



# Rediscovering The Meaning of “Sport Event” and “Sport Tourism” Based on a Literature Review

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## **ABSTRACT**

This study aims to redefine the meaning of "sport event" and "sport tourism" through a literature analysis based on bibliometric and thematic data using VOSviewer and NVivo tools. The analysis of more than 42,000 bibliographic entries from international databases shows the fundamental evolution of both concepts, from mere sporting competitions to instruments of economic, social, cultural and environmental development. The main findings identified four central themes in sport event and sport tourism research: economic impact, event management, tourist experience and destination marketing, with the data showing sport events are more prominent in the economic and management themes, while sport tourism focuses on destination marketing and tourist experience. Network visualizations and density maps revealed multidisciplinary linkages and contemporary trends such as digitalization, sustainability and inclusivity. This study emphasizes the need for a multidimensional approach and redefinition of meaning for the development of sport events to optimally and sustainably impact communities and tourist destinations, and recommends cross-disciplinary collaboration to strengthen the field's theoretical and practical contributions.

**Keywords:** Sport Event, Sport Tourism. Nvivo Analysis, VosViewer Analysis.

## 1. INTRODUCTION

Sporting events have undergone a remarkable transformation from a recreational activity to a global phenomenon with economic, social and cultural significance. Since the rise of the modern Olympics in 1896, sport has become not only a venue for competition, but also a symbol of cultural integration, national identity formation and international diplomacy. Globalization and technological advancements have accelerated this process, driving the internationalization and professionalization of sport and extending its scope of influence to various aspects of people's lives.

The economic view in the description of sports events in general can be explained as the strategic role played by the organization of sports events in encouraging the growth and economic dynamics of a region or country. Sports events, whether on a local, national or international scale, are able to create a significant economic turnover through various channels. (Hudson et al., 2010; Wee et al., 2021).

Obviously, sporting events are a magnet for tourists, whether as participants, spectators or supporters. Their presence drives increased consumption in sectors such as hospitality, restaurants, transportation and local trade. Hotels experience a spike in occupancy, restaurants and food vendors gain additional customers, and local transportation and tourism services are in higher demand during the event. (Lourenço et al., 2024; Zhao et al., 2023). This situation creates a domino effect that benefits various businesses around the event location. (Diedering & Kwiatkowski, 2015; Gaeta & Vita, 2021; Wahidmurni, 2017a).

In addition, sporting events also provide opportunities for job creation, both temporary and long-term. (Mukendi et al., 2025a). Additional labour is needed to support the smooth running of the event, ranging from committees, security officers, volunteers, to workers in supporting sectors such as cleaning and logistics. (Daniels et al., 2004). Often, sporting events also encourage the growth of micro, small and medium enterprises (MSMEs) that provide products or services for participants and spectators.

Another economic impact is on infrastructure development. Many large-scale sporting events encourage the government or private sector to build or improve sports facilities, roads, transportation, and other supporting infrastructure. These investments are not only beneficial during the event, but also provide long-term added value to the local community. (Ma & Ma, 2024).

Sporting events also act as a promotional medium for tourist destinations (Burton et al., 2021). The positive image formed from the successful organization of the event can increase the attractiveness of a region in the eyes of domestic and foreign tourists, thus potentially bringing investment and tourist visits in the future..

(Firgo, 2021) Since the rise of the modern Olympic Games in 1896, sport has become not only an arena for competition, but also a symbol of cultural integration, national identity formation and international diplomacy (Martins et al., 2021); (Şimşek & Kalıpçı, 2023)(Arrobas et al., 2020). Globalisation and technological advances have accelerated this process, driving the internationalisation and professionalisation of sport and extending its scope of influence to all aspects of society.

Organising sporting events can create an inclusive space for interaction, bringing together different social groups, ages and backgrounds, thus strengthening a sense of community and collective identity. Sporting events are also often a vehicle for educating positive values such as sportsmanship, co-operation, discipline, and respect for diversity. Social and cultural in sporting events is important and multidimensional.(Inoue et al., 2023). Socially, sporting events act as a means of strengthening cohesion and solidarity among community members (Eisenkopf, 2020).

In terms of culture, sporting events become a place to preserve and promote local and national cultural heritage. Many sporting events raise elements of tradition, art, and local wisdom in their implementation, whether through opening ceremonies, art performances, or the selection of locations that are full of cultural meaning.. In addition, international sporting events can be a medium for cultural diplomacy, introducing the nation's rich culture to the global community, and encouraging cultural exchange between countries. (Hajjaj et al., 2024).

Along with the development of sporting events, sports tourism has emerged as a separate industry that continues to grow rapidly. (Caiazza & Audretsch, 2015; Kersulić et al., 2020). Sport

tourism not only drives economic growth through increased tourist arrivals, but also creates jobs, strengthens social cohesion, and preserves local cultural traditions. (Knott et al., 2015; Mair et al., 2023; Malchrowicz-Moško & Poczta, 2018a; Pinson, 2017). Sports tourism has evolved into one of the most dynamic and high-value industries of the modern era. (Ouyang et al., 2019). From recreational activities and local competitions, sports tourism now encompasses travel to participate in, watch, or experience the atmosphere of various sporting events, from international tournaments to adventure and recreational sports. (Dickson et al., 2017). The industry not only offers unique experiences for travelers, but also provides significant economic, social and cultural impacts for host destinations. (Buning & Gibson, 2015, 2016; Han et al., 2015; Mair et al., 2023).

