



Integrating Governance and Sustainability in Sports Tourism

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Abstract. The field of sports tourism has experienced exponential growth in recent years, captivating enthusiasts and attracting global attention. However, this increased focus on sports tourism has also revealed integrity challenges that need to be addressed to sustain the industry's progress. This paper aims to examine the intersection of sports tourism, governance, and sustainability and to evaluate key aspects such as corruption and governance, transparency and social responsibility as well as other integrity issues. Drawing on the existing literature, the paper proposes a legal framework to address integrity issues in the sports tourism industry by highlighting the importance of robust governance structures, transparency, and collaboration among stakeholders. International sports federations, sports organizations, and governments can support sustainable practices in the sports tourism industry by integrating environmental, legal, and social considerations for long-term viability and positive societal impact. This study contributes to the existing body of knowledge by offering practical insights and recommendations that can guide industry practitioners, policymakers, and researchers in fostering integrity within the sports tourism domain.

Keywords: Sports Tourism, Corruption, Governance, Sustainability, Sports Organisations.

1 INTRODUCTION

The recent growth of sports tourism has captured the attention of enthusiasts worldwide, thus making it a significant global industry. According to the World Travel and Tourism Council (WTTC) report, the global sports tourism industry contributed USD783 billion to the global GDP or 2.5 per cent of the total global GDP in 2020. Malaysia's tourism industry generated MYR197.9 billion of gross value added of tourism industries (GVATI) and 12.8 per cent of GDP in 2021, compared to 14.1 per cent in 2020 (Department of Statistics Malaysia, 2022)

Sports tourism refers to the travel and participation in sports-related activities and events. It involves individuals or groups traveling to different destinations to attend or take part in sporting events, competitions, or recreational sports activities. The sports

related-tourism industry has experienced a steady growth, and it encompasses a broad range of businesses, organizations, and activities that revolve around the intersection of sports and travel. It includes various sectors such as event management, hospitality, transportation, accommodation, sports marketing, and travel agencies. The industry caters to sports enthusiasts, athletes, families, and spectators who travel to different destinations to participate in sports-related events and activities. The rise in sports-related events, international tournaments, and the increasing popularity of sports activities and travel have contributed to this growth. Thus, WTTC projected that the sports tourism industry will continue to grow at a compound annual growth rate (CAGR) of 4 per cent between until 2029. However, the COVID-19 pandemic had a significant impact on the sports and tourism sectors worldwide, and its long-term effects may have altered the projected growth trajectory.

Securing integrity in the sports tourism industry requires vigilant efforts to address key governance and sustainability challenges. By strengthening governance structures, promoting transparency, and fostering collaboration between stakeholders, the sports tourism industry can uphold its integrity, safeguard its reputation, and build resilience in the face of current challenges.

This paper aims to examine the intersection of sports tourism and governance and sustainability issues. Sports tourism converges with sports events, travel, and leisure activities and has significant economic, social, and environmental implications. Effective governance ensures transparency, accountability, and responsible decision-making, while sustainability focuses on minimizing negative environmental impacts, promoting social inclusivity, and fostering long-term viability. By examining the relationship between sports tourism, governance, and sustainability, strategies and best practices can be uncovered to enhance the industry's integrity, promote sustainable practices, and maximize the positive impact of sports tourism on host communities and the environment. This exploration will shed light on the challenges, opportunities, and potential solutions for governing and managing sports tourism in a sustainable and responsible manner.

Drawing upon insights from extensive literature research and library legal research, this paper proposes practical strategies and ethical frameworks to tackle governance and sustainability issues in the sports tourism industry. It highlights the importance of robust governance structures, transparency, education, and collaboration among various stakeholders including sports organizations, governments, tourism boards, and local communities. By examining the roles of sports organizations and governments in bolstering integrity efforts, the paper underscores the need for enhancing transparency and fairness in sports events.

This paper seeks to contribute to the existing body of knowledge by offering practical insights and recommendations that can guide industry practitioners, policymakers, and researchers in fostering integrity, governance and sustainability within the sports tourism domain. By addressing the governance and sustainability challenges directly and adopting a proactive approach, the sports tourism industry can overcome its current obstacles as well as establish a foundation for a thriving and ethically sound future.

