

THE INFLUENCE OF EVENT ATTRIBUTES ON SPORT TOURISM DESTINATIONS IN PENINSULAR MALAYSIA: A PRELIMINARY STUDY

*Nuur Izzati Alyaa¹, Kamisah Supian² & Jamilah Kamis³

^{1,2,3}Faculty of Business and Accountancy,
Universiti Selangor,
40000 Shah Alam, Malaysia

*Corresponding author's email: ni.alyaazahari@gmail.com

Published date: 15 September 2025

ABSTRACT

Sport tourism is widely recognised as an effective, low-cost method for marketing locations and cultures. Malaysia increased its position in this area in 2023 by hosting major sporting events, boosting its reputation as a sports tourist and holiday destination. However, research frequently fails to focus on the diverse and context-specific nature of event attributes, particularly in non-Western settings. This study fills that vacuum by investigating how event attributes influence tourist perceptions, visit intentions, and return likelihood in Peninsular Malaysia. To further understand these patterns, a literature review was conducted and observed from the perspective of Tourism Destination Competitiveness (TDC) Theory. This quantitative study uses a positivist research paradigm. The study's unit of analysis concentrates on spectators among sport tourists attending sporting events in Peninsular Malaysia, such as CMAS 1st Intercontinental Championship Asia/Oceania Underwater Hockey, Beneunder Pickleball Championship and Le Tour de Langkawi (LTDL). To eliminate answer biases, data was collected using a standardised questionnaire divided into nine sections, with the majority of subjective items including 6-point Likert scale replies. A non-probability purposive sampling strategy was used to select respondents based on their relevant experiences. The sample size for the primary study was determined to be 129 respondents using G*Power analysis, which ensured adequate statistical power and precision. Prior to the main data gathering, a pilot test with 41 responders was held at the MotoGP Sepang Circuit in November 2024. The pilot test included reliability analyses using Cronbach's Alpha, which revealed good to excellent internal consistency for all measurement scales (Sport Tourism Destination, Event Promotion, Event Quality, Event Satisfaction, and Event Attachment), with values ranging from 0.836 to 0.929. This outcome demonstrates the instrument's dependability and high data quality. The data analysis for the pilot test was performed using IBM SPSS Statistics Version 30.0.

Keywords: Event Attributes, Peninsular Malaysia, Sporting Event, Sport Tourism, TDC Theory

1.0 INTRODUCTION

Millions of people attend or participate in big events, making sports tourism venues around the world important drivers. Countries view sport tourism as an inexpensive, highly visible resource for development and promotion (Sousa & Maguire, 2022). By hosting several international sporting events, such as the Cameron Ultra, 4th World Deaf Football Championships, and Ironman 70.3 Langkawi Asia Pacific Championship, which attracted large international participation and strengthened Malaysia's reputation for endurance sports, inclusive events, and adventure tourism, Malaysia showed its growing significance in 2023 (Malaysia Convention & Exhibition Bureau [MyCEB], 2023). These gatherings are essential for boosting tourism and improving Malaysia's reputation as a travel destination (Malaysia Convention & Exhibition Bureau [MyCEB], 2023). Even though the Covid-19 epidemic had a major effect on travel (Mohanty et al., 2020), Malaysia's tourism sector is expected to expand, with a notable rise in tourist arrivals in early 2024 compared to 2023 (Wen, 2024). Sport tourism is becoming more and more important for economic growth and improving Malaysia's standing internationally, and the sports sector makes a substantial contribution to the country's GDP (Ghani, 2023). The groundwork for marketing Malaysia as a destination for competitive sport tourism was established by previous government initiatives, such as hosting the Commonwealth Games in 1998 and building cutting-edge facilities like Sepang International Circuit and Bukit Jalil National Stadium. However, natural disasters like heavy rains, thunderstorms, and dangerously hot weather that causes heat exhaustion and heat stroke (Kaur, 2024; Chern et al., 2024), persistent post-Covid-19 health safety concerns (Pashae & Peric, 2023), and security system issues that the Ministry of Youth and Sports is addressing pose a threat to Malaysia's sport tourism destinations. Participation in outdoor sports is impacted by these issues since there is a restricted selection of sports available, in part because of inadequate infrastructure. Strategic planning is necessary to address these problems, which include choosing locations with adequate infrastructure and amenities, scheduling events to avoid monsoon seasons, and putting crowd health safety measures into place (Cheng et al., 2023; Dong, 2023). Such efforts are needed to attract more sports tourists to Malaysia.

1.1 RESEARCH PROBLEM

When it comes to promoting events (Ivasciuc et al., 2024; San, 2024), offering high-quality experiences (Ganesan, 2024; Mustaffa et al., 2023), keeping sport tourists satisfied (Aragones-Jerico et al., 2023; Wang & Butkouskaya, 2023), and fostering emotional attachment (Ding & Jiang, 2023; George & Ranjith, 2024), sport tourism sites often encounter some challenges. Even while sports tourism is becoming more and more popular, many places find it difficult to develop effective marketing plans that engage target consumers and set their goods apart in a crowded global market. To increase the number of sports tourists visiting Malaysia, such initiatives are required. The overall experience of participants may be negatively impacted by irregularities in event quality, which might range from organisational shortcomings to insufficient facilities. Sport tourists' pleasure, which is crucial for return business and word-of-mouth advertising, is directly impacted by these shortcomings. Furthermore, it takes more than simply a fantastic event to create a strong emotional connection between sport tourists and the location; it takes a cohesive, life-changing experience that aligns with individual values and passions. For sports tourism locations to remain viable and profitable over the long run, these interrelated issues must be addressed.

1.2 RESEARCH GAP

The study's research gap concerns the paucity of empirical research on the combined effects of different event features on sport tourism destinations, especially in Malaysia. Existing research frequently concentrates on these aspects independently, although characteristics like event promotion, quality, satisfaction, and attachment are recognised as being important in sport tourism. Furthermore, rather than being directly from Malaysia, a large portion of the present knowledge comes from research on important sporting events conducted overseas. By offering a more comprehensive viewpoint and assessing the interplay between these event characteristics, destination perception, and their influence on sport tourism destination outcomes, like influencing tourists' plans to return, this study seeks to close this gap in the Malaysian context.

