



E-PROCEEDING HOTWEC 6.0

THE GAME ON 2022:

THE FUTURE IS
BRIGHT

FHPK, UMK

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THE FUTURE IS BRIGHT**

**FACUTLY OF HOSPIATLITY, TOURISM AND WELLNESS,
UNIVERSITI MALAYSIA KELANTAN**

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Sport Tourism Potential as Tourism Attraction in Malaysia

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ABSTRACT

Sports tourism can be defined as traveling from one location to another with the intent of getting involved in a sports event or activities. Before a sporting event can take place, each state or country must make specific preparations in terms of sporting infrastructure, athlete lodging, stadium maintenance, logistics, and a variety of other activities. To make sure that every event goes smoothly, it is important for the destination to seem to be well and has adequate infrastructure facilities. Furthermore, for the upcoming tournaments, each host country will require the assistance of sports volunteers and for officers and management committees to receive additional training and courses. This study will examine the potential of sports tourism as a tourist attraction in Malaysia. Malaysia is a country that organizes many world-class sports activities which can benefit the national economy and society. Among the strengths of sports tourism is through print and electronic media.

Keywords: Sport Tourism, Potential, Tourist Attraction, Malaysia

INTRODUCTION

Sport is about an experience of physical activity, whereas tourism is about an experience of travel and place. Sport and tourism are two industries that have piqued the interest of people all over the world. Athletes, judges, coaches, supporters, volunteers, and other people interested in sport and tourism attraction were confronted with the intersection of both industries, which is divided into two categories: travel to participate in sport and travel to observe the sport. Furthermore, at the crossroads of both industries, sports tourism has emerged as a prevalent and growing phenomenon (Standeven and De Knop, 1999).

According to Standeven and De Knop (1999), sports tourism is "all forms of active and passive involvement in sporting activity, participated in casually or in an organized way for non-commercial or business commercial reasons that necessitate travel away from home and work locality." Pitts (1999) believes that sports tourism is divided into two broad product categories from the standpoint of sports marketing and management. The first type of travel is sports participation travel, which is defined as travel to participate in a sport, recreation, leisure, or fitness activity.

Sports tourism is defined as "a leisure-based travel that takes individuals temporarily outside of their home communities to participate in and watch sporting events as well as visit sporting attractions" (Gibson, 2006). Sport tourism is divided into three types: event sport tourism, active sport tourism, and nostalgia sport tourism (Ross, 2001). Sports tourism is divided into three categories: Sports Event Tourism, Active Sport Tourism, and Nostalgia Sport Tourism. Small-scale and large-scale events, such as the Olympic Games and the World Cup soccer championships, are examples of sports event tourism. Active sport tourists are people who travel to attend sporting events in a variety of sports. Climbing, skiing, hiking, golf, kayaking, tennis, fishing, snowmobiling, and visiting famous sport-related attractions such as a sports hall of fame, sport tourism tours, a sports tourism museum, and a famous stadium or facility are all popular activities. There are 3 objectives of this research:

1. To examine the relationship between early preparation with potential sport tourism as an attraction in Malaysia.

2. To examine the relationship between media coverage and potential sport tourism as an attraction in Malaysia.
3. To examine the relationship between sponsorship and potential sport tourism as an attraction in Malaysia.

Significance of the study

Potential

Potentials "potential," from Latin potentia "power, might, force;" figuratively "political power, authority, influence," from potens "powerful," from potis "powerful, able, capable; possible;" of individuals, "better, preferable; chief, principal; strongest, foremost," from PIE root poti- "powerful; lord." By 1817, the noun "that which is possible, something that may be" was derived from the adjective (Samuel Taylor Coleridge). In Middle English, "a caustic medication" was a potency.

Preparation

Preparation is defined as "putting things in order or getting ready for a specific goal," a back construction from preparation that is partly derived from Old French preparer from Latin. Praeparare "to prepare ahead of time," from the PIE root pere- "to produce, procure" + prae "before" (see pre-) + parare "to prepare ahead of time." Contrast with pare, which is derived from the same Latin verb. In the intransitive sense, "prepare oneself ahead of time." By the 1520s, the meaning had shifted to "putting oneself in a specific mental state with regard to the future." The meaning "supply or procure for future use" was added in the 1530s. Robert Baden-Powell coined the term "prepare" from the Latin praeparatus, the past participle of praeparare.