2 Governance

Sports tourism has emerged as a significant industry, captivating enthusiasts worldwide and contributing to economic growth and cultural exchange. However, this rapid expansion has also exposed numerous integrity challenges that pose a threat to the industry's progress and reputation. By examining the key themes and findings from the previous research this review seeks to enhance our understanding of the integrity challenges faced by the industry and propose suitable strategies.

Sports tourism governance refers to the systems, structures, and processes put in place to manage and regulate the sports tourism industry effectively. It encompasses various aspects including policy development, legal frameworks, organizational structures, and decision-making processes. Effective sports tourism governance ensures accountability, transparency, and ethical conduct within the industry. It involves collaboration among government entities, sports organizations, event organizers, sponsors, and other stakeholders to establish rules and regulations, monitor compliance, and address issues related to event management, safety and security, environmental sustainability, and social responsibility. Good governance in sports tourism promotes fair competition, protects the rights of participants and spectators, enhances the reputation of the industry, and contributes to its long-term sustainability.

Implementing robust governance practices will efficiently promote responsible practices, and provide memorable experiences while upholding the highest standards of integrity and professionalism. However, several governance challenges that must be addressed to ensure effective management and regulation of the industry. One significant challenge is the complex and dynamic nature of the sports tourism landscape that involves multiple stakeholders like event organizers, sports governing bodies, athletes, sponsors, and host communities. Coordinating and aligning the interests and responsibilities of these diverse stakeholders can be a daunting task. Additionally, governance challenges arise from the need to balance economic considerations with social and environmental sustainability. The pursuit of financial gains and the pressure to attract high-profile events can overshadow concerns related to local community engagement, environmental impact, and corporate and social responsibility. Moreover, ensuring fairness, transparency, and ethical conduct in bidding processes, sponsorship agreements, and decision-making has the potential for conflicts of interest and corruption. Overcoming these governance challenges requires collaboration, the development of robust regulatory frameworks, stakeholder engagement, and a commitment to uphold ethical standards and sustainability principles. By addressing these challenges, the sports tourism industry can strengthen its governance structures, enhance its reputation, and contribute to the sustainable and responsible development of the sector.

(a) Corruption and Governance

Corruption within sports organizations and governance structures poses a significant threat towards integrating governance and sustainability of sports tourism. Researchers have examined the causes and consequences of corruption and highlighted issues such as bribery, embezzlement, and nepotism. These issues have a profound impact on the integrity of the sports tourism industry and jeopardize its reputation and

sustainability. Bribery undermines fair competition by granting unfair advantages to certain individuals or organizations, distorting the selection process for hosting sports events, or securing sponsorships. Embezzlement or misappropriating funds in sports clubs diverts resources away from their intended purposes, deprives the industry of necessary investments, and hinders its growth. On the other hand, favouring relatives or acquaintances in decision-making positions erodes transparency and accountability, hinders merit-based selection processes, and compromises the quality and fairness of sporting events. These unethical practices erode public trust, discourage investment, and deter potential participants and tourists.

Weak governance structures and lack of transparency are often identified as contributing factors. Scholars have emphasized the importance of robust governance mechanisms, ethical leadership, and stakeholder accountability to combat corruption and enhance integrity within the sports tourism industry. Therefore, defining sports in a way that estimates the economic scope as a process of profit and winning is highly relevant to the issue of corruption. Several legal and economic frameworks to define the sports industry have been proposed by European researchers, where government policy makers take into account the estimated overall economic importance of sports. In this regard, Gratton discussed a general method for estimating the economic scope of the sports industry and found that economic interest in sports extends well beyond the boundaries of professional sports. Gratton's approach used existing national income and product accounting methods and combined the existing national economic data to identify sports-related sub-industries, while Davies adopted a national economic approach and added the value of sports competitions to estimate the contribution of sports to a country's economy. The calculation of the estimated income of the sports industry has three main components that are discussed in the following sections.