Globally, the origins of sports tourism can be traced to the 19th century in Europe, particularly in Switzerland, when skiing on icy mountains began to attract tourists from outside the region. (Duglio & Beltramo, 2017). In the 1990s, Germany began to develop links between sport and tourism, particularly through golf. The role of the media in covering sports also further strengthened the appeal of sports as part of the tourism industry, so that sports activities are no longer just for achievement, but also as a tourist attraction with high economic value. (Bausch & Unseld, 2018; Pröbstl-Haider et al., 2021; Wäsche, 2015; Wäsche & Woll, 2010)

In the last two decades, there has been a significant paradigm shift in the organization of sports events and sports tourism. (Van Rheenen et al., 2017). The old paradigm that places sports merely as an event for competition and entertainment has now shifted to become a multidimensional development instrument that has an impact on the economy, social, culture, and the environment. This shift is in line with global trends that demand the integration of sustainability values, inclusiveness, and the use of digital technology in every aspect of organizing sports events.

Recent literature highlights the need to redefine the meaning of sport events and sport tourism, given the paradigm shift from "sport outcomes" towards "development societal outcomes" This study adopts the previous research (Ghaderi et al., 2023; Hou et al., 2024)

A systematic research approach to the literature on sporting events and sports tourism can be conducted using bibliometric methods, utilizing NVivo and VOSviewer software as the main analytical tools. The following are the relevant methodological stages and explanations for this research. This leads to the following research questions:

1. What is the distribution and relationship of the words "sport event" and "sport tourism" in the scientific literature based on the results of the analysis using VOSviewer?
2. What are the main themes that emerged related to "sport event" and "sport tourism" based on thematic analysis using NVivo?

## 2. LITERATURE REVIEW

### **Theories that support the various research of this research**

are derived from Grounded Theory in Management Research by Karen D. Locke is a book that explains grounded theory as a qualitative research methodology widely used in organization and management studies. It covers the processes researchers use to assign meaning to qualitative data and execute sampling, as well as the criteria for evaluating grounded theories. The book also discusses how grounded theory has evolved over time with different interpretations and practical adaptations, helping researchers understand its challenges and possibilities in management research. (Locke, 2003).

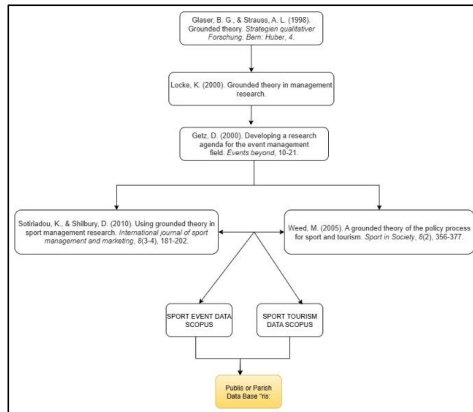


Figure 1. Theoretical Concept Diagram  
Source: Processed by researchers, 2025.

Specifically, the scope of this literature review includes: The historical and conceptual evolution of sport events and sport tourism (Sotiriadou & Shilbury, 2010; Weed, 2005). The paradigm shift from a sport outcomes orientation to a development societal outcomes contribution. Integration of economic, social, cultural and environmental dimensions in the development of sport tourism. The role of digitalization, inclusion and sustainability as key pillars in current practice and research. Development models and innovative approaches in organizing sport events and sport tourism.

## Evolution of the Concept of Sports Events and Sports Tourism

### History of the development of sports events: from recreation to global phenomenon

A History of the Development of Sporting Events: From Recreation to Global Phenomenon (Orlowski & Wicker, 2019). The origins of sporting events can be traced to the simple physical activities that people engaged in as a form of recreation, entertainment, and cultural ritual. (Getz & Page, 2014). In many ancient civilizations, sports were an integral part of the tradition, such as the ancient Olympics in Greece which served not only as a venue for athletic competition, but also as a religious and social celebration. (Liu, 2019). In Asia, various forms of traditional sports such as pencak silat, sepak takraw, and archery have long been part of people's cultural identity. (Kang et al., 2021).

In the 19th and 20th centuries, sporting events began to institutionalize with the birth of national and international sporting organizations, such as the International Olympic Committee (IOC) and FIFA. The development of transportation and communication technologies, as well as the growth of mass media, accelerated the spread and popularity of sports around the world (Andersson et al., 2021). Sporting events have evolved from local activities to global phenomena that engage millions of viewers across countries, both in person and through television broadcasts and, more recently, digital platforms (Zha & Zhou, 2025).

Over time, sporting events have become not only a showcase of achievement, but also a means of international diplomacy, cultural promotion, and strengthening national identity. Major events such as the Olympics, World Cup, and Asian Games become symbols of national pride as well as catalysts for infrastructure and economic development in the host country. (Lindlacher & Pirich, 2025; Pouder et al., 2018).

