



Strategy and Effect of Sport Tourism Business

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Abstract. This study aimed at describing the essence of sport tourism and its benefits for public, strategy of business and entrepreneurship development to empower natural resources potential and tourism organization to achieve the goal through proper and efficient use of resources. Sport tourism could revitalize attitudes and values of life which factually focuses on life balance including commercial interest barrier which is articulated by hedonist lifestyle of the sport lovers. Usually, a business strategy is a document which clearly articulates business direction to pursue its goal and the necessary steps to achieve it. In a standard business plan, business strategy result of its goal is formed to support other mission of the business. A typical business strategy is developed in three steps: analysis, integration, and implementation.

Keywords: sport tourism · entrepreneurship · business

1 Introduction

Tourism and sport are the spearhead of future life. The need for tourism and sport and all related activities can trigger new businesses, services and product. The developments of sports open up wide opportunities for the growth and development of the sporting business in terms of its goods and services. Sports that involve many people including sports clubs, schools, fitness centres, and health associations always involve many people and require facilities and services. It of course opens job opportunities for the need for tools, equipment, and facilities to support sports activities.

Sports tourism is now recognized as a multi-billion-dollar business. It is perceived as a means for generating significant sustainable economic growth realized by conducting investment, tourism development, and other interesting sectors [1]. The economies of cities, regions and even countries are increasingly dependent on sportspeople. In some other countries, sport is reported have a contribution of 25% of all revenue generated by the tourism industry. Combining quality sports and local attractions, with well implementation, will certainly increase the profile of the area and help to increase the occupancy rate of hotels and other forms of accommodation such as guest houses, and perhaps using local residents. It is supported by the statement that sport tourism essentially gives

a contribution towards national or local economics shows (Deery & Jago, 2005). Sports tourism is also a stimulant to trigger economic growth, especially for local community commerce by spending expenditure on athletes, visitors and committees. Sports tourism can also revitalize attitudes and values of life which in fact are increasingly focusing on the balance of life, including the barrier of popular commercial interests which are articulated through the hedonic lifestyle of sports lovers [3]. In order to be a good and professional host in carrying out sports tourism, it is very important for the community to understand the benefits and impacts of sports tourism.

Indeed, security contributes to the success of tourism in an area, yet strategy and promotion are much more important. With a right strategy, security constraints can be overcome gradually, the active participation of the community in the surrounding of the tourist attraction will be a powerful propaganda to show that the place is safe to visit. With a right and effective promotions, both domestic and foreign tourists will not hesitate to come to Indonesia.

On the other side, business is an arena for producers to take part in providing a means of satisfying the needs and desires of consumers. The business world includes micro, small, medium and large businesses that carry out economic activities in Indonesia and are domiciled in Indonesia. Business strategies and the use of the business world in sports tourism are needed to be able to dominate the market and survive in the midst of competition.

2 Method

Systematic literature review was the research model adapted in this study where conference articles and accredited journal articles were collected. The articles were collected by using inclusion criteria focused on the topic or scope of the study, period, research base, transparency, and reliability or validity of the study. A critical systematic analysis was conducted to interpret, review, compare, and identify the whole content found in the collected articles. At the end, the analysis results were displayed in the form of description.

3 Finding and Discussion

Actually, sports tourism does not yet have an official definition accepted by the world. Recently, "sports tourism" has several definitions ranging from the narrowest, namely travel that is solely carried out to participate in competitive sporting activities; to a broader definition, namely sports tourism is a tourist activity carried out by carrying out fun sports activities, without any element of coercion and is generally carried out in tourist attraction areas (Sudiana, 2019). The relationship between sport and tourism cannot be separated because both can provide benefits to each other. It could be that sporting events are held in tourist areas with the aim of providing additional entertainment for tourists, or otherwise only be used specifically to attract local and foreign tourist (Sudiana, 2019). Should tourism and sport be an all-encompassing subject, including every possible link (however tenuous) between the two disciplines, or should some form of conceptual framework be created, thus identifying a subject with clear parameters? [5].

Therefore, sport can eventually trigger new businesses such as recreational entertainment venues, restaurants, hotels, small business development (accessories of the local area are becoming more developed), local food and beverages are becoming more well known, and in the end can create jobs [6].