1.3 SIGNIFICANCE OF THE STUDY

This study aims to thoroughly examine and quantify the impact of particular elements on sport tourism destinations (STD) in Peninsular Malaysia, specifically event attributes (EvA), which include event

promotion (EP), event quality (EQ), event satisfaction (ES), and event attachment (EA). By examining these variables' combined interaction in the Malaysian context, the study fills a vacuum in the literature, which often looks at them separately or in international contexts. To inform strategic planning, improve event quality and promotion, increase destination appeal, and support policy formulation for the sustainable growth of Malaysia's sport tourism sector, the research ultimately seeks to understand how these attributes collectively impact tourists' perceptions and likelihood to revisit sport tourism destinations.

2.0 LITERATURE REVIEW

Sport tourism destinations need to do more than just host events, according to the literature. They need to offer unique, memorable experiences through cultural diversity (Morfoulaki et al., 2023; Tsekouropoulos et al., 2022), safety (Chengo, 2024; Gonzalez-Garcia et al., 2022; Tsekouropoulos et al., 2022), accessibility (Guan & Zhang, 2024; Kolotukha et al., 2022), emotional engagement (Jin et al., 2022; Kobierecki, 2023), and cultural diversity. Important features that enhance sport tourists' satisfaction (Zhao, 2022), perceived value (Jeong, 2023; Yun et al., 2023), and destination loyalty (Najar & Rather, 2022) include amusing activities (Morfoulaki et al., 2023; Pavlovic et al., 2023), effective communication (Moradi et al., 2022; Wahyuni, 2023), competent service (Fernandez-Martinez et al., 2022), and high-quality events (Chandra et al., 2023; Ghani, 2023). Long-term destination success is facilitated by the emotional bonds formed by favourable experiences and attachment to the place (Ghani, 2023; Wahyuni, 2023).

2.1 TOURISM DESTINATION COMPETITIVENESS (TDC) THEORY

A thorough framework for comprehending how event attributes (EvA), such as event promotion (EP), event quality (EQ), event satisfaction (ES), and event attachment (EA), impact sport tourism destinations (STD) is offered by the Tourism Destination Competitiveness (TDC) theory (Happ, 2021; Shariffuddin et al., 2022). The TDC theory highlights how dynamic event promotion increases competitiveness (Trajkova, 2022) and high event quality contributes to positive tourist experiences (Tsekouropoulos et al., 2022). It also separates important components into primary resources (such as natural and cultural attractions) and secondary resources (such as infrastructure and services) (Moradi et al., 2022). Additionally, tourists who have emotionally satisfying experiences are more loyal (Guntaro, 2023; Yun et al., 2023), while emotional engagement fosters connection and affects plans to return (Zhao & Shen, 2024). Thus, the TDC hypothesis effectively encourages the incorporation of EvA to boost Malaysia's competitiveness and appeal as a sport tourism destination.

2.2 SPORT TOURISM DESTINATION (STD)

The ability of sport tourism destinations (STD) to provide distinctive experiences that entice sport tourists to interact with local cultures and landscapes is becoming more widely acknowledged (Morfoulaki et al., 2023; Tsekouropoulos et al., 2022). According to Morfoulaki et al. (2023), integrating sporting tourism with local culture strengthens the link between tourists and destinations and can encourage sustainable tourism growth and entrepreneurship, resulting in creative tourist experiences. The range of sporting activities available is a key factor in drawing tourists; a variety of sports boosts appeal and supports economic growth (Dong et al., 2022; Jurisic Mustapic & Marusic, 2023), and combining sports, leisure, and tourism greatly boosts attractiveness and competitiveness (Borek & Polacko, 2023). Incorporating health safety into management strategies helps destinations compete (Risfandini et al., 2022). Health safety is crucial, requiring strong safety measures for participants and spectators, which became more important after COVID-19 (Chengo, 2024; Pashaie & Peric, 2023). Improving infrastructure, particularly health facilities, is crucial for promoting STD (Moradi et al., 2022). Innovative crowd management techniques, possibly utilising technology, improve security (Tsekouropoulos et al., 2022); involving residents can improve perceptions of safety (Gonzalez-Garcia et al., 2022); and a well-organised event safety and security system, with an emphasis on effective crowd management, is essential for managing large crowds and improving the experience (Chengo, 2024). Complete information systems and digital platforms enhance tourists' happiness and engagement, making access to reliable information services essential (Moradi et al., 2022; Sousa & Maguire, 2022; Syaifudin et al., 2024). Destinations that provide enjoyable experiences such as entertainment, regional cuisine, and cultural events draw more tourists (Morfoulaki et al., 2023; Pavlovic et al., 2023). The range of sports and leisure activities also significantly increases enjoyment (Burlacu, 2022; Syaifudin et al., 2024). As successful events increase loyalty and favourable impressions spark interest in hosting more events, the ability to host future events is also crucial (Gonzalez-Garcia et al., 2022; Jeong, 2023). Community engagement is essential for determining future event hosting

capacity (Kennelly, 2022; Senevirathna et al., 2023). In order to increase happiness, accessibility—both financial and physical—is essential for development. This calls for well-designed transportation systems, conspicuous signs, and built infrastructure for simple access and navigation (Guan & Zhang, 2024; Pavlovic et al., 2023). In the end, to stay competitive and attractive, STD needs to concentrate on offering one-of-a-kind, unforgettable experiences, making sure that everything is safe and secure, offering clear information services, putting enjoyment first, taking into account the possibility of future events, and making sure that everything is accessible (both financially and physically) (Chengo, 2024; Guan & Zhang, 2024; Kolotukha et al., 2022; Kumar & Kumar, 2022; Moradi et al., 2022; Morfoulaki et al., 2023; Pashaie & Peric, 2023; Pavlovic et al., 2023; Risfandini et al., 2022; Sousa and Maguire, 2022; Syaifudin et al., 2024; Zhang, 2022).