(i) Activities involving participation in sports

Trosien and Ratz (2019) emphasized that activities involving participation in the sports industry can unfortunately be susceptible to corruption and undermine the integrity and fairness of sporting competitions and the overall reputation of the industry. Sports corruption during participation can have a detrimental impact on the governance of sports bodies, thus compromising the integrity and credibility of the entire organization. For example, when athletes engage in corrupt practices such as match-fixing, doping, or bribery, it erodes the principles of fair play, undermines the trust of fans, and tarnishes the reputation of the sports body responsible for overseeing the sport. Such corruption hampers the ability of sports bodies to effectively govern and regulate the sport as it introduces bias, unfair advantages, and a lack of transparency. It also poses significant challenges in enforcing rules and regulations, maintaining a level playing field, and ensuring the accountability of athletes and officials. To address these governance issues, sports bodies must prioritize the implementation of robust anti-corruption measures including education and awareness programs, ethical codes of conduct, and strict disciplinary procedures. Sports bodies and the autonomy given by the international sports framework can uphold their governance responsibilities, restore public trust, and safeguard the integrity of the sport they govern.

(ii) Activities involving attendance at spectator sports events

Activities involving attendance at spectator sports events can also be vulnerable to corruption which undermines the integrity and trust in the sports industry. In this context corruption can manifest as ticket scalping (fraud), counterfeit ticket sales, and bribing officials for favourable outcomes. These corrupt activities not only harm the interests of genuine fans but also erode the fairness and competitiveness of the sporting competitions. Corruption in spectator sports can lead to disillusionment among fans, diminished attendance, and a loss of revenue for sports organizations. Ito and Highma (2020) suggested stringent measures such as implementing strict ticketing regulations, employing advanced authentication technologies, and enhancing security and surveillance measures to prevent fraudulent activities. Vrontou (2023) proposed to educate spectators about the risks of corruption and promoting a culture of integrity and fair play among fans can help combat corrupt practices and preserve the authenticity and excitement of spectator sports events

(iii) Activities that involve following spectator sports events through public media

According to Jiang et al. (2021), activities that involve following spectator sports events through various media platforms, such as television, online streaming, and social media, are also susceptible to corruption, albeit in different forms. Corruption in this context can involve media manipulation, biased reporting, and illicit betting practices. Media outlets may engage in biased coverage, favouring certain teams or athletes for personal or financial gain. Moreover, corruption can extend to online platforms and social media where misinformation, match-fixing rumours, and illegal betting activities can spread rapidly. These corrupt practices not only compromise the objectivity and credibility of media coverage but also undermine the trust and enjoyment of fans who rely on these sources for accurate and unbiased information. Antunovic (2022) recommended that the media coverage of spectator sports events should promote responsible journalism, encourage transparency and accountability in reporting, and enhance regulations against false or misleading information. By strengthening integrity measures such as monitoring and regulating online platforms, implementing strict anti-match-fixing protocols, and educating fans about the risks of corruption, sports journalist can help preserve the integrity and authenticity of media coverage in the sports industry.

(b) Transparency and Accountability

Transparency and accountability are fundamental pillars for the sustainable development and success of the sports tourism industry. In an era where public trust and integrity are paramount, transparency ensures that the industry operates with openness, honesty, and fairness. By disclosing information related to financial arrangements, bidding processes, and decision-making, stakeholders can be assured that their interests are being prioritized and that ethical practices are being upheld. Additionally, accountability holds individuals and organizations responsible for their actions, thus ensuring that they are answerable for any misconduct or violations. Through mechanisms such as independent oversight bodies, regular audits, and enforcement of regulations, accountability helps prevent corruption, exploitation, and other unethical behaviours. Ultimately, transparency and accountability in sports tourism build trust,

attract investments, and promote the industry's long-term sustainability and positive reputation.