Media

Media frames, according to Scheufele (1999), are significant variables that put emphasis on "extrinsic and intrinsic factors driving the production and selection of news," such as worldview, social etiquette, and value systems. For example, news output is influenced by the news source's ideology as well as the values of the country in which one lives. Sources imposing dominant frames on the news can distort even the most objective journalist (Entman, 1989; Entman & Rojecki, 1993). These dominant frames persist, resulting in a one-dimensional representation of the data, event, or "narrative."

Sponsorship

A sponsorship agreement is one in which a sponsor provides financial assistance to a beneficiary, who can be an association, a team, or an individual, in order for the latter to participate in a specific activity and thus reap the benefits envisioned in the sponsor's promotion strategy (Abratt et al., 1987). Sports sponsorship clearly encompasses more than one aspect of the marketing mix. It is determined by the initial marketing and, after that, the promotional goals that have been established. 'Modern sponsorship is, in essence, a mutually beneficial economic agreement between the sponsor and the sponsored to achieve specific goals' (Head, 1981, p. 2).

LITERATURE REVIEW

Early Preparation of Sport Tourism

Organizing a sport tourism tournament necessitates extensive planning and logistical considerations such as identifying locations, preparing sports facilities, and enlisting a sufficient number of volunteers to handle all weather preparation and day of event procedures. According to the media ("Planning a Sporting Event", 2020), first and foremost, the host country must determine the projected attendance and personnel. One of the challenges that arises when planning a larger sporting tournament is that it will take place over numerous

locations or routes, which can be a problem for the host country. As a result, a significant number of staff and volunteers will be required to organize and oversee each area.

In addition, aside from the preparation of the tournament, one of the most pressing considerations is safety. This is because the tournament normally involves a large number of people, which include athletes, staff, and the spectators so that the host country must prepare early in terms of safety. There are a lot of things that can happen in a sport event and it is important for the host country to have qualified medical staff on hand to handle minor injuries for the athlete. For example, trained first aid volunteers are needed to attend regular hydration breaks and ensure they assist the athletes when the need arises (A Guide to Safe Sport Management, 2021). All of this preparation contributed to the sport tourism tournament's success.

Media Coverage of Sport Tourism

Most individuals regard media coverage as a primary source of knowledge and a significant component in life and social events and most people consider media coverage to be a diverse and entertaining activity for their audience. The purpose of using media to attract spectators to the sport tourism tournament is to aid the marketing industry in the host country which depends on the presence of tourists and encourage the growth of marketing in that area. The sports industry includes broadcasting, advertising, social media, digital operating systems, ticket sales and also social relations (Mohamed Saled Kiani, 2020). There are three elements of sports marketing which are to encourage sports advertising and organizations, to promote sports, teams and athletes and to publicize sports to attract people.

The internet can be a means for disseminating information about sports tournament. Most individuals today use information and communication technology to communicate in a new day. According to Jalager A.M (2017), new media and internet websites have progressed from simple means of information sources to use instruments for delivering services. Internet can cover all forms from travel alternatives to tournament information and schedule anytime and anywhere. This will draw people to sports tournament, travel and boost tourism appeals in the area where the tournaments are held. Furthermore, radios can also be used to disseminate information about sports tourism tournaments. Radios listeners will be able to use it while doing their tasks as radio is no longer consider as a type of public media but a sort of community media. The radio can also tell listeners about the distinctive talents, capacities, and attraction of sport tourism because of the high-level interest in sports tournaments. Aside from that, television might be used to promote the sport tournament. By using this medium, the audiences might be shown medal standings and the tournament. This can entice viewers to watch the sports tournament whether it is a tournament from Malaysia or other countries.

Sponsorship of Sport Tourism

Sport tourism tournaments have been proven to be the most popular form of sponsorships investment among the many options available to corporations. Many organizations have chosen to sponsor events rather than pay for advertising in order to gain a higher return on investment (Turco, 1998). Sponsorship from any organization or company is needed to make sure the tournament can reach the incoming spectators. Free tournament tickets and complimentary food are the examples of what sponsor can do.