Tourism Sport means people who travel or stay in an area of which outside of their usual environment and participate in sport activities (competitive or recreational) [7]. Sport tourism is a tourism activity which is conducting by doing fun sport activity, without any without any element of coercion and is generally carried out in tourist attraction areas (Sudiana, 2019). Sport tourism broadly defined as “leisure-based travel that takes individuals temporarily outside their home communities to participate in physical activities, to watch physical activities, or to venerate attractions associated with physical activities” [8]. “Sport Tourism can be defined as people visit specific places to enjoy sport event, sport facility, and sport players” [9].

Based on these explanations, sport tourism is clearly defined as a sport to visit certain areas, to enjoy family gathering, sport facility, and sport game so sport tourism activity could be done along with family while enjoying the available sport facility by following any kinds of sport games which is directly obtaining physical fitness and inner satisfaction [6]. A clear appreciation of supplemental tourism activities will help regional and national tourism organisations and businesses to understand and maximise the tourism benefits and opportunities associated with sports [10]. Strategy is a process of determining the value of choices and making decisions in the use of resources that creates a commitment for the organization concerned to actions that lead to the future [11].

Business strategy is an integrated and coordinated set of commitments and actions designed to provide value to customers and gain competitive advantage by exploiting the core competencies of a single product market or individual and specific products [12]. Business strategies are the policies and guidelines that determine how a company competes in an industry and particularly how a company can establish a competitive advantage. Business strategy is a strategy that emphasizes on the improvement of competitive position of the company’s products or services in the specific industry or market segment served by the business unit. Business activities must always be followed by the preparation of a solid strategic plan, in order to achieve the company’s success in a sustainable manner [13].

Business strategy is a way or method used by a company to survive in the midst of existing competition. Every company has a long-term, medium-term and short-term goals. Long term goal relates to a long period of time, generally five years or more. Medium-term goal is set for a period of one to five years. Companies usually have medium-term goals in several areas. Short term goal is set for about one year and developed in several different areas. Increasing sales by 2 percent this year, cutting costs by 1 percent the following quarter, and reducing turnover by 4 percent over the next six months are all short-term goals.

The conclusion from several definitions of business strategy is a clear document to articulate the direction of goals (long, medium, and short term) and business steps in accordance with the guidelines that determine how a company competes in an industry and in particular the way a company establishes a competitive advantage to provide a

value for customers and gain competitive advantage by exploiting the core competencies of a single product market or individual and specific products. Oftentimes, these facilities are “mosaics” of creative views, experiences and past practices designed to accommodate tourists and attract tourist dollars.

3.1 Form of Business Strategy

In general, business strategy can be examined through marketing mix. The concept of marketing mix is one of the concepts in modern marketing at this time. It is one of the marketing activities that will determine the success of the company in pursuing maximum profit.

The marketing mix can be divided into 4 P’s as follows:

1. Product
2. Price
3. Place
4. Promotion

The above four elements are decisive in analyzing the market as a whole, which are described as follows:

1. Product

A product is something that can be offered to a market for attention, acquisition, use or consumption that might satisfy a need. A product can be in the form of an object, service and other desires to describe something that can fulfill desires. Therefore, every entrepreneur must know the development of consumer needs through market research in order to know and be able to adapt in creating products.

2. Price

Price is a tool to measure the value of an item, the price for producers is a determinant for market demand and affects the position of the company’s competitors in seizing consumers.

Price is an indicator of goods; in setting prices it is necessary to be careful in paying attention to market potential.

3. Place

Products that have been produced by a company will be more useful for consumers/buyers if the product is available at the place and time where it is needed.

In achieving the main goal of marketing, namely distributing goods or services efficiently from producers to consumers, it is necessary to have a distribution activity as a link that must be passed by goods from producers to consumers at the right time and right amount. Bundling or packaging are tourism management strategies that closely relate to this form of supplemental tourism activities [10]. Usually, the goods produced by producers are not directly sold to consumers, yet they go through an intermediary so that the products can easily reach the hands of consumers.

4. Promotion

Promotion is an attempt by companies or individuals to provide information and influence and attract consumers directly to the products. Promotion is an effective way of capturing consumers in the market, as well as introducing new products that are produced.