2.3 EVENT ATTRIBUTES (EVA)

Event Attributes (EVA), consisting of event promotion (EP), event quality (EQ), event satisfaction (ES), and event attachment (EA), are fundamental factors influencing Sport Tourism Destinations (STD).

2.3.1 Event Promotion (EP)

By showcasing distinctive resources and encouraging competition, Event Promotion (EP) catalyses the growth of sport tourism destinations (STD) and is an essential marketing strategy. Because TDC Theory offers a framework for comprehending how different aspects, including event features like EP, contribute to the competitiveness of sport tourist destinations (STD), there is a major relationship between EP and TDC Theory. Using major sporting events as destination marketing tools, fostering good opinions of stakeholders' efforts, and using creative techniques and competitiveness strategies are all components of effective EP. Additionally, the literature highlights the value of promotional packages that include local attractions, cultural events, and recreational opportunities in addition to tickets to sporting events (Ghani, 2023; Tichaawa and Hemmonsby, 2022). These packages can boost overall appeal, encourage longer stays, and increase spending. Effective marketing and planning require cooperation from a variety of stakeholders, including legislators, sport tourism providers, and participants (Hallmann et al., 2024; Syaifudin et al., 2024). This cooperation helps to create unified marketing plans and boost visibility. Promoting local communities may create more appealing and genuine marketing campaigns and foster a sense of pride and ownership. Although EP can greatly increase a destination's visibility, the surge of sport tourists brought on by advertising major events may put a burden on the infrastructure and resources of the area, possibly resulting in subpar experiences. Long-term gains for STDS can ultimately be achieved by emphasising special events and using stakeholder collaboration to market sporting events and upgraded promotional packages that include activities outside of the main events.

2.3.2 Event Quality (EQ)

According to the Tourism Destination Competitiveness (TDC) Theory, event quality (EQ) is a key component in increasing a destination's appeal and competitive edge. Excellent events that are complemented by sustainable practices result in positive tourist experiences and support the TDC framework. Strategic management, community resource utilisation, stakeholder participation, and outcome assessment are all necessary to improve EQ. The competitiveness of a location is greatly impacted by the quality of the sport tourist' experience, from pre-trip preparation to post-trip evaluation. Well-planned and effective events create favourable word-of-mouth and promote return visits. The physical surroundings, which are highly regarded by attendees and have an impact on their overall perception and satisfaction, are important components that contribute to EQ (Chandra et al., 2023; Manosudhikul, 2024). These components include amenities, seating, hygiene, and venue design. Attendance, engagement, and perceived value are also strongly impacted by the core offerings, which include player talents and team accomplishments (Ghani, 2023; Liu et al., 2023). While ineffective communication can result in bad experiences, effective communication services, which include timely and clear information and the use of technology for real-time updates, are crucial for a positive experience (Wahyuni, 2023; Zhang, 2022). Since they are important points of contact and help create a seamless experience, having professional and well-trained staff is essential and increases the possibility that suggestions will be made (Fernandez-Martinez et al., 2022). High-quality events are essential to the long-term sustainability of Sport Tourism Destinations (STD), and an understanding of the emotional experiences brought about by these EQ features raises the destination's perceived worth. However, it can result in disappointment, bad experiences, decreased future attendance, and a negative influence on STD if venues fall short of expectations or if communication is

inadequate. The literature concludes by pointing out that EQ components can affect STD in both positive and negative ways.

2.3.3 Event Satisfaction (ES)

For sport tourism destinations (STD), event satisfaction (ES) is a key indicator of tourist loyalty and competitiveness. A high level of satisfaction increases the likelihood that tourists will return and suggest the location. Positive emotional experiences—such as joy, excitement, and the rush of going to live sporting events—have a big impact on this satisfaction because they foster emotional well-being and produce enduring memories (Guntoro et al., 2023; Jin et al., 2022; Kobierecki, 2023; Zhao, 2022). It's crucial to meet or beyond tourists' expectations because if they believe their choice to go was a wise one, they will be more satisfied and likely to recommend and return. A key determinant is the whole event experience, which is impacted by elements such as accessibility, entertainment value, and the calibre of the sporting event itself (including player talent and performance) (Hosseini et al., 2024; Kobierecki, 2023; Yuksel & On, 2024). Satisfaction is significantly increased by a well-planned event with interesting activities and a lively atmosphere. The literature also emphasises the significance of the perceived value (Jeong, 2023; Yun et al., 2023) of the time and effort tourists invest, pointing out that when these are viewed as worthwhile, overall satisfaction rises and the likelihood of returning to the location improves. On the other hand, tourists could feel irritated and unhappy if activities don't live up to their expectations because of bad planning, bad weather, or subpar performances. A bad experience and poorer satisfaction scores might also result from a lack of participation outside of the main event. In order to increase ES and boost tourist loyalty and the competitiveness of STD, destination managers and event planners must have a thorough understanding of these elements. In particular, the Tourism Destination Competitiveness (TDC) Theory asserts that event pleasure directly affects sexually transmitted diseases.

2.3.4 Event Attachment (EA)

According to the Tourism Destination Competitiveness (TDC) Theory, Event Attachment (EA) contributes to attachment to Sport Tourism Destinations (STD) and is influenced by factors like the ideal attributes of a destination (Ghani, 2023; Wahyuni, 2023), tourists' emotional experience and sense of belonging (Gonzalez-Garcia et al., 2022; Morfoulaki et al., 2023; Wahyuni, 2023), and positive memories associated with the location (Jin et al., 2022; Riptiono et al., 2023; Tsekouropoulos et al., 2022). Developing memorable and pleasurable experiences that appeal to tourists can increase their sense of connection and belonging to a place, which in turn greatly influences their loyalty and propensity to return (Cho, 2023; Jin et al., 2022). Stronger attachment results from higher emotional engagement, and satisfying emotional experiences at sporting events strengthen this attachment, which affects tourist pleasure and loyalty. According to the literature, places with distinctive qualities—such as stunning scenery, cultural diversity, interesting local activities, first-rate amenities, lodging, and community interaction—are more alluring and promote the kind of positive emotional experiences that are necessary for the development of attachment. The creation of unforgettable experiences via excellent performances, captivating settings, and amicable encounters with locals significantly enhances attachment and emotional ties, creating favourable recollections that encourage tourists to come back (Chandra et al., 2023; Jin et al., 2022; Riptiono et al., 2023; Tsekouropoulos et al., 2022). Another essential element of EA is a feeling of connection or belonging to a place, which is enhanced when tourists are made to feel at home and can engage with locals or relate to the history, culture, or sport customs of the area (Chandra et al., 2023; Fernandez-Martinez et al., 2022; Gonzalez-Garcia et al., 2022; Morfoulaki et al., 2023; Wahyuni, 2023). Volunteer tourism and active community involvement can improve emotional commitment by fostering this sense of belonging and community. In the end, concentrating on developing emotionally captivating experiences makes tourists more attached to STD, which boosts their competitiveness and long-term profitability. But according to other research, tourists' relationships can be weakened by unpleasant memories and experiences, and they may also feel alienated or that the place does not align with their cultural background. According to the TDC Theory, a sport tourist's destination preference is directly influenced by factors in EA.