Other than that, sport tourism tournaments also provide the sponsor with a wide range of advantages and opportunities. According to Delpy el Al (1998), a business seeks to sponsor an event or tournament for a variety of reasons which are the opportunity to launch and promote new items, boost media and public exposure and also to lock out the competitors. In addition, there are also reasons claimed by businesses for offering sponsorship which are community involvement, brand or company awareness, brand positioning, and media coverage. By saying

that, it is found that sports tourism tournament had been discovered to be the most popular form of sponsorship in corporate work.

Sport Tourism Potential as Tourism Attraction

Tourism is currently one of the world's fastest economic sectors, accounting for 9% of global GDP and a record of US\$ 1.075 billion in global receipts (World Tourism Organisation, 2013). According to Kurtzman & Zauhar (2010), sport is widely regarded as the world's largest social phenomenon and tourism is expected to be one of the world's largest industries. Sport tourism, according to Peric (2010), is a theoretical construct which has risen within last century and is the fastest-growing sector in the global travel tourism industry. The growth of sport tourism tournaments has occurred due to the change from the traditional sun, sea and sand vacations to more experience base vacations, particularly for those which are sport related. Sports function also can be a tourist attraction and may influence seasonal patterns of tourist demand. (Higham, 2005)

One of the potentials of sport tourism is tourism attractiveness. Malaysia is known as one of the countries with a big number of tourist attractions and receives a large number of visitors each year. As far as we know, the majority of the tourists have made their plans for their vacations, including the destination and activities that they would engage in while on vacations. Tourist who enjoys scuba diving, for example, will spend their vacations in the state of Sabah and Terengganu. This is owing to the tourism attractions that entice them to choose the location as their vacation spot. Another tourist attraction, Tasik Kenyir is ideal for individuals who want to engage in difficult sports such as mountain climbing, kayaking and cycling during their vacation. Langkawi, is one of several notable tourism destination that offer facilities for sporting activities and may be visited by tourists on vacation. Sports tourism is a relatively new method for attracting both local and international visitors to a tourism site. Several international sporting events serve as a major draw for visitors (Zulhalmi Ibrahim, 2016).

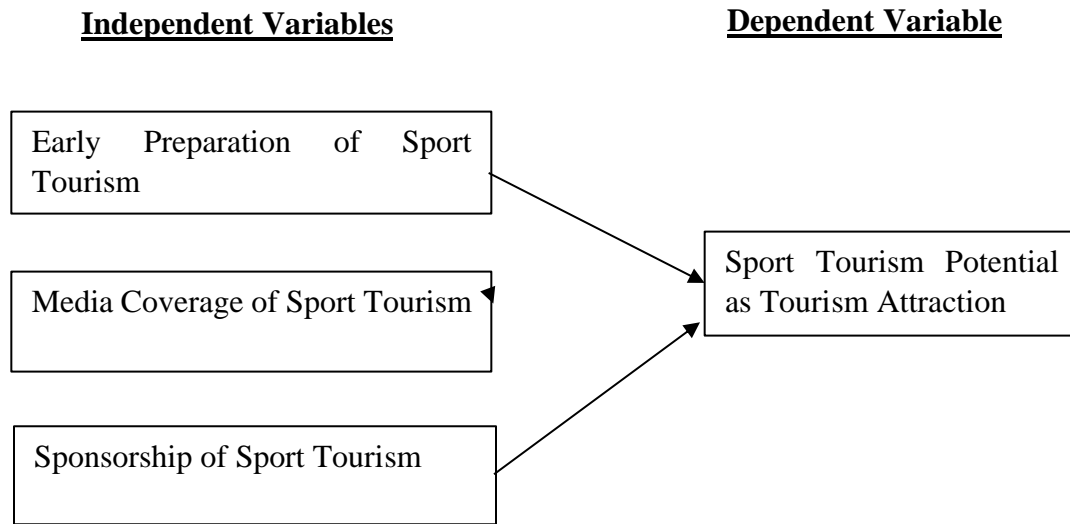
Research Hypotheses

The literature review highlighted that the independent variables like early preparation, media coverage, and sponsorship of sport tourism have a significant relationship with dependent variables. Based on the literature discussed, the hypotheses of this study were outlined in the following manner:

- H₁** There is a significant relationship between an early preparation before a sport tourism tournament and the sport tourism potential as a tourism attraction
- H₂** There is a significant relationship between media coverage of sport tourism and sport tourism potential as a tourism attraction
- H₃** There is a significant relationship between sponsorship of sport tourism and the sport tourism potential as a tourism attraction.