(i) Bidding processes for hosting sports events

Implementing transparent bidding processes for hosting sports events is crucial to ensure fairness, integrity, and accountability (Byun et al., 2021). This can be achieved through the involvement of independent oversight bodies and the public disclosure of financial arrangements. Transparent bidding eliminates favouritism, promotes equal opportunities, and builds trust among stakeholders. By establishing independent oversight bodies comprising experts from relevant fields, clear guidelines and criteria can be developed, thus ensuring a level playing field for potential host cities or countries (de Oliveira et al., 2019). Mandating the public disclosure of financial arrangements fosters transparency and allows for scrutiny by oversight bodies and the public (Park, 2021). Furthermore, implementing external auditing and compliance checks alongside whistle-blowers protection mechanisms strengthens the integrity of the bidding process. By overcoming challenges and embracing transparency, the sports tourism industry can enhance its reputation, attract diverse host destinations, and ensure a fair and credible selection of host cities or countries for sports events.

(ii) Establishing comprehensive anti-corruption policies and mechanisms

Comprehensive anti-corruption policies and mechanisms are essential to prevent and address corruption cases swiftly and ensure the integrity and sustainability of various industries including sports tourism. Such policies should encompass a range of preventive measures, including robust due diligence procedures, strict financial controls, and ethical guidelines for all stakeholders (Philippou, 2023). Implementing transparent procurement processes, requiring competitive bidding, and conducting regular audits can help identify and deter corrupt practices. Moreover, establishing independent anti-corruption bodies with the authority to investigate and prosecute corruption cases is crucial. Whistle-blower protection mechanisms should be in place to encourage individuals to report corruption without fear of reprisal. Effective enforcement of anti-corruption laws accompanied by stringent penalties serves as a deterrent to potential offenders. Continuous training and education on ethics and integrity further reinforce the importance of combating corruption. By adopting comprehensive anti-corruption policies and mechanisms, the sports tourism industry can promote transparency, accountability, and fairness, thereby safeguarding its reputation and ensuring a sustainable future (de Oliveira et al., 2019).

(iii) Developing codes of conduct for all stakeholders

Developing codes of conduct for all stakeholders involved in sports tourism, including event organizers, sponsors, athletes, and travel agencies, is essential to promote ethical behavior, integrity, and responsible practices within the industry. These codes should outline clear guidelines and expectations regarding professional conduct, fair play, anti-discrimination, environmental sustainability, and the protection of human rights (Dickson, et al., 2020). Event organizers must prioritize safety, fairness, and inclusivity, while sponsors should adhere to ethical marketing practices and avoid any form of exploitation. Athletes should commit to fair competition, sportsmanship, and anti-doping regulations, while travel agencies should promote responsible tourism, respecting local cultures and minimizing the environmental impact of their oper-

ations. By establishing and enforcing these codes of conduct, the sports tourism industry can ensure that all stakeholders operate in an ethical and responsible manner, contributing to the long-term sustainability and positive reputation of the industry (Fotiadis, et al., 2020).

2.1 Sustainability

Sports tourism and sustainability are intricately linked, as the industry's growth and success depend on responsible practices that prioritize environmental conservation, social well-being, and economic viability. Sustainable sports tourism aims to minimize the negative environmental impacts of events by adopting eco-friendly initiatives such as waste reduction, energy efficiency, and promotion of sustainable transportation options. However, at the same time it emphasizes community engagement and empowerment by involving local stakeholders, supporting local businesses, and preserving cultural heritage. Sustainable sports tourism can also contribute to the economic development of host communities by creating employment opportunities and generating revenue. Further, Jiménez-García believed that by integrating sustainability principles into its operations, the sports tourism industry can not only enhance its reputation and attract environmentally conscious travellers but also contribute to the long-term well-being of communities and the preservation of natural resources, thus ensuring a sustainable and responsible future for the industry (Jiménez-García, et al., 2020).

Sports tourism and sustainability are closely aligned with the Sustainable Development Goals (SDGs) for 2030, as outlined by the United Nations. The SDGs provide a comprehensive framework for addressing global challenges and promoting sustainable development. Sports tourism contributes to several SDGs, including Goal 8 (Decent Work and Economic Growth), Goal 11 (Sustainable Cities and Communities), Goal 12 (Responsible Consumption and Production), Goal 13 (Climate Action), and Goal 17 (Partnerships for the Goals). By integrating sustainable practices, sports tourism can create economic opportunities, promote inclusive and sustainable communities, minimize environmental impact, mitigate climate change, and foster partnerships for sustainable development. The industry can contribute to these goals through responsible event management, waste reduction, energy efficiency, promoting local employment, supporting local businesses, and engaging in partnerships with governments, organizations, and communities. Diagram 1 below illustrates that sports tourism and SDG has the potential to be a powerful driver for positive change, creating a more sustainable and inclusive world by 2030.