3.0 HYPOTHESES DEVELOPMENT

This study investigates the association between event attributes (EvA) such as event promotion (EP), event quality (EQ), event satisfaction (ES), event attachment (EA), and sport tourism destinations (STD). Based on the literature findings, the following hypotheses are proposed:

- H₁:** Event Promotion (EP) affects Sport Tourism Destination (STD)
H₂: Event Quality (EQ) affects Sport Tourism Destination (STD)
H₃: Event Satisfaction (ES) affects Sport Tourism Destination (STD)
H₄: Event Attachment (EA) affects Sport Tourism Destination (STD)

H₁ proposes that how a sporting event and its destination are presented would influence tourists' overall perception of the STD and their decision to attend. **H₂** suggests that the quality of a sporting event, including variables such as the venue, performances, communication, and staff, will have an impact on the STD's long-term success. **H₃** proposes that the enjoyment, excitement, pleasure of selecting the event, total experience, and perceived value for money and effort invested by tourists would influence their loyalty to the STD and its competitiveness. **H₄** posits that tourists' emotional experiences relating to the destination's ideal features, memories generated, and their connection to their identity through the event would influence their commitment to the STD.

3.1 RESEARCH FRAMEWORK

The research framework for this study is visually portrayed in Figure 3.1 and is based on the proposed hypotheses. The framework analyses the links between event attributes (EvA) and sport tourism destinations (STD) from the standpoint of sport tourists.

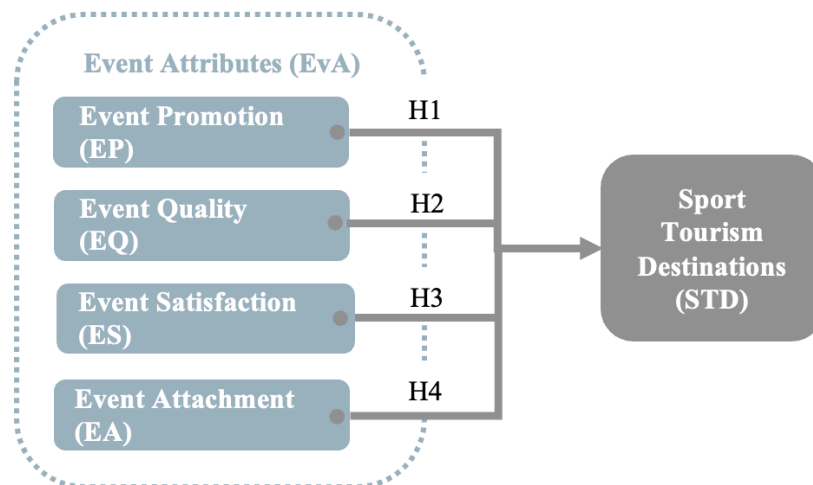


Figure 3.1: Research Framework

4.0 METHOD

This study employs a quantitative research design (Saunders et al., 2023) and adheres to the five-stage research procedure established by Saunders et al. (2023) in Figure 4.0.

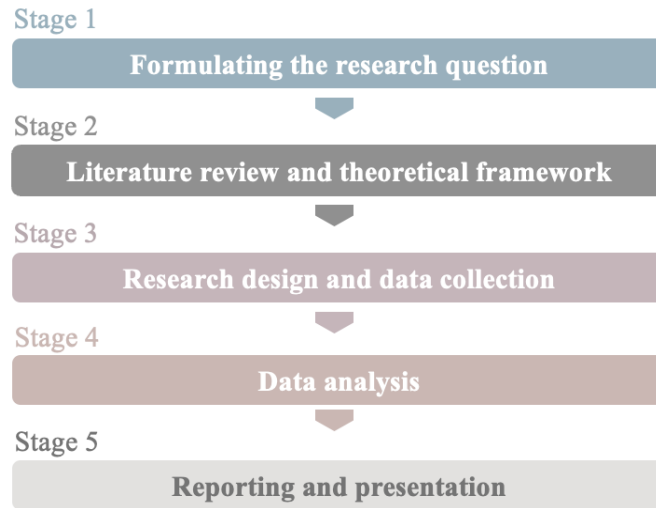


Figure 4.0: Research Process Flowchart

Sport tourists who attend different sporting events in Peninsular Malaysia as spectators, such as the CMAS 1st Intercontinental Championship Asia/ Oceania Underwater Hockey, Beneunder Pickleball Championship and Le Tour de Langkawi (LTDL), are the subject of the study unit. Malaysia's varied sporting event landscape, the expanding sport tourism sector driven by government programs like Visit Malaysia 2026 (VM2026) (Seraj, 2025), the nation's easily accessible infrastructure, and the paucity of scholarly studies on sport tourism in Southeast Asia, and Malaysia specifically, all serve to justify the scope of the study. Due to resource limitations and geographic distance, East Malaysia is not included in the study's population; instead, it consists of sport tourists who travel to Peninsular Malaysia. A sample size of 129 respondents for the actual data collection was determined using G*Power analysis (Junaidi et al., 2023; Ghani et al., 2023) and a non-probability purposive sampling technique was selected (Friska & Pudjolaksono, 2023; Juliana et al., 2024). Data was gathered using a systematic questionnaire with nine sections that covered different aspects of sport tourist development (STD). To eliminate answer biases, 6-point Likert scale responses were utilised and "Yes" or "No" options were included for fast data processing and analysis. The questionnaire was provided in both English and Bahasa Melayu, and it was evaluated by four subject-matter experts to make sure the language and content were suitable.

