue location that can show the beauty of the host city is needed to create a connection between sports tourists and the host city through memories. This can be realized by preparing an atmosphere, quality entertainment, and quality events. Therefore, creating a place attachment in the mind of a sports tourist is the most important thing.

Conflict of Interest

The author(s) declare that they have no conflict of interest.

Acknowledgment

Author thank you to the agencies and parties who supported this research

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