### **Concept of Sports Events**

The concept of sporting events in research is an in-depth study of various organized sporting activities that have a significant social, economic, cultural, and media impact (M. K. Kim et al., 2017; Solberg, 2007; Taks, 2015; Zhang et al., 2022). Research on sporting events examines many aspects, ranging from how these events are classified and managed to how their socioeconomic impact can be measured scientifically. In the context of research, sporting events are not only viewed as mere competitions, but also as phenomena that can enhance the image of a region or nation, boost tourism, and even give rise to new innovations in event management. Researchers divide sporting events into several categories based on the scale of activity, such as major global sporting events to regional or local events (Fourie & Spronk, 2011; Hajjaj et al., 2024; Lim & Patterson, 2008; Murayama et al., 2025; Smith, 2014; Solberg & Preuss, 2007). In addition, the study also covers environmental sustainability, where there is increasing attention on how a sporting event can be held without damaging the surrounding environment. Legal aspects and television broadcasting rights are also the focus of research to protect all parties involved in the organization. In addition, the role of the media in shaping the image and national identity through news coverage of sporting events held in a country is an important part of this study. Thus, research on sporting events is interdisciplinary, covering management, economics, law, communication, and even social and cultural sciences (Hinch, 2006; Wang et al., 2023). A comprehensive understanding of this concept is essential so that a sporting event can provide maximum benefits for all stakeholders and the wider community.

### **Concept of Sports tourism**

The concept of sports tourism in research refers to the study of travel that involves participating in, watching, or visiting attractions related to sports activities outside one's local area. It is generally categorized into three main types: active sports tourism (travel to engage in sports activities like skiing or golfing) (Fakfare & Manosuthi, 2023), sports event tourism (travel to watch major sports events such as the Olympics or FIFA World Cup) (Al-Hamrani et al., 2021; Andersson et al., 2021; Zhang et al., 2022), and nostalgia sports tourism (travel to visit famous sports landmarks or museums) (Mansour et al., 2022).

Research on sports tourism explores various dimensions, including its definition, economic impacts, sustainable development, risk perception, event development, and integration with other industries like health or ecological tourism (Ziakas & Costa, 2011; Taks et al., 2013; Fernández-Martínez et al., 2021; Rejón-Guardia et al., 2023; Alabdullah et al., 2024). The concept is understood as an intersection of sports and tourism, involving the physical activity or cultural experience of sport and the cultural experience of place or destination (Cheng et al., 2018; Perić et al., 2018; Poudet et al., 2018; Sato et al., 2018; Dimitrovski et al., 2022; Happ et al., 2021; Jiménez-García et al., 2020; Sato et al., 2024). It is studied through different perspectives such as the sports dimension (competition, playfulness), spatial dimension (geographic location, landscape), and temporal dimension (seasonality, evolution).

Sports tourism research often utilizes bibliometric analysis to map trends and hotspots, focusing on sustainable development, tourists' motivations, event impacts, and industrial integration. It also highlights practical development strategies such as infrastructure improvement, community empowerment, and promotional activities to foster this growing tourism sector. In summary, sports tourism in research is a multidisciplinary field examining the dynamic relationship between sports activities and travel experiences, with implications for economic development, cultural engagement, and sustainable tourism planning (Martin & Assenov, 2012, 2012; Jiménez-García et

al., 2020; Leong et al., 2021; Klarin & Suseno, 2021; Menon et al., 2022; Bielański et al., 2022; Şimşek & Kalıpçı, 2023).

### **Transforming Sports Tourism into A Strategic Industry**

Sports tourism initially developed from tourists' interest in watching or participating in certain sporting events. In the early stages, sports tourism was more incidental, where tourist visits to an area coincided with a sports competition or festival. (Guo et al., 2020). However, as the popularity and professionalism of sporting events increased, sports tourism transformed into an organized and strategic industry. This transformation is driven by several key factors: 1. Globalization and High Mobility Easy access to transportation and openness of information make it easier for tourists to travel across countries to follow or watch their favorite sports events. 2. Diversification of Tourism Products, Tourism destinations are starting to integrate sporting events into tour packages, offering unique experiences that combine recreation, culture and adventure. Sports such as marathons, triathlons, surfing, and cycling are now a major attraction in many tourist destinations. 3. Economic and Development Impacts, Governments and industry players recognize that organizing sporting events can drive local economic growth, expand tourism markets, create jobs, and increase infrastructure investment. Sporting events have also proven effective in promoting destinations globally and strengthening the positive image of a region or country. 4. Innovation and Digitalization, The development of digital technology expands the reach of promotion and interaction with tourists, and allows for hybrid events that combine physical and virtual experiences (Malchrowicz-Moško & Poczta, 2018; Lu et al., 2021; Zullo, 2021; Ghaderi et al., 2023; Miller et al., 2022).

Today, sports tourism is recognized as one of the fastest growing sectors in the global tourism industry, with an economic value that continues to increase every year. Indonesia, for example, has tapped into the potential of sports tourism through events such as the Tour de Singkarak, Borobudur Marathon, and MotoGP Mandalika, which not only increased tourist arrivals, but also strengthened Indonesia's position on the world sports tourism map.

### **Paradigm Shifts in Sport and Sports Tourism Studies**

#### **The shift from "sport outcomes" to "development societal outcomes"**

Over the years, the study of (Newland & Yoo, 2021) In sport practice, there is more emphasis on "sport outcomes", i.e. achievements, records, and competition results. Success is measured by the number of medals, rankings, and individual or team achievements. However, based on (Alahmari et al., 2024; Olcaysoy Okten et al., 2022) In the last two decades, there has been a significant paradigm shift towards "development societal outcomes". This new paradigm views sport not just as a competition, but as an instrument of community development that has a broad and long-term impact.