4.1 INSTRUMENT TESTING

To ensure the validity and reliability of a measurement tool, instrument testing entails a number of crucial inspections. Convergent and discriminant validity are the first methods used to evaluate construct validity, which guarantees that the tool measures the target concept precisely while differentiating it from other constructs. Reliability testing is the following stage, which examines the indicator and internal consistency to make sure the instrument's readings are steady and reliable. The evaluation of the hierarchical component model confirms that the components of the instrument are structured and interact with one another. Important elements including collinearity, path coefficients, coefficient of determination (R^2), effect size (f^2), and predictive relevance (Q^2) are assessed in the structural model evaluation. This offers information on the general fit and predictive ability of the model. Lastly, moderating analysis provides a deeper understanding of the dynamics at work by examining the ways in which outside factors affect the model's interactions. These evaluations make up an all-encompassing method of instrument validation.

4.2 DATA ANALYSIS

Two main tools are used to analyse the data in this study in order to ensure a thorough analysis. First, Cronbach's Alpha, which guarantees the internal consistency of the measurement items, is used to assess the reliability of the study's constructs using IBM SPSS Statistics version 30.0, as advised by Saunders et al. (2023). Second, the actual data collected is analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM), 3rd edition, in accordance with the standards set by Hair et al. (2022). By analysing both measurement and structural models and assessing intricate relationships between variables, this sophisticated modelling technique helps to validate the study's hypotheses and offer valuable insights into the data.

4.3 PILOT TEST

Before gathering the actual data for this study, a pilot test was carried out at MotoGP Sepang Circuit in November 2024, which was held in Selangor, Malaysia, to guarantee the validity and reliability of the instrument employed. 41 of the 50 sets of questionnaires that were provided were filled out and returned by the respondents. Reliability tests and descriptive statistics were used in the analysis of the gathered data using IBM SPSS Statistics Version 30.0. Since the STD, EP, EQ, ES, and EA showed good to high reliability, the results indicated that the scales employed to measure the variables in this study were valid and reliable (see Table 1). Higher mean (M) variables, such as ES2 (M = 5.54) and STD7 (M = 5.37), demonstrate strong respondent agreement. According to Saunders et al. (2023), on the other hand, variables with lower means, such as EP6 (M = 4.93), indicate somewhat lower levels of agreement.

Table 1: Cronbach's Alpha reliability test output for key variables

Variable	Cronbach's Alpha	Reliability Interpretation
Sport Tourism Destination (STD)	0.869	Good
Event Promotion (EP)	0.836	Good
Event Quality (EQ)	0.838	Good
Event Satisfaction (ES)	0.929	Excellent
Event Attachment (EA)	0.908	Excellent

Table 2: Descriptive test output for key variables

Variable	Number of Items	Item	Mean	Variance	Cronbach's Alpha if Item Deleted
Sport Tourism Destination (STD)	8	STD1	4.85	1.406	0.847
		STD2	4.80	1.289	0.865
		STD3	5.05	0.999	0.834
		STD4	5.34	0.762	0.860
		STD5	5.27	0.672	0.855
		STD6	5.02	0.851	0.859
		STD7	5.37	0.733	0.848
		STD8	5.44	0.743	0.858
Event Promotion (EP)	7	EP1	5.02	0.961	0.804
		EP2	5.05	0.973	0.793
		EP3	5.05	1.071	0.811
		EP4	5.29	0.844	0.806
		EP5	5.02	0.880	0.843
		EP6	4.93	1.010	0.815
		EP7	5.29	0.844	0.816
Event Quality (EQ)	7	EQ1	5.44	0.673	0.813
		EQ2	5.54	0.636	0.800
		EQ3	5.37	0.767	0.799
		EQ4	5.29	0.844	0.822
		EQ5	5.34	0.728	0.804
		EQ6	5.39	0.771	0.865
		EQ7	5.22	0.881	0.800
Event Satisfaction (ES)	8	ES1	5.49	0.711	0.914
		ES2	5.54	0.596	0.918
		ES3	5.32	0.756	0.912
		ES4	5.32	0.722	0.918
		ES5	5.41	0.865	0.919
		ES6	5.17	0.863	0.927
		ES7	5.22	0.759	0.924
		ES8	5.32	0.722	0.923

Event	7				
Attachment (EA)		EA1	5.29	0.716	0.898
		EA2	5.05	0.999	0.904
		EA3	5.10	0.831	0.897
		EA4	5.27	0.742	0.897
		EA5	5.00	0.949	0.895
		EA6	4.90	0.970	0.887
		EA7	5.10	0.917	0.881

5.0 CONCLUSION

In conclusion, by examining the ways in which specific event attributes (EvA) affect visitor behaviour, this study advances our knowledge of sport tourism in Southeast Asia. The presented pilot testing was used to validate the instrument for upcoming data collection and a research strategy was developed to direct the study. This study provides the foundation for more in-depth understandings of how sport tourism may be utilised to enhance location appeal and visitor retention in Malaysia by filling in contextual gaps that are occasionally overlooked in Western-centric studies. To further validate the proposed model, extensive actual data collection (utilising the discussed systematic questionnaire with nine sections) & data analysis using Partial Least Squares Structural Equation Modelling (PLS-SEM), 3rd edition, between August to December 2025 will be conducted in the next step.

AUTHORS' CONTRIBUTION

Writing – main author, N.I.A; full supervision, review & validation, K.S; supervision, J.K. All authors and co-authors have read, revised, and agreed to publish this manuscript.

CONFLICT OF INTEREST

The author of this paper affirms that there is no conflict of interest concerning this research.

ACKNOWLEDGEMENTS

We are thankful for all the respondents involved in this research and to those who directly or indirectly contributed to the success of this published manuscript.