Diagram 1: Sports Industry, Sustainability and SDG 2030
(<https://www.unwto.org/tourism4sdgs>)

(a) Sustainable Event Management

Sustainable event management in sports tourism helps foster environmentally responsible practices, promotes social and economic well-being, and ensures the long-term viability of the industry. Donald believed that the adoption of sustainable practices can minimize energy consumption, reduce waste, and implement eco-friendly transportation options, thereby reducing the environmental impact of sporting events and contribute to the global efforts to combat climate change. Allen discussed the issue from a different perspective where sustainable event management encourages the engagement of local communities, supporting local businesses and preserving cultural heritage. Sports events can create a positive social and economic legacy, generate employment opportunities, and enhance community pride. Additionally, sustainable events have the potential to attract a broader audience, including environmentally conscious travellers who seek out experiences aligned with their values.

(i) Integration of sustainability principles and sports event planning

Integrating sustainability principles into event planning is essential for the sports tourism industry to reduce its environmental impact and foster responsible practices. Taks Marijke stated that sustainable sports events planning can implement recycling programs, encourage the use of reusable materials, and minimize single-use plastics. Moreover, focusing on energy conservation through efficient lighting, renewable energy sources, and smart infrastructure can significantly reduce energy consumption during events. These sustainability principles can lead the way in creating environmentally conscious experiences for sports tourists, and inspiring participants and visitors to adopt sustainable practices and contribute to a more sustainable future.

(ii) Collaboration of local communities and environmental organizations

Collaboration with local communities and environmental organizations is vital in mitigating the environmental impact of sports events and promoting sustainable practices in the sports tourism industry. Event organizers can gather valuable insights and involve community members in decision-making processes through engaging with local communities. This collaboration can lead to the adoption of sustainable solutions tailored to the specific needs and values of the community. Partnering with environmental organizations allows event organizers to tap into their expertise and leverage their networks to implement effective environmental initiatives. These organizations can provide guidance on waste management, conservation efforts, and sustainable resource usage. Through these collaborations, the sports tourism industry can demonstrate its commitment to environmental stewardship, foster positive relationships with local communities, and inspire sustainable practices that extend beyond the event itself.

(b) Social Responsibility and Sustainable Practices

The social responsibility of sports organizations and stakeholders is a growing concern in sports tourism. Research explores the impacts of sports events on local communities, including socio-cultural changes, displacement, and environmental degradation. Smith and Hans advocated for sustainable practices that integrate environmental, social, and economic considerations into sports tourism planning and management. The importance of community engagement, cultural preservation, and responsible tourism practices is underscored to ensure positive societal impacts and long-term viability.

Social responsibility plays a significant role in the sports tourism industry, as it has the potential to create a positive social impact and promote inclusivity. Sports tourism events bring people together and foster social cohesion as well as cultural exchange. At the same time, the industry can contribute to community development by supporting local businesses, invest in infrastructure improvements, and provide opportunities for local residents. Moreover, promoting diversity and inclusion is essential to ensure equal participation and opportunities for individuals of all backgrounds. Sustainable practices are vital for the long-term viability of the sports tourism industry. The industry has a responsibility to minimize its environmental impact and preserve natural resources. Through eco-friendly initiatives such as waste reduction, energy-efficient infrastructure, and responsible water usage, sports tourism events can reduce their ecological footprint. By adopting sustainable practices, the industry not only contributes to global environmental goals but also attracts environmentally conscious travelers who seek out experiences aligned with their values. Ultimately, sustainable practices are critical for the sports tourism industry to ensure its attractiveness and relevance in an ever-evolving world while leaving a positive legacy for future generations.