Today, the success of sporting events is measured by their contribution to economic, social, cultural and environmental development. (Giampiccoli et al., 2015; Mukendi et al., 2025b). Sport is seen as a catalyst for social change, a driver of local economic growth, and a means of strengthening national identity and pride. (Skaperdas & Testa, 2025; Tinson & Saren, 2022). This shift also encourages the integration of inclusivity, sustainability and community empowerment values in every sporting event. Thus, sport becomes more relevant and effective in responding to the challenges and needs of contemporary society.

Sport as an instrument of social development, character strengthening, and quality of life improvement, Sport is now recognized as one of the most effective instruments in supporting social development and quality of life improvement. (Cuesta-Gómez et al., 2022; Wahidmurni, 2017b). Through sporting events, positive values such as sportsmanship, cooperation, discipline, and

tolerance can be widely instilled in the community. Participation in sports, whether as athletes, spectators or volunteers, strengthens the sense of community, solidarity and social cohesion. (Joo et al., 2023).

In addition, sport plays an important role in strengthening individual character. Involvement in sporting activities has been shown to improve self-confidence, adaptability and leadership. At the community level, sport is a tool for social inclusion, empowerment of vulnerable groups, and reconciliation in areas that have experienced conflict. (Frantál et al., 2023; Wang et al., 2024).

From a health perspective, sport promotes an active lifestyle that contributes to a reduced risk of non-communicable diseases, improved mental health and general well-being. Thus, sport not only contributes to achievement, but also to the development of the whole person (Chen et al., 2025a).

The role of digitalization, inclusion and sustainability in shaping the new paradigm, The three main pillars that shape the new paradigm in sport and sports tourism studies are digitalization, inclusion and sustainability. Digitalization has revolutionized the way sport events are organized, promoted and consumed. Technologies such as live streaming, social media, mobile apps and virtual reality are expanding public access to sporting events, increasing fan engagement and creating new economic opportunities (J. Kim & Kim, 2020; Ratten, 2020). Digitalization also makes it easier to collect data for the evaluation of the social and economic impact of sports events, and accelerates innovation in the delivery of hybrid events that combine physical and virtual experiences.

Inclusion is a key principle in the development of today's sporting events. Organizers are required to ensure equal access for all levels of society, including women, people with disabilities, children, and minority groups. (Duong et al., 2023; Xie et al., 2025). Inclusion also includes eliminating discrimination, creating a safe and welcoming environment, and encouraging the active participation of the entire community in every aspect of sporting events.

Sustainability demands that every sporting event pay attention to long-term environmental, social and economic impacts. Green event practices, waste management, use of renewable energy, and involvement of local communities are indicators of the success of a sustainable event. (Bianchini & Rossi, 2021; Giampiccoli et al., 2015; Hafiar et al., 2025; Jiménez-García et al., 2020; Misener et al., 2015). This approach not only preserves the environment, but also ensures that the economic and social benefits can be felt fairly and sustainably by local communities.

With the integration of these three pillars, the new paradigm in sports and sports tourism is able to create a broader, relevant and sustainable impact on society in the current era of globalization and digitalization.

### **3. RESEARCH METHOD**

The worlds of sport and tourism have converged in a significant global phenomenon, giving birth to two major fields of study: Sport Event and Sport Tourism available at (Hede, 2005; Malchrowicz-Moško & Poczta, 2018b; Wise & Harris, 2017). Although often used interchangeably, these two fields have different focuses and perspectives. To deeply understand the characteristics, trends, and peculiarities of each domain, a comprehensive textual analysis of bibliographic data (titles, keywords, and abstracts) from tens of thousands of scientific articles was conducted.

This research adopts the pattern of a bibliometric analysis of the event industry (Ghaderi et al., 2023) that examines the event industry in depth. Research develops (Barton & Goh, 2025) This analysis adopted the NVivo-style approach, a method that mimics the working process of the

qualitative data analysis software NVivo. In the research (Martins et al., 2024). The aim is to "code" unstructured text data into structured themes (or nodes), so that hidden patterns can be systematically identified and analyzed, According to (Creswell & Creswell, 2018) The methodology used in this analysis is designed to efficiently process large-scale bibliographic data and generate deep insights.

This analysis used Nvivo, as the research progresses in (Badruddin, 2023; Berbekova et al., 2021; Maccarthy, 2021) This process includes: Data Aggregation: Collecting all relevant text data into a single repository. Data Exploration: Identifying words with the highest frequency to get an initial overview. Adopting according to evolving research (Castilla-Polo & Sánchez-Hernández, 2025; Kim & So, 2022; Obreja et al., 2025a, 2025b) Thematic Coding (*Thematic Coding*): Developed a coding scheme in which key words were grouped into broader conceptual themes, similar to the creation of nodes in NVivo. **Comparative Analysis**: Comparing the frequency of theme occurrence between the two data corpus (Sport Event vs.Sport Tourism) to find differences and similarities in focus.

The following is a picture of the research flow

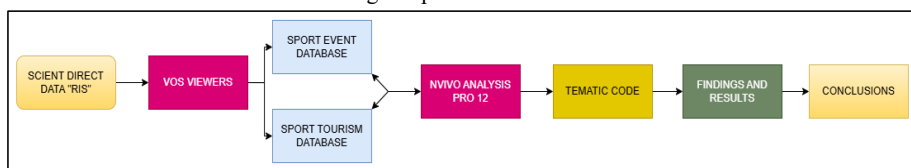


Figure 2. Research Flow

Source: Processed by researchers (2025).