REFERENCES

- Aragones-Jerico, C., Vila-López, N., & Küster-Boluda, I. (2023). Tourists' Perceptions, Emotions, and Attitudes During a Mega Sport Event. *Journal of Sport & Tourism*, 27(3), 205–219. <https://doi.org/10.1080/14775085.2023.2201219>
- Burlacu, A. – G. (2022). Sports-recreational Activities within Sports Tourism. *Știința Și Arta Mișcării*, 15(2), 97. <https://doi.org/10.4316/sam.2022.0212>
- Borek, D., & Polacko, J. (2023). Sport Tourism Management in Poland and Slovakia: Olympic Games as an Opportunity and a Shared Vision, the Potential of Joint Promotion. *Journal of Education Health and Sport*, 41(1), 70–82. <https://doi.org/10.12775/jehs.2023.41.01.006>
- Chandra, C. A., Kusuma, T. I. J., & Wijaya, S. (2023). Sport Tourism Quality and Its Influence on Visitor Satisfaction and Revisit Intention: an Empirical Study of Mandalika MotoGP. *Jurnal Pariwisata Pesona*, 8(2), 186–194. <https://doi.org/10.26905/jpp.v8i2.10366>
- Cheng, J., Xu, Z., & Li, Z. (2023). Value and Path Optimization of Multi-data Fusion Algorithm to Help Sports Tourism High-quality Development. *Applied Mathematics and Nonlinear Sciences*, 9(1). <https://doi.org/10.2478/amns.2023.2.00947>
- Chengo, M. (2024). Crowd Management, Risk Assessment Strategies and Sports Tourism Events in Nairobi County, Kenya. *Journal of Hospitality and Tourism Management*, 7(1), 46–66. <https://doi.org/10.53819/81018102t4253>
- Chern, L. T., Koya, Z., Lai, A., and Sean H. (2024, March 2). With The Heat Posing Health Risks, Ministry Gives Health Tips. *The Star*. <https://www.thestar.com.my/news/nation/2024/03/02/with-the-heat-posing-health-risks-ministry-gives-health-tips>
- Cho, D. (2023). Effects of College Students' Sports Tourism on Leisure Satisfaction. *Research Square (Research Square)*. <https://doi.org/10.21203/rs.3.rs-3236309/v1>

- Ding, L., & Jiang, C. (2023). The Impact of Rural Tourism Destination Attractiveness on Tourists' Environmentally Responsible Behavioral Intentions: the Mediating Role of Green Self-identity. *Journal of Global Responsibility*. <https://doi.org/10.1108/jgr-03-2023-0046>
- Dong, J. (2023). The Interaction between Sports Events and Local Tourism a Case Study of the 2022 Qatar World Cup. *Advances in Economics Management and Political Sciences*, 51(1), 219-229. <https://doi.org/10.54254/2754-1169/51/20230665>
- Hainan Sport Tourism Development—A SWOT Analysis. *Sustainability*, 14(19), 12653. <https://doi.org/10.3390/su141912653>
- Fernandez-Martinez, A., Cabello-Manrique, D., Roca-Cruz, A. F., & Nuviala, A. (2022). The Influence of Small-Scale Sporting Events on Participants' Intentions to Recommend the Host City. *Sustainability*, 14(13), 7549. <https://doi.org/10.3390/su14137549>
- Friska, G. & Pudjolaksono, D. E. (2023). The Effect of Profitability, Liquidity, Leverage, Sales Growth on Financial Distress in Consumer and Non-Consumer Cyclical Companies Listed on the IDX during the 2019-2021. *Journal of Entrepreneurship*, 93-106. <https://doi.org/10.56943/joe.v2i3.355>
- Ganesan, P. (2024, August 8). The Usual Problem with Malaysian Sports is Malaysians. *Malay Mail*. <https://www.malaymail.com/news/opinion/2024/08/08/the-usual-problem-with-malaysian-sports-is-malaysians/146350>
- George, J. H., & Ranjith, V. (2024). Exploring the Impact of Qatar's Soft Power Sponsorship in the Indian Premier League: a Social Identity Perspective. *Sport Business and Management an International Journal*, 14(4), 557–577. <https://doi.org/10.1108/sbm-10-2023-0127>
- Ghani, W. S. W. A (2023). Sports Tourism Event in Malaysia. *TEAM Journal of Hospitality and Tourism*, 20(1), 5-8
- Gonzalez-Garcia, R. J., Martínez-Rico, G., Bañuls-Lapuerta, F., & Calabuig, F. (2022). Residents' Perception of the Impact of Sports Tourism on Sustainable Social Development. *Sustainability*, 14(3), 1232. <https://doi.org/10.3390/su14031232>
- Guan, Z., & Zhang, L. (2024). The Study for the Analysis of the Development Trend of Sports Tourism. *Academic Journal of Science and Technology*, 9(1), 263–265. <https://doi.org/10.54097/43a49551>
- Guntoro, T. S., Putra, M. F. P., Nurhidayah, D., Sutoro, S., Sinaga, E., Sianga, F. S. G., & Nanda, F. A. (2023). The Design of Contextual Domain Tourism Sports Through Traditional Sports in Jayapura Indonesia. *Retos*, 52, 164–170. <https://doi.org/10.47197/retos.v52.101626>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) (3rd ed.). *SAGE Publications*.
- Hallmann, K., Pechlaner, H., Störmann, E., Philipp, J., Takata, K., & Schwing, M. (2024). A New Way of Designing Places and Experiences: Re-Engineering Dmos Considering Tourism Resilience – AIEST 2022 Consensus. *European Journal of Tourism Research*, 37, 3718. <https://doi.org/10.54055/ejtr.v37i.3537>
- Happ, E. (2021). Tourism Destination Competitiveness With a Particular Focus on Sport: The Current State and a Glance into the Future – A Systematic Literature Analysis. *Journal of Sport & Tourism*, 25(1), 66–82. <https://doi.org/10.1080/14775085.2021.1888775>
- Hosseini, S. V., Bahlke, T., Fallah, Z. A., & Askari, A. (2024). Developing a Model of Influential Factors on Sports Volunteer Tourism in Iran. *Deleted Journal*, 2(1), 106–121. <https://doi.org/10.61838/kman.hn.2.1.12>
- Ivasciuc, I., Candrea, A. N., Ispas, A., & Piuaru, B. (2024). A Bibliometric Analysis of Generation Z and Tourism Research: Insights from VOSviewer Mapping. *Administrative Sciences*, 14(12), 337. <https://doi.org/10.3390/admsci14120337>
- Jeong, Y. (2023). Exploring Tourist Behavior in Active Sports Tourism: An Analysis of the Mediating Role of Emotions and Moderating Role of Surfing Identification. *SAGE Open*, 13(3). <https://doi.org/10.1177/21582440231195486>
- Jin, J., Zhou, B., & Nadal, J. R. (2022). An assessment of the factors influencing loyalty among active sport event tourists: The case of Mallorca 312 in Spain. *International Journal of Tourism Research*, 24(5), 677–688. <https://doi.org/10.1002/jtr.2530>
- Juliana, J., Pramezwary, A., Maleachi, S., & Goeltom, V. A. H. (2024). Antecedents Word of Mouth Intention in the Restaurant Industry. *Jurnal Ilmiah Global Education*, 5(1), 318-331. <https://doi.org/10.55681/jige.v5i1.2185>