3.2 The Effect of Sport Tourism Business/Entrepreneurship

Generally speaking, life gives people the opportunity to make choices. In making certain choices, people take action. The actions, directly or indirectly, affect attitudes; and, visa versa, attitudes are affected by actions.

a. Positive Effect

Directly the development of sports tourism can provide great benefits to the government in terms of:

1. Improving the economy around sports tourism takes place
2. Increase potential tourist areas
3. Share information with people to stimulate their active participation
4. Improve cooperation between the Central Government and Local Government in controlling tourist attractions and tourist objects
5. Develop and discover new attractions to improve the existing attractions
6. Increase job opportunities
7. Improving local products and marketing in all aspects of tourism
8. Introducing various types of regional culture, enriching the vision of the government and sports lovers who are competed or used as tourist attractions

Sport mega-events are exceptional sporting events with an international scale that are hosted in a particular city. The literature identifies economic, socio-cultural and political benefits of hosting a sport megaevent for both the city and its residents [14]. The implementation of sports tourism in a certain place can directly provide benefits for the surrounding community because it can open up business opportunities such as the provision of food, drinks, transportation businesses both traditional and conventional. With the opening of business opportunities, there is a positive interaction between the community and tourism objects so that it can create a sense of belonging and want to actively participate in regional security, public order, cleanliness, provision of facilities and infrastructure, accommodation, souvenirs, guide services, photography, and so on. While these training camps can therefore also be considered as a form of business tourism, it should be noted that additional leisure activities outside the sporting sphere – such as those pursued by traditional tourists – will often form part of these training camps [15].

b. Negative Effect

The impact of tourism on the physical environment is an easily identifiable impact because it is real. Tourism provides losses, as follows:

1. Water

Water gets polluted from liquid waste disposal (hotel laundry detergent) and solid waste (guest food residue). These wastes pollute the oceans, lakes and rivers. Water also gets polluted from the waste of fuel oil for water transportation such as from cruise ships. As a result of waste disposal, the environment is contaminated, public health is disturbed, changes and damage to aquatic vegetation, the aesthetic value of the waters is reduced (such as the color of the sea changing from blue to black) and toxic water bodies so that seafood becomes dangerous. Tourists become unable to bathe and swim because the water in the seas, lakes and rivers is polluted. Therefore, the public and tourists must begin to maintain the cleanliness of the waters, in order to reduce water pollution. The means of water transportation used must also be environmentally friendly transportation, such as rowboats, kayaks, and canoes.

2. Atmosphere

Traveling using air transportation is very convenient and fast. However, air transport has the potential to damage the earth's atmosphere. The exhaust emissions are released into the air which causes a polluted atmosphere and the roar of aircraft engines causes noise pollution. In addition, polluted air due to land vehicle emissions (cars, buses) and the roar of vehicle engines causes noise. Due to air pollution and noise police, the value of tourism is reduced, the experience becomes unpleasant and has a negative impact on vegetation and animals. Innovation of environmentally friendly vehicles and mass passenger air transportation (such as the Airbus 380 aircraft with a capacity of 500 passengers) needs to be done to reduce air and noise pollution. Recommendations to reduce motorized vehicles must also be carried out and campaigns for bicycle tours should be increased.

3. Beaches and Islands

Beaches and islands become favorite tourist destination. However, beaches and islands are vulnerable to the negative impacts of tourism. Construction of tourist facilities on beaches and islands, establishment of infrastructure (roads, electricity, water), infrastructure development (airports, ports) affects the capacity of beaches and islands. As a result, the coastal environment is damaged (e.g., the clearing of mangrove forests for the establishment of beachfront accommodation). In addition, damage to marine corals, loss of traditional coastal land use and coastal erosion are some of the consequences of tourism development. Preservation and conservation of beaches and seas is an option to extend the life of beaches and seas. The declaration of marine parks and conservation areas is an option. Tourists are also offered ecotourism activities that are environmentally friendly. Some island managers (e.g., the manager of the *Taman Nasional Kepulauan Seribu*) should offer eco-friendly travel packages that offer activities to plant seagrass and plant mangroves in the sea.

4. Mountains and Wild Areas

Tourists from summer regions choose to travel to the mountains to change the atmosphere. Meanwhile, tourism activities in the mountains have the potential to damage the mountains and their wild areas. The opening of hiking trails, the establishment of hotels at the foot of the hills, the construction of gondolas (cable cars), and the construction of other facilities are some examples of developments that have the potential to damage mountains and wild areas. As a result, landslides

occur, soil erosion, the depletion of mountain vegetation (which can become the lungs of the community) and the potential for visual pollution and excessive flooding because the mountains are unable to absorb rainwater. Reforestation (replanting of trees in the mountains) and rejuvenation of mountains in this case need to be done as an effort to prevent damage to mountains and wild areas.