#### 4. FINDINGS AND DISCUSSION

##### The distribution and relationship of the words "sport event" and "sport tourism" in the scientific literature based on the results of the analysis using VOSviewer

Based on the results of the above data, there are results What are the definitions and main characteristics of the terms "sport event" and "sport tourism" according to the literature, there are 4140 data collection.

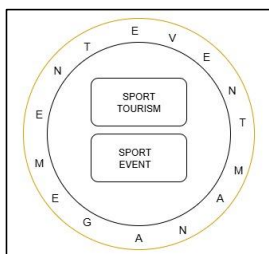


Figure 3. Academic Circle

Source: Processed by researchers 2025.

This figure provides a clear picture of the position and relationship between sport tourism and sport events within the framework of the sports tourism industry. It can be seen that event management is a large umbrella that oversees various activities related to sports and tourism activities. Within the event management circle, there are two main elements, namely sport tourism and sport events.

Sport tourism, as one of the fastest growing sectors, involves tourist travel driven by an interest in sporting activities - whether as a participant, spectator or observer. This activity not only contributes to increased tourist arrivals, but can also drive local economic growth through the tourism and sports sector turnover (Locke, 2003; Weed, 2005).

On the other hand, sport events are a concrete form of sports activities organized on a local, national and international scale. These events become a special attraction for tourists and the community, creating opportunities to expand regional promotion, improve destination image, and build a wider community network. (Weed, 2005, 2009)

Through professional event management, the entire planning, implementation and evaluation process for both sport tourism and sport events can be coordinated and run effectively. Event management is tasked with ensuring that all aspects ranging from logistics, marketing, human resources, to risk management run well. Thus, sport tourism and sport events can provide maximum impact, both for organizers, participants, tourists, and the wider community in the sports tourism industry.

**Sport event findings**

The following are the findings of sport event results that were in previous studies that have been analyzed using VosViewer.

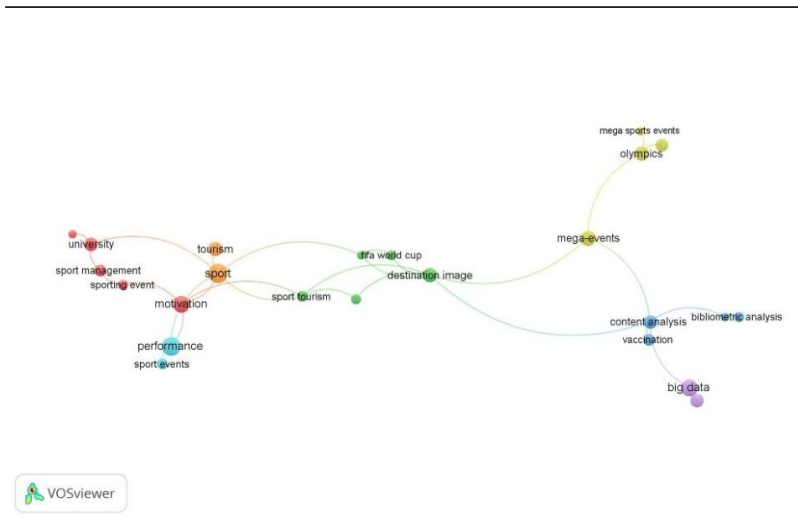


Figure 4. Visualization  
 Source: VosViewer, 2025.

The network visualizations and keyword overlays generated with vosviewer in the two figures above provide a comprehensive overview of the research landscape of sport events, sport tourism, mega-events and related themes over the past few years.

Red Cluster: Consists of keywords such as university, sport management, sporting event, and motivation. This cluster highlights the research focus on aspects of sport management, educational institutions, motivation, and performance in organizing sporting events. Orange Cluster: Linking sport and tourism, signifying the close relationship between sport and tourism as the main foundation of sport tourism. Green Cluster: Centers on sport tourism, fifa world cup and destination image. This cluster highlights the importance of major sporting events (such as the FIFA World Cup) in shaping destination image and their influence on sport tourism. Yellow Cluster: Contains mega-events, mega sports events and olympics, signaling a focus on large-scale sporting events

and their impact on various social, economic and tourism aspects. Blue and Purple Cluster: Consists of content analysis, bibliometric analysis, vaccination, and big data. These clusters indicate new methodological trends. These include the use of content analysis, bibliometrics, and big data in sport event studies, as well as attention to health issues such as vaccination. Temporal Dynamics (Overlay Visualization) In the overlay visualization<sup>2</sup>, the color of the nodes indicates the time progression (dark blue = 2021, yellow = 2023): Themes such as sport management, university, and motivation are more researched in the early period (2021-2022). Keywords such as mega-events, content analysis, bibliometric analysis, vaccination, and big data appear more dominant in the later period (2022-2023), indicating a shift in research focus towards big data analysis, bibliometrics, and health and vaccination issues in the context of sporting events.

Patterns of Relationships and Research Directions, There is a clear linkage path from sport and tourism to sport tourism and destination image, and then on to mega-events and the Olympics. This indicates a research flow that connects sport and tourism activities, the influence of mega-events on destination image, and the impact analysis of mega-events. The relationship between mega-events and content analysis, bibliometric analysis and big data shows the integration of modern analytical approaches in the study of large-scale sporting events. Conclusions: This network map and overlay shows that sport event research is evolving dynamically, from a focus on management and motivation towards sport tourism, mega-events and modern data analytics. Recent trends show attention to the use of big data, bibliometric analysis, and health issues such as vaccination, which are increasingly relevant in today's global context. The pattern of interrelationships between themes also confirms that sport event studies is multidisciplinary and adaptive to contemporary issues.