- Junaidi, A., Basrowi, B., Sabtohadhi, J., Wibowo, A., Wibowo, S. S., Asgar, A., Pramono, E. P., & Yenti, E. (2023). The role of public administration and social media educational socialization in influencing public satisfaction on population services: The mediating role of population literacy awareness. *International Journal of Data and Network Science*, 8(1), 345–356. <https://doi.org/10.5267/j.ijdns.2023.9.019>
- Jurismic Mustapic, M., & Marusic, F. (2023). The Importance of Sports Events in The Development and Attractiveness of The Tourist Destination Split. *International Scientific Conference on Economy, Management and Information Technologies*, 1(1), 227–232. <https://doi.org/10.46793/ICEMIT23.227JM>
- Kaur, M. (2024, September 20). No Outdoors and Hiking Activities in Cameron Highlands Forest Reserve until Better Weather. *The Star*. <https://www.thestar.com.my/news/nation/2024/09/20/no-outdoors-and-hiking-activities-in-cameron-highlands-forest-reserve-until-better-weather>
- Kennelly, M. (2022). Host Communities, Event Leveraging, and Participatory Sport Events. *Event Management*, 26(6), 1259–1274. <https://doi.org/10.3727/152599522x16419948390862>
- Kobierecki, M. M. (2023). Sport at the World Expo. Analysis of sports diplomacy at the non-sporting event. *Place Branding and Public Diplomacy*, 19(4), 413–425. <https://doi.org/10.1057/s41254-023-00294-6>
- Kolotukha, O., Myrhorodska, O., Pidhirna, V., & Chubrei, O. (2022). Ukraine’s Potential for Active Tourism – An Attempt at Analysis. *GeoJournal of Tourism and Geosites*, 41(2), 433–439. <https://doi.org/10.30892/gtg.41213-847>
- Kumar, A., & Kumar, S. (2022). An Economic Analysis of Destination Management at the Local Level with Special Reference to COVID-19 Period. *International Journal of Advanced Academic Studies*, 4(3), 40–47. <https://doi.org/10.33545/27068919.2022.v4.i3a.819>
- Malaysia Convention & Exhibition Bureau [MyCEB]. (2023). MyCEB Annual Report 2023. Malaysia Convention & Exhibition Bureau. https://www.myceb.com.my/clients/Malaysia_Convention_and_Exhibition_Bureau_75E277C6-C63D-4DC3-89AC-F6B30D21417D/contentms/img/pdf/Report/2023-myceb-annual-report.pdf
- Manosudhikul, P. (2024). Behavioral Intentions in Sports Tourism: Meta-Analysis and Structural Equation Modeling. *ABAC Journal*, 44(4). <https://doi.org/10.59865/abacj.2024.55>
- Matusikova et al., (2022)
- Moradi, E., Ehsani, M., Saffari, M., & Hosseini, R. N. S. (2022). How Can Destination Competitiveness Play an Essential Role in Small Island Sports Tourism Development? Integrated ISM-MICMAC Modelling of Key Factors. *Journal of Hospitality and Tourism Insights*, 6(3), 1222–1252. <https://doi.org/10.1108/jhti-03-2022-0118>
- Morfoulaki, M., Myrovali, G., Kotoula, K., Karagiorgos, T., & Alexandris, K. (2023). Sport tourism as Driving Force for Destinations’ Sustainability. *Sustainability*, 15(3), 2445. <https://doi.org/10.3390/su15032445>
- Mustaffa, N. K., Shahrudin, N. S. N., Aziz, M. F. H. A., & Mustaffa, A. (2023). Key Challenges and Strategies Towards Sustainable Infrastructure Development in Malaysia. *International Journal of Integrated Engineering*, 15(2). <https://doi.org/10.30880/ijie.2023.15.02.001>
- Najar, A. H., & Rather, A. H. (2022). Assessing the Relationship of Perceived Risks with Destination Image and Destination Loyalty: A Tourist’s Perspective Visiting Volatile Destinations. *Journal of Hospitality and Tourism Insights*, 6(3), 1357–1379. <https://doi.org/10.1108/jhti-03-2022-0100>
- Pashaie, S., & Peric, M. (2023). The Future of Sports Tourism in the Light of the COVID-19 Pandemic – Developing a New Paradigm Model. *Journal of Tourism Futures*. <https://doi.org/10.1108/jtf-09-2022-0236>
- Pavlovic, M., Perić, M., & Milunović, M. (2023). Possibilities of Sustainable Development of Sports Tourism in Serbia. *Deleted Journal*, 1(1), 251–264. <https://doi.org/10.58984/smbic2301251p>
- Ramos, R. F., Biscaia, R., Moro, S., & Kunkel, T. (2022). Understanding the Importance of Sport Stadium Visits to Teams and Cities through the Eyes of Online Reviewers. *Leisure Studies*, 42(5), 693–708. <https://doi.org/10.1080/02614367.2022.2131888>
- Riptiono, S., Wibawanto, S., Raharjo, N. I., Susanto, R., Syaputri, H. S., & Bariyah, B. (2023). Tourism Revisit and Recommendation Intention on Heritage Destination: The role of Memorable Tourism Experiences. *Journal of International Conference Proceedings*, 6(1), 201–210. <https://doi.org/10.32535/jicp.v6i1.2244>

