



Cawangan Negeri Sembilan  
Kampus Seremban

# FACULTY OF SPORTS SCIENCE AND RECREATION

*"Where sports and knowledge come together"*



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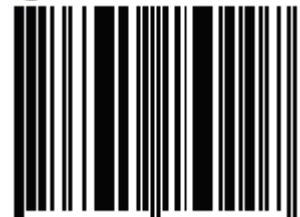
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## SPORTS TOURISM AS ECONOMIC DEVELOPMENT BOOSTERS

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Globally, sports tourism is indeed recognized as a growing segment within the tourism industry with substantial economic potential. Sports tourism refers to the travel and participation in sporting events, competitions, or activities with people traveling to different destinations to watch or participate in sports-related events, tournaments, matches and other activities. The World Tourism Organisation projects that international tourist arrivals could reach 80% to 95% of pre-pandemic levels in 2023 (versus 63% in 2022) despite lingering global headwinds (The Star, 2023). According to a report by UOB Global Economics and Markets Research, the expected stronger tourism activity further supports its economic growth forecast of 4% for Malaysia in 2023 (The Star, 2023). Based on the revised Malaysian Budget 2023, tabled by the Prime Minister, Datuk Seri Anwar Ibrahim, there is a substantial increase in the allocation for the Youth and Sports Ministry. In fact, the government has allocated RM399 million to the ministry, which marks a significant increase compared to the RM289 million allocation in 2022. Some reasons why sports tourism can have a significant economic potential to boost the country's economic development:

- 1. Revenue Generation:** Sports tourism generates substantial revenue for destination hosting sporting events which include ticket sales, accommodation, transportation, food and beverages, merchandise and other related expenditures. Major sporting events such as the Olympics, FIFA World Cup, Sea Games and Formula One races attract millions of visitors, resulting in a significant economic boost.
- 2. Infrastructure Development:** Hosting sports events often requires significant infrastructure development such as stadiums, arenas, sports facilities, accommodation, transportation networks and entertainment venues. This development contributes towards the economic growth, creates job opportunities and enhances the overall tourism appeal of a destination.
- 3. Destination Promotion:** Sporting events provide an excellent platform for destination promotion in promoting a city or country hosting a major sporting event, gaining global exposure through media coverage and attracts attention from potential tourists even after the conclusion of the events.



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4. **Job Creation:** Sports tourism generates employment opportunities across various sectors from event management and hospitality services to transportation, retail and entertainment industry leading to the creation of job opportunity both temporary and permanent which can have a positive impact on the local economy and stimulate economic growth.

5. **Extending Tourism Seasons:** Sports events can help extend the tourism season by attracting visitors during traditionally slower periods.

6. **Community Engagement:** Sports events often involve local communities and encourage community engagement through local participants as spectators, volunteers or even competitors, fostering a sense of pride and unity.

In summary, sports tourism has significant economic potential due to its ability to generate revenue, stimulate infrastructure development, promote destinations, create employment opportunities, extend tourism seasons, and engage local communities. As a result, destinations worldwide are increasingly recognizing the value of sports tourism and investing in the development and promotion of sporting events to attract visitors and boost the economy of a country.



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