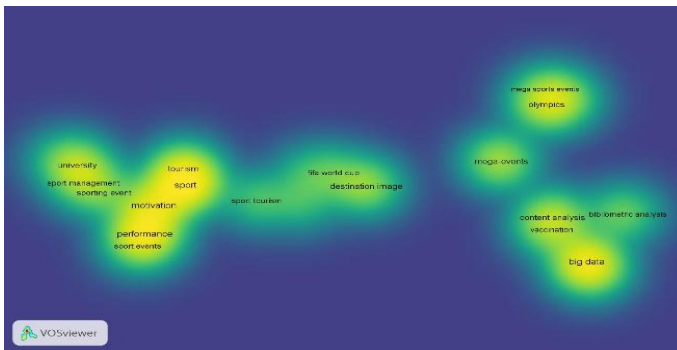


Figure 5. Visualization  
Source: Vos Viewers 2025.

The network visualization generated by VOSviewer in the figure above represents the relationships and interrelationships between the main topics in scientific studies on sport events, sport tourism, and mega-events. Each node (point) depicts a keyword or research theme, while the lines connecting the nodes indicate the interrelationship or co-occurrence between themes in the analyzed literature.

Clusters and Central Themes, This visualization forms several color clusters that signify groups of closely related themes: Red cluster (left): Focus on sport management, sporting events, university, and motivation. This indicates research that highlights the management, motivation, and educational institution aspects of organizing sporting events. Orange cluster: Linking sport, tourism and motivation, indicating studies on the link between sport and tourism and motivation for participation. Green cluster: Centers on sport tourism, fifa world cup, and destination image, highlighting the importance of major sporting events (such as the FIFA World Cup) in shaping destination image. Yellow cluster: Consists of mega-events, mega sports events and olympics, signaling a focus on large-scale sports events and their impact. Blue cluster: Associated with content analysis, bibliometric analysis, and vaccination, indicating methodological approaches and

health issues that arise in sport event research. Purple cluster: Big data stands alone but is connected to the blue cluster, indicating the growing use of big data in sport event analysis.

There are clear linkages between the main themes, for example: Sport and tourism connects to sport tourism and then to destination image and fifa world cup, showing the research flow from sports activities to tourism impact and destination image. Mega-events link the theme of mega sports events (olympics, mega sports events) with the theme of content analysis and big data, signaling the integration of modern analytical approaches in mega event studies. Methodological developments, the emergence of buzzwords such as content analysis, bibliometric analysis, and big data indicate a shift or addition of more quantitative and data-driven research approaches in sport event studies.

This network map shows that sport event research is not only focused on management and motivational aspects, but is also expanding towards sport tourism, destination image, and the influence of major events such as the FIFA World Cup and the Olympics. In addition, the integration of modern analytical methodologies such as content analysis and big data signifies the dynamism and development of scientific approaches in this field. The close relationships between themes demonstrate the interdisciplinarity and complexity of sport event studies in global and local contexts.

**Sport Tourism Findings**

From the data that was successfully obtained, the data obtained on the word sports tourism will be explained as shown and explained below;

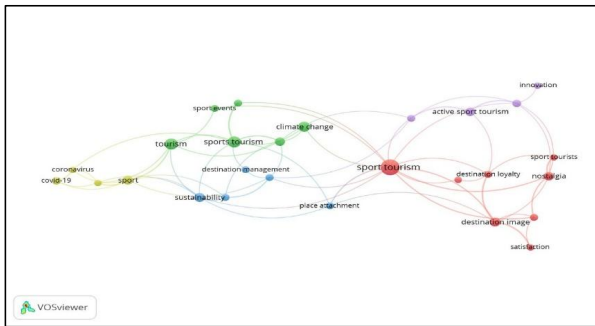


Figure 6. Network Visualization  
Source: VosViewers, 2025.

The visualization shown is a network map and keyword overlay created with VOSviewer software, often used to map the relationship between keywords in scientific literature or research results.

Network structure and keyword clusters, Nodes (round dots) represent keywords, while the size of the nodes expresses the popularity or frequency of the keywords. The color of the nodes indicates the existence of clusters of thematically closely related keywords, divided into at least 5 different colors indicating different main themes/topics. The edges/links show how often two keywords co-occur in a single document/reference, meaning there is a substantial relationship or link in the research. The central keyword "sport tourism" appears to be the core and center of the network. This means that this term dominates the literature/research in this area as well as being the link between the main themes. Green group (e.g. "sports tourism", "sport events", "tourism", "climate change"): Represents the themes of sports ecotourism, climate change and sports events in the context of tourism. Blue group (e.g. "sustainability", "destination management", "place attachment"): Focuses on destination sustainability, destination management, and place attachment

in sports tourism. Red group (e.g. "destination image", "satisfaction", "nostalgia", "destination loyalty"): Highlights psychological dimensions and destination image, traveler satisfaction, and loyalty to sports destinations. Yellow group ("covid-19", "coronavirus", "sport"): Relates to the impact of Covid-19 and adaptation issues on the sports and tourism sectors. Purple group ("innovation", "active sport tourism"): Tend to address aspects of innovation and trends in active sports tourism. Overlays of colors and connections show relationships across themes-for example, "climate change" connected to various clusters indicates scientific attention to environmental impacts in sports tourism. Small keywords and fringes (such as "covid-19", "innovation") indicate topics that may be new, specific, or have a more limited network in a particular time period.