2.2 Recommendations: Legal Mechanism and Regulations

Governance in sports tourism entails several legal issues that must be addressed to ensure effective management and regulation of the industry. One crucial aspect is regulatory compliance, which involves adhering to local, national, and international laws governing event management, safety measures, employment practices, taxation, and licensing requirements. Additionally, intellectual property protection is paramount to safeguard trademarks, logos, and event branding. Clear contractual agreements between event organizers, sponsors, athletes, and service providers are essential for delineating rights, obligations, and dispute resolution mechanisms. Managing risks and liabilities such as participant injuries and property damage requires robust risk management strategies and compliance with health and safety regulations. Moreover, upholding anti-doping regulations and promoting integrity in sports is essential for fair competition and preserving the industry's credibility. Finally, ensuring ethical conduct and preventing corruption through transparent decision-making processes and anti-corruption measures are critical for maintaining good governance in sports tourism.

(a) Regulatory Compliance

Regulatory compliance is of paramount importance in the sports industry to ensure legal adherence, fair competition, and protect stakeholders' rights. Various regulations and laws govern different aspects of the sports industry including sports events, athlete contracts, anti-doping measures, intellectual property rights, and safety standards. Compliance with these regulations entails obtaining necessary licenses and permits, adhering to financial reporting requirements, implementing anti-doping protocols, and ensuring the proper management of intellectual property assets. Failure to comply with regulations can result in legal consequences, reputational damage, and financial penalties. Therefore, sports organizations, event organizers, athletes, sponsors, and other stakeholders must stay updated on relevant laws and regulations, implement robust compliance programs, and work closely with legal advisors to navigate the complex legal landscape.

The sports industry can uphold its integrity, protect stakeholders, and sustain its growth in a transparent and responsible manner. Laws governing event management, safety, and security measures are crucial in the sports industry to ensure the well-being of participants and spectators. These laws encompass a range of areas, including venue safety, crowd control, emergency preparedness, and liability. Event organizers must comply with local regulations regarding permits, licenses, and certifications for hosting sports events. They are responsible for implementing safety protocols such as conducting risk assessments, ensuring adequate medical services and developing evacuation plans. Furthermore, security measures are essential to prevent and respond to potential threats, including crowd disturbances or terrorism risks. Compliance with these laws not only protects individuals but also minimizes legal liabilities for event organizers and promotes public confidence in the safety of sports events.

(b) Roles of Government and Law

The role of government in sports tourism is instrumental in ensuring the effective regulation, development, and promotion of the industry. Governments establish policies, laws, and regulations that govern various aspects of sports tourism, including licensing, environmental impact, and tourism safety and protection. They provide oversight, monitor compliance, and enforce legal requirements to safeguard the rights and interests of participants, spectators, and other stakeholders.

Laws governing tourism in Malaysia encompass various aspects to ensure the smooth operation and protection of the industry. The Tourism Industry Act 1992 serves as the primary legislation governing tourism, covering areas such as registration and licensing of tourism businesses, regulation of tour operators and travel agents, and consumer protection. The Act also established the Malaysian Tourism Promotion Board which is responsible for promoting and marketing tourism. Additionally, the Tourism Tax Act 2017 introduced a levy on tourists staying at registered accommodation premises, which contributes to tourism development and promotion efforts. The Malaysian Tourism Promotion Board Act 1992 further outlines the functions and responsibilities of the board, including the promotion of Malaysia as a tourist destination. Furthermore, various other laws and regulations on health and safety, immigration, customs, and environmental conservation have implications for the tourism industry in Malaysia. Complying with these laws ensures the safety and satisfaction of tourists, supports responsible tourism practices, and contributes to the sustainable development of the industry in Malaysia. The laws governing tourism in Malaysia is illustrated in Table 1 below.

Table 1: Laws concerning Tourism and Sports in Malaysia

Title	Statute	Function(s)
General Provision (in Federal Law and Sports Act) relating to Jurisdiction and Power	Article 73 of the Federal Constitution	Tourism matter is listed under the Federal list.
	Sports Development Act 1997	An Act (Act 576) to promote and facilitate the development and administration of sports in Malaysia and to provide for matters incidental thereto.
	Perbadanan Stadium Malaysia 2010	An Act (Act 717) to establish the Perbadanan Stadium Malaysia, to make provisions in respect of the development, operation and management of stadiums, sports complexes and facilities, and to provide for consequential and incidental matters.
	Subang Golf Course Corporation Act 1968	An Act (Act 509) to establish the Subang Golf Course Corporation and to provide for matters connected therewith.