Research Framework

The Figure 1 below shows the research framework use for this study.



METHODOLOGY

Research Design

This study used the quantitative method. While for the target populations chosen were Malaysian sports enthusiasts, who are people who go to sports events just to watch the tournaments or just watch the tournaments on television only in Malaysia.. In the set of questionnaires distributed, questionnaires are divided into three sections, which are Sections A, B, and C. For section A relating to the demographic profile of the Malaysian sports enthusiast, such as their gender, nationality, age, marital status, and occupational status, while, for sections B and C, the questionnaire discusses independent variables and dependent variables where the researchers used the five-point Likert-scale types. The Likert-scale types show from strongly disagreeing to strongly agreeing with the statements based on three independent variables: early preparation before the tournament, media coverage, and sponsorship, while the dependent variable is sports tourism potential as a tourist attraction in Malaysia.

Data Collection

In the first stage, data collection was conducted using the questionnaires with Google Form as the platform to distribute the questionnaires. The link to the Google Form was shared on all social media platforms, including Instagram, Facebook, Telegram, and WhatsApp, to easily collect data at a low cost. By using this, the data is also quickly gained and collected. Additionally, due to the COVID Pandemic, it can minimise the spread of the virus and save time for the researchers doing the study.

The second stage of data collection where the questionnaire was prepared and distributed among Malaysian sports enthusiasts where 300 respondents surveyed.

Sampling

Convenience sampling is the most suitable method that was applied in this research. This method is known as non-probability sampling and was used in this research since the questionnaire was done online using Google Forms. The questionnaire will be posted on all social media to gain information quickly from the respondents, who are Malaysian sports enthusiasts, who go to sports events just to watch the tournaments or just watch the tournaments on television only in Malaysia.

Data Analysis

In this study, data analysis was explained with the four types of data refers to the frequency analysis, descriptive analysis, reliability analysis and Pearson correlation analysis. The SPSS version 26 was used.

FINDINGS

Result of Frequency Analysis

Table 1 Frequency Analysis

Characteristic	Frequency	Percentage
Gender		
Male	160	53.3
Female	140	46.7
Age		
18-30 years old	71	23.7
31-40 years old	149	49.7
41 years old and above	80	26.7
Race		
Malay	128	42.7
Chinese	83	27.7
Indian	50	16.7
Iban	8	2.7
Bidayuh	5	1.7
Melanau	5	1.7
Bugis	4	1.3
Kadazan-Dusun	5	1.7
Bajau	3	1.0
Orang Asli	5	1.7
Murut	2	.7
Javanese	1	.3
Tidung	1	.3
Occupation		
Student	158	52.7
Employed	94	31.3
Unemployed	34	11.3
Retired	14	4.7

How often do you play sports		
Everyday	58	19.3
Once a week	104	34.7
Twice a month	128	42.7
3 times a week	3	1.0
3 times a month	2	.7
4 times a week	2	.7
Rarely	3	1.0
Does sport tourism have a potential as a tourism attraction		
Agree	226	75.3
Neutral	74	24.7

Based on Table 1, the respondents were chosen from among the Malaysian sports enthusiasts, with a total of 160 respondents, (53.3%) male respondents being chosen to complete the survey. Women made up the bulk of those who participated in the 140 respondents (46.7%). Male respondents outnumber female responders in this survey. There were three age groups based on the table above. The findings revealed that the majority of those questioned were answered ranged aged 20 years old and below, consisting of 49.7% of the 149 survey respondents. The age 21 years old and above group, which includes 26.7 % showed 80 respondents. Next the respondents by age which is around 18-20 years old consisting of 23.7 % where showed 71 respondents. Meanwhile, in terms of race, the majority are Malay with 128 respondents(42.7%), followed by Chinese with 83 respondents (27.7%), Indian with 50 respondents (16.7%),Iban with 8 respondents (2.7%),Bidayuh with 5 respondents(1.7%) , Melanau with 5 respondents (1.7%), Bugis with 4 respondents (1.3%), Kadazan-Dusun with 5 respondents(1.7%), Bajau with 3 respondents(1.0%) ,Orang Asli with 5 respondents (1.7%) , Murut with 2 respondents (0.7%), Javanese with 1 respondents (0.3%)and the last is Tidung with 1 respondents(0.3%).