This visualization reveals the structure of the main themes in sport tourism research, showing the links between sustainability issues, destination management, innovation trends, as well as the impact of crises (such as Covid-19) and the psychological dimensions of tourists. The pattern of connections shows emerging topics and common issues that have become a major concern among sport tourism researchers and professionals.

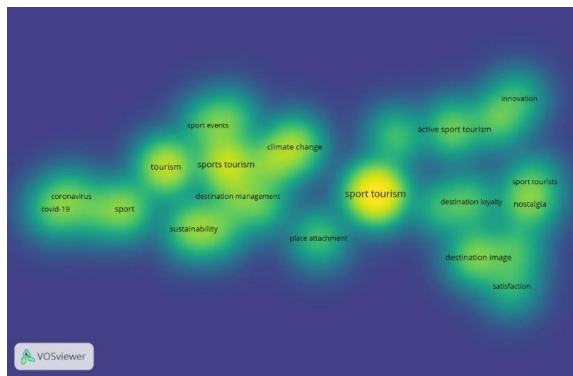


Figure 7. Density  
Source: VosViewer, (2025).

The visualization shown is a density visualization or keyword density mapping using VOSviewer, which is commonly used to see the distribution and main focus of topics in scientific literature or research. Color Zone Interpretation (Density Map), Bright yellow indicates the highest concentration or greatest density, meaning that the keyword appears frequently and is the center of attention in research. Green represents medium density - it still appears frequently, but not as intensely as the yellow zone. The blue color indicates a low-density area, where keywords are less likely to be the main focus of the author/researcher. The color transition follows a gradation of intensity, from blue (minimum) to green and then yellow (maximum). "Sport tourism" is the most dominant keyword (brightest yellow zone), indicating that studies or research are highly concentrated on this theme. "Tourism", "sports tourism" and "destination image" also show high density, indicating great interest in general tourism aspects, destination management and the relationship with destination image in the context of sports tourism.

Keywords such as "covid-19", "coronavirus", "climate change", and "sustainability" are in the green-yellow area, indicating that pandemic, climate change, and sustainability issues are also relevant topics but not as intense as "sport tourism". Blue-green areas such as "innovation", "active sport tourism", "place attachment" indicate topics that are starting to develop or are being explored by researchers, but with lower intensity. Functions and Benefits of Density Visualization, This visualization helps to understand the main focus and emerging topics in a research field. It can be





Figure 10. Word Cloud Sport Tourism  
Source: Nvivo Data, 2025.

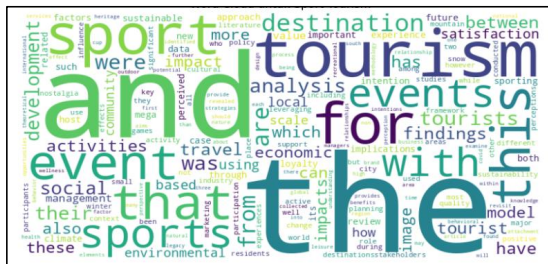


Figure 11. Word Cloud Sport Tourism  
Source: Nvivo 12, 2025.

Dominant Word are sport, tourism, destination, events, analysis, tourist.

In-depth Interpretation: The trio of words tourism, destination, and tourist clearly distinguish this field. The focus is no longer just on events, but on tourism, location, and participants. This signifies a shift in perspective from organizers to consumers. The central questions are no longer “how to manage events?” but “why do tourists come?” and “how can destinations attract them?” The use of the plural word “events” indicates that sports tourism often views a portfolio of events as a destination attraction, rather than just a single event.

#### Technical Process of Thematic Analysis



Figure 12. Word Cloud Merging  
Source: Nvivo 12, 2025.

Data Merging: Two source files (sport event.ris containing 38,393 lines and Sport Tourism full.ris containing 4,478 lines) were merged into one master file Sport Event and Sport Tourism.ris with a total of 42,871 lines. Text Extraction: From each entry, text from the key columns-T1 (Title), KW (Keyword), and N2 (Abstract)-was extracted for analysis. Text Pre-processing: The extracted text is then "cleaned" through several steps: Normalization: Converts all text to lowercase. Noise Cleaning: Removing numbers and non-alphanumeric characters. Stopword Removal: Removes common Indonesian and English words (e.g., "and", "yang", "the", "is") as well as generic research terms ("research", "results", "method") that do not provide strong thematic meaning.

Frequency Analysis and Visualization: The frequency of each word was calculated for both categories. The results were visualized using a Word Cloud to provide an intuitive overview of the most dominant words. Thematic Analysis (Coding): A manual coding scheme was developed to group relevant words into four main themes that frequently appear in the sport and tourism management literature.

### Thematic analysis: Coding System and Frequency Distribution

To provide structure to the analysis, four main themes (codes) were developed (Idziak et al., 2015; Bake et al., 2020; Berbekova et al., 2021). The following is a detailed coding scheme along with the frequency of occurrence of related key words in each category.

Table 1. Coding Scheme

Main Theme	Code	Related Keywords	Sport Event Frequency	Sport Tourism Frequency
Economic Impact	DE	economic, impact, development, income, revenue, tourism, economy, investment, business	2,299	993
Event Management	MA	management, event, planning, organization, operation, legacy, volunteer, sponsorship	1,727	525
Tourist Experience	PT	tourist, experience, satisfaction, motivation, behavior, destination, image, perception	1,627	623
Destination Marketing	PD	marketing, branding, promotion, destination, image, tourism, strategy, communication	1,693	995

Source: Data Tematic Nvivo, 2025.