	Sabah Sports Board Enactment 1981	An Enactment to enact the law relating to the establishment of a Sabah Sports Board and provide for matters incidental thereto and connected therewith so as to make better provisions respecting the constitution, administration, procedure, functions and finance of the Sabah Sports Board.
	Sarawak Sports Corporation Ordinance, 2009	An Ordinance to establish the Sarawak Sports Corporation to promote the general interest of sports in the State and in particular to provide and improve adequate equipment and facilities or amenities for use or training in any sports, games, athletics and other recreational activities and generally for the development of all branches of sports.
Laws relating to the planning & development of tourism products & activities	Tourism Promotion Board Act 1992	The Act (Act 481) is to establish the Malaysia Tourism Promotion Board and provides for matters connected therewith.
	Tourism Industry Act 1992	The Act (Act 482) is to provide for the licensing and regulation of tourism enterprises and matters incidental thereto or connected therewith.
	Land Conservation Act 1960,	The Act (Act 385) is for the State authorities to control and plan (including tourism planning) areas gazetted as 'land in the hill'.
	Wildlife Conservation Act 2010.	The Act (Act 716) is to ensure the gazetted areas of wildlife reserves/wildlife sanctuaries comply with conditions such as must enter with a permit and the prohibition of certain acts in the Wildlife Reserve/Wildlife Sanctuary

Laws related to managing, promoting, and maintaining tourism products & activities	Tourism Tax Act 2017 Tourism Vehicles Licensing Act 1999.	The Act (Act 791) is an Act that provides the imposition and collection of tourism tax for matters connected therewith. The Act (Act 594) provides for the licensing and regulation of tourism vehicles and matters connected therewith.
Laws that govern tourism products and activities	Environmental Quality Act 1974 Fisheries Act 1985 National Forestry Act 1984	The Act (Act 127) provides the punishment for any pollution activities. The Act (Act 317) in which concerning about any river fishing activities. The Act (Act 313) includes any tourism activities involving Forest Reserves.

All these existing laws on tourism serve as a critical foundation for regulating and facilitating the operations of sports tourism. These laws provide a framework for event management (Perbadanan Stadium Malaysia 2010 and Tourism Promotion Board Act 1992), general tourism activities and protection (Fisheries Act 1985 and National Forestry Act 1984) licensing (Tourism Industry Act 1992), immigration and customs (Tourism Tax Act 2017) and environmental conservation (Environmental Quality Act 1974). By complying with these laws, stakeholders in sports tourism, including event organizers, athletes, sponsors, and travel agencies, can ensure legal adherence, protect the rights of participants and spectators, and contribute to the sustainable growth of the industry. These laws cover various aspects relevant to sports tourism, such as ensuring event safety, facilitating international travel, promoting responsible practices, and protecting intellectual property. By upholding and adhering to these legal frameworks, the sports tourism industry can thrive and provide memorable experiences while operating within a transparent and legally sound environment.

(b) Roles of International Federations and Sports Organisations

Sports organizations play a pivotal role in sports tourism, driving the development, organization, and promotion of sporting events. They are responsible for establishing and enforcing rules and regulations specific to their sports, ensuring fair play, athlete eligibility, and event standards. Sports organizations collaboration contributing to the economic and social development of host destinations. They also play a vital role in marketing and promoting sports tourism, enhancing the visibility and appeal of events to attract participants and spectators from around the world. International sports organizations (IFs) promote and facilitate the development of sports and sports tourism through various events, programs, infrastructure, and grassroots initiatives, thus fostering talent development and community engagement. Their efforts are essential in

shaping the sports tourism landscape and creating memorable experiences for participants and fans.