5. Vegetation

Illegal logging, clearing of trees, danger of forest fires (due to campfires at campsites) and collection of flowers, plants and mushrooms for tourist needs are some of the activities that destroy vegetation. As a result, forest degradation occurs (potential for land erosion), changes in plant structure (e.g., trees that should bear fruit every three months change to every six months, even become fruitless), loss of rare plant species and damage to plant habitats. The vegetation ecosystem becomes disturbed and unbalanced.

6. The Life of Wildlife

The life of wildlife is a great tourist attraction. Tourists are fascinated by the animal's life. However, tourism activities disrupt the lives of these animals. The composition of fauna changes due to hunting of animals as souvenirs, abuse of wildlife for photography, exploitation of animals for show, disturbance of animal reproduction (breeding), changes in animal instincts (e.g., Komodo dragons that were once ferocious animals into protected tame animals), and animal migration (to better place). The number of wild animals was finally reduced. As a result, when tourists visit tourist areas, it is no longer easy to find these animals.

7. Historical, Cultural, and Religious Sites

Excessive use for tourist visits causes historical, cultural and religious sites to be easily damaged. Density in tourist areas, alteration of the initial function of the site, commercialization of tourist areas are some examples of the negative impacts of tourism activities on the physical environment. Religious sites are visited by many tourists so that it interferes with its main function as a sacred place of worship. Cultural sites are used commercially so that they are overexploited (e.g., temples accommodate the number of tourists exceeding capacity). The carrying capacity of historical, cultural and religious sites can be estimated and controlled through visitor management in an effort to reduce damage to historical, cultural and religious sites. Conservation and preservation efforts as well as renovations can be made to extend the life of these sites.

8. Urban and Rural Areas

The establishment of hotels, restaurants, tourist facilities, gift shops and other buildings is needed in tourist destinations. Along with the development, the number of tourist visits, the number of vehicles and traffic density increased. This not only causes pressure on land, but also changes in the function of residential land into commercial land, traffic, air pollution and aesthetic pollution (especially when buildings are built without proper arrangement rules). The bad impact can be overcome by managing visitors and structuring the urban and rural area and empowering the community to take a big part in development.

9. An Excessive Arrangement from Outside Party

Although this is seen as a subjective assessment, it has also become the center of attention of observers of tourism activities. Outstanding entrepreneurs usually have

more experience and sources of funding. Often with their experience, knowledge and power, there is a tendency that they will regulate tourism activities and can suppress local people or give the impression that local people only play a supporting role. This will have a bad impact on tourism activities themselves because these tourism activities can be hated and not supported by local people. Good communication is needed and the government has a big role in tourism management in a protected area.

10. Cultural Changes

Cultural changes that occur in society can be positive and negative, depending on our perspective. However, people are usually unable or not given the opportunity to determine whether they want to change or not. Change will just happen without people realizing it. For tourists, there are those who hope that the community will not change, but for some tourists, the community is the target of change to be influenced. Seen from the community itself, there are also several perspectives. There are people who want to move towards modernization, there are people who want to maintain their lifestyle and culture but there are also people who don't care about the changes that occur as long as they can live decently.

4 Conclusion

Sports tourism is aimed at a trip of people who aim to see or witness a sporting event in a certain place or country or to participate in the sporting activity itself. This tourism aims to fulfill the satisfaction of doing sports activities that you like such as fishing, hunting, deep sea diving, skiing, hiking, boating, etc. Sports tourism can be divided into two categories, namely, big sport events, and sporting tourism of the practitioners.

In order for a business in the world of sports tourism to be successful, what must be considered is formulating a strategy and implementing what type of strategy that should be used.

The business world can be defined as a sphere in which there are production, distribution and other efforts directed at the maximum satisfaction of human wants and needs. If the definition of the business world is viewed from the terms of producers and consumers, then the business world is an arena for the gait of producers who can provide a means of satisfying the needs and desires of consumers. The business world includes micro, small, medium and large businesses.

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