- Risfandini, A., Thoyib, A., Noermijati, N., & Mugiono, M. (2022). The Determinant Factors of Tourism Destination Competitiveness and Destination Management: A Case Study from Malang City. *Advances in economics, business and management research/Advances in Economics, Business and Management Research* (pp. 879–886). https://doi.org/10.2991/978-94-6463-008-4_110
- Liu, C., Yang, N., & Han, X. (2023). Development of sports Tourism Resources based on Spatial Analysis perspective. *Applied Mathematics and Nonlinear Sciences*, 9(1). <https://doi.org/10.2478/amns.2023.2.00974>
- San, K. G. (2024, June 14). Tourism Malaysia Encounters Challenges in Domestic Tourism Promotion Efforts. *The Star*. <https://www.thestar.com.my/news/nation/2024/06/14/tourism-malaysia-encounters-challenges-in-domestic-tourism-promotion-efforts>
- Saunders, M. N. K., Lewis, P., & Thornhill, A. (2023). *Research Methods for Business Students (9th ed.)*. Pearson Higher Ed.
- Senevirathna, L. S., Jin, X., & Wang, Y. (2023). Community Engagement as an Event Impact Management Tool: A review and a research agenda. *Event Management*, 27(3), 437–453. <https://doi.org/10.3727/152599522x16419948695279>
- Seraj, Z. (2025, January 6). PM Anwar launches Visit Malaysia 2026 Campaign with Focus on Sustainable Tourism. *Malay Mail*. <https://www.malaymail.com/news/malaysia/2025/01/06/pm-anwar-launches-visit-malaysia-2026-campaign-with-focus-on-sustainable-tourism/162207>
- Shariffuddin, N. S. M., Azinuddin, M., Hanafiah, M. H., & Zain, W. M. a. W. M. (2022). A Comprehensive Review on Tourism Destination Competitiveness (TDC) Literature. *Competitiveness Review an International Business Journal Incorporating Journal of Global Competitiveness*, 33(4), 787–819. <https://doi.org/10.1108/cr-04-2021-0054>
- Sousa, D., & Maguire, K. (2022). Towards the Development of an Innovative Sustainable Sports Tourism Management Framework for Portugal. *International Conference on Tourism Research*, 15(1), 593–596. <https://doi.org/10.34190/ictr.15.1.375>
- Syaifudin, N. A., Hendarmawan, N., Harahap, N. Z., & Novianti, N. E. (2022). Analysis of the Potential of Mukapayung Village as a sustainable Tourism Destination Based on Sports Tourism. *Pusaka Journal of Tourism Hospitality Travel and Business Event*, 170–175. <https://doi.org/10.33649/pusaka.v4i2.116>
- Tichaawa, T. M., & Hemmonsby, J. D. (2022). Destination Branding Through Major Sporting Events: The Case of The 2021 Africa Cup of Nations in Cameroon. *Geosport for Society*, 17(2), 142–156. <https://doi.org/10.30892/gss.1707-090>
- Trajkova, H. D. (2022). Sports Events Tourism Through Visitors Perception - The Case of the European Volleyball Championship in Skopje. *Географски Разгледу - Geographical Reviews*, 54–55, 117–128. <https://doi.org/10.37658/gr2254-55117dt>
- Tsekouropoulos, G., Gkouna, O., Theocharis, D., & Gounas, A. (2022). Innovative Sustainable Tourism Development and Entrepreneurship through Sports Events. *Sustainability*, 14(8), 4379. <https://doi.org/10.3390/su14084379>
- Wahyuni, N. P. A. (2023). Strategy to Improve Sports Tourism in the Jakabaring Sport City Area, Palembang City. *International Journal of Sustainable Competitiveness on Tourism*, 2(02), 122–129. <https://doi.org/10.34013/ijscot.v2i02.1367>
- Wang, J., & Butkouskaya, V. (2023). Sustainable Marketing Activities, Event Image, Perceived Value and Tourists' Behavioral Intentions in the Sports Tourism. *Journal of Economics Finance and Administrative Science*, 28(55), 60–78. <https://doi.org/10.1108/jefas-09-2022-0219>
- Wen, H. J. (2024, April 30). Malaysia Sees 32.5% More Tourists in First Quarter of 2024, Says Tiong. *The Star*. <https://www.thestar.com.my/news/nation/2024/04/30/malaysia-sees-325-more-tourists-in-first-quarter-of-2024-says-tiong>
- Yuksel, F., & On, F. (2024). Sport event research in the hospitality and tourism industry: a bibliometric analysis. *Worldwide Hospitality and Tourism Themes*, 16(4), 423–439. <https://doi.org/10.1108/whatt-06-2024-0123>
- Yun, S., Kim, K., Lee, S., & Kim, Y. H. (2023). Another market segment: Sport Event Tourism (SET) by Disabled Athletes (DA). *Research Square (Research Square)*. <https://doi.org/10.21203/rs.3.rs-3571119/v1>
- Zhang, Y. (2022). Information Construction of Sports Tourism in Haikou City under the Background of Internet. *Wireless Communications and Mobile Computing*, 2022, 1–11. <https://doi.org/10.1155/2022/6171234>

- Zhao, C., & Shen, H. (2024). The Moderating Effect of Ski Influencer on Ski Tourism Intention. *SAGE Open*, 14(2). <https://doi.org/10.1177/21582440241242318>
- Zhao, Y. (2022). Study on the Relationship of Leisure Sports Tourism with the Health of the Elderly. *Revista Brasileira de Medicina do Esporte*, 28(5), 1-7. https://doi.org/10.1590/1517-8692202228052021_0520