Table 2: International Federations and their Focus in Sports Tourism and Sustainability

International Sports Federations	Focus
International Golf Federation (IGF)	collaborates with golf federations, event organizers, and host destinations to ensure that golf tournaments and championships are held in environmentally and socially responsible ways. They provide guidelines and best practices to host venues on issues such as water conservation, waste management, and energy efficiency.
International Association of Athletics Federations (IAAF)	work closely with host cities and organizing committees to ensure sustainable event management practices. This includes initiatives such as reducing carbon footprint, waste management, and promoting community engagement through legacy projects.
International Cycling Union (UCI)	actively promote sustainable cycling events and tourism, advocating for environmentally friendly practices, such as cycling infrastructure development, eco-friendly transportation, and waste reduction.
Fédération Internationale de Football Association (FIFA)	focus on sustainable event management by implementing environmental measures such as energy-efficient stadiums, waste management systems, and community legacy programs.
International Tennis Federation (ITF)	encourage sustainability in tennis events by promoting eco-friendly practices, such as recycling programs, renewable energy usage, and environmental education.
International Olympic Committee (IOC)	plays a central role in promoting sustainable sports tourism through the Olympic Games. They focus on sustainable event planning, venue construction, and legacy projects, ensuring environmental responsibility, social inclusivity, and economic benefits for host cities.

IFs administer tourism and sustainability by incorporating sustainable practices into event planning and management. They establish guidelines and standards that focus on minimizing environmental impact, promoting resource efficiency, and considering the social and cultural aspects of the host community. This includes aspects such as venue selection, waste management, energy conservation, transportation planning, and eco-friendly initiatives. By integrating sustainability considerations into event operations, sports organizations strive to create a positive tourism experience while minimizing negative environmental and social effects.

IFs also actively engage with the local community to ensure that the benefits of sports tourism extend beyond economic gains. They collaborate with government entities, and community organizations to develop programs that promote social inclusion, cultural preservation, and community development. This may involve initiatives such as community outreach, volunteer programs, educational projects that leave a positive and lasting impact on the host community. At the national level, sports bodies play a pivotal role in raising awareness and promoting sustainable practices among participants and fans. They develop educational campaigns and initiatives that highlight the importance of sustainable tourism, environmental conservation, and responsible behavior. These efforts aim to instill a culture of sustainability within the sports community and influence positive actions beyond the scope of sports events. They work closely with government such as local authorities, and environmental organizations to align efforts and share best practices. Collaboration allows for the pooling of resources, expertise, and knowledge to enhance sustainable practices within sports tourism.

3 Conclusion

The exponential growth of sports tourism has undoubtedly captured the attention of enthusiasts worldwide, solidifying its position as a prominent industry. However, this rapid expansion has also exposed a range of integrity challenges that cannot be ignored if the industry is to sustain its progress. This study provided insights into the governance and sustainability challenges faced by the sports tourism industry, thus highlighting the importance of addressing these issues to sustain its progress and reputation. It has taken a comprehensive approach by examining the intersection of sports tourism with governance and sustainability issues. The exploration of key aspects such as corruption, governance, transparency, and social responsibility of the national and international sports body has revealed the intricate web of integrity issues that permeate the sports tourism realm.

The study concluded that corruption poses a significant threat to the integrity of sports tourism. Addressing corruption requires the implementation of robust governance structures that promote transparency, accountability, and ethical conduct. By adopting effective governance practices, sports organizations and government entities can create an environment that discourages corruption and promotes integrity throughout the industry. Second, transparency plays a vital role in maintaining the integrity of sports tourism. Openness and accountability in financial transactions,

decision-making processes, and event organization help to build trust among relevant stakeholders. Sports organizations should strive to ensure transparency in areas such as bidding processes, sponsorship agreements, and revenue distribution in collaboration with government entities. By embracing transparency the sports tourism industry can foster confidence, deter illicit activities, and uphold its reputation.

The findings of this study underscore the need for immediate attention and action to address the integrity challenges facing the sports tourism sector. By implementing the recommended strategies and initiatives, sports organizations and government can foster an environment that upholds integrity, inspires trust, and ensures the long-term viability of the industry. The practical insights and recommendations offered in this paper provide valuable guidance for industry practitioners, policymakers, and researchers, thus enabling them to navigate the complex landscape of sports tourism with a focus on government and sustainability. It is through collective efforts and a steadfast commitment to preserving values that the sports tourism industry can achieve its full potential as a sustainable and ethical sector.

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