Table 1 shows a mapping of the main themes in sport event and sport tourism research along with keywords and their frequency. The four main themes that are frequently discussed are Economic Impact, Event Management, Tourist Experience and Destination Marketing. Each theme is accompanied by its code, associated keywords, and the number of occurrences in the sport event

and sport tourism literature. Economic Impact The theme "Economic Impact" (ED) was the most dominant theme with the highest frequency in sport events (2,299) and also significant in sport tourism (993). Related keywords include economic, impact, development, income, revenue, tourism, economy, investment, and business, reflecting the main focus of the research on the economic contribution of organizing sport events and sport-based tourism. Event Management The theme "Event Management" (MAc) ranks second with a frequency of 1,727 in sport events and 525 in sport tourism. Keywords such as management, event, planning, organization, operation, legacy, volunteer, and sponsorship show attention to the management process, event sustainability, the role of volunteers, and sponsorship governance in supporting the success of sport events. Tourist Experience The theme "Tourist Experience" (PT) had a frequency of 1,627 in sport events and 623 in sport tourism.

Keywords such as tourist, experience, satisfaction, motivation, behavior, destination, image, and perception show that many studies explore aspects of satisfaction, motivation, and perceptions of tourists in participating in or watching sports events. Destination Marketing The theme "Destination Marketing" (PD) also occupies a significant portion with a frequency of 1,693 for sport events and 995 for sport tourism. The keywords marketing, branding, promotion, destination, tourism, strategy, and communication emphasize the importance of destination marketing strategies through sport events in order to attract tourists and build destination images.

## 5. CONCLUSION

After finding the results and a little discussion about the keywords sport event and sport tourism in the last research, it can get the following conclusions:

1. Sport Event: Shows the highest frequency on the themes of Economic Impact (ED) and Event Management (MA). This confirms that research in this area is very much concerned with how events are planned, managed and what financial impact they generate. The focus is inward-looking, i.e. on the event itself.
2. Sport Tourism: Although the absolute numbers are lower, when viewed proportionally, the themes of Destination Marketing (PD) and Economic Impact (ED) are very prominent. This shows that the Sport Tourism literature is very interested in how sporting events can be used as a tool to market destinations and generate tourism revenue. The focus is outward-looking, i.e. on the relationship between events, tourists, and locations.

By combining thematic analysis and word clouds, it can build a rich profile for each field and formulate relevant implications. The literature in the field of Sport Events can be characterized as Organizer Oriented that research often takes the perspective of the event manager or organizer. Focus on Efficiency and Impact that very concerned with operational management, logistics, sponsorship and measuring tangible impact (especially economic).

Crisis Responsiveness that strongly influenced by contemporary issues that disrupt operations, such as global pandemics. The literature in the field of Sport Tourism can be characterized as: 1) Consumer and Destination Oriented: Research centers on tourists-their motivations, behaviors, and satisfaction-as well as how destinations can capitalize on sporting events. 2) Marketing and Experience Focused: Highly interested in destination image, marketing strategies, and the quality of the experience perceived by visitors. 3) Interdisciplinary: Incorporates concepts from tourism studies, marketing, geography, and sociology.

For Practitioners: 1) Event Organizers: Need to invest more in understanding the tourist experience. Integrating insights from the Sport Tourism study can help create events that are not only operationally efficient but also memorable, thereby increasing loyalty and word of mouth. 2) Tourism Authorities: Should view sporting events not as an end in themselves, but as a catalyst for destination marketing. Data on sports tourist behavior should be used to develop more attractive tourism packages, extend their stay, and spread the economic impact to sectors beyond the event itself.

For Academics: 1) Cross-Disciplinary Research: There are great opportunities for research that bridges these two fields. Studies that examine how elements of event management directly affect tourist experience and destination image would be valuable. 2) Longitudinal Studies: Most

research is cross-sectional. More longitudinal studies are needed to understand the long-term legacy of an event in terms of economic, social and destination image.

## 6. RESEARCH IMPLICATIONS

Nvivo-style textual analysis of over 42,000 bibliographic entries successfully mapped the academic DNA of the Sport Event and Sport Tourism fields. The fundamental difference lies in the perspective: Sport Event literature focuses on event production and management, while Sport Tourism literature focuses on the consumption of the experience by tourists and the utilization of the event by the destination.

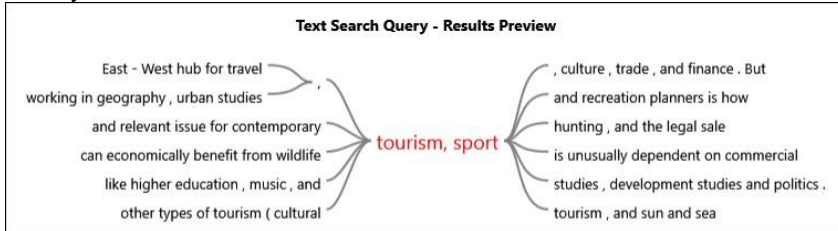


Figure 13. Query Result

Source: Nvivo, 2025.

A clear understanding of these differences allows practitioners to design more holistic strategies and academics to identify the most pressing research gaps to fill. Ultimately, the synergy between superior event management and a deep understanding of tourists is key to maximizing the full potential of sporting events as drivers of economic and social progress.

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