Then for the occupation, the respondents among students are the highest participating in this survey consisting of 52.7 % of the 158 survey respondents. The second highest is employed, which is have 94 respondents with 31.3 %. Unemployed respondents are 11.3 % of the 34 respondents. For the retired group occupation where this group is the lowest total of respondents is 34 respondents, which is 11.3 %. For how often do you play sports, respondents who often play sport twice a month are the which is 18 respondents (42.7%) followed by respondents who play once a week with 104 respondents. (34.7%) Respondents who play every day which is 58 respondents (19.3%). Respondents who play 3 times a week and rarely play sports have the same percentage is 1.0% where 3 respondents. The lowest and last is respondents who play 3 times a month and 4 times a week with 2 respondents (0.7%). Respondents agree that sports tourism has potential as a tourism attraction with 226 respondents (75.3%), while respondents respond that neutral sports tourism has a potential as a tourism attraction with 74 respondents (24.7%).

Result of Descriptive Analysis

Table 2 Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Early Preparation Before the Tournament	Should early preparations be made to organize a sports tourism event?	4.49	.533
	As a host event, is early preparation before the tournament important to sports tourism?	4.53	.513
	Does early preparation in sports tourism can address minor injuries to national athletes by having medical staff?	4.41	.539
	Is it possible to succeed in sports activities with early preparation?	4.48	.526
	Will mistakes that occur during the game affect the image of the sporting event host?	4.49	.581
Media Coverage	Is media coverage important in conveying news about sports tourism?	4.58	.494
	Does media coverage play an important role in providing information about sports tourism?	4.53	.507
	Does the availability of media coverage attract non-sports fans to watch sports events?	4.59	.544
	Is with writing blog and chatting is a way to increase awareness of the sport is it better than using social media ads?	4.51	.564
	Can media coverage boost the enthusiast of sports fans to attend sports tournament?	4.61	.501
Sponsorship	Is sports tourism sponsorship important in sports tourism?	4.48	.494
	Does sports tourism sponsorship have a good impact on the success of sports tourism?	4.54	.509
	Are donations given in the form of money, volunteers and equipment from an organization?	4.51	.544
	Does sports tourism sponsorship have a positive impact on sponsors?	4.51	.564
	Will the locals be able to build income during the match?	4.61	.501
The Sport Tourism as Tourism Attraction	Tourism is one of the largest and fastest growing economic sectors in the world.	4.50	.558

	Sport tourism has considered as the fastest growing sector in the global travel tourism industry.	4.44	.524
	One of the sport functions is as tourist attraction and influence seasonal pattern of tourist demand.	4.58	.521
	Tourism attractiveness is one of the sport tourism potentials.	4.52	.513
	Tourist destination should provide more facilities for sport tourism.	4.62	.486

Table 2 showed the mean and standard deviation for fifteen statements under three independent variables and five statements under the dependent variable based on the survey involving 300 respondents among Malaysian sports enthusiasts. The highest mean value for the early preparation before the tournament factor was obtained by Question 2 with a 4.53 mean score and a standard deviation is .513, where respondents agreed that early preparation before the tournament is important to sports tourism. The lowest mean value belongs to Question 3 with 4.41 and the standard deviation is .539, where the respondents agreed that early preparation in sports tourism can address minor injuries to national athletes by having medical staff. While for the factor of media coverage, the highest mean value was obtained by Question 5 with 4.61 and the standard deviation is .501, where the respondents agreed that media coverage boosts the enthusiast of sports fans to attend sports tournaments. Question 3 with 4.51 and a standard deviation is .564 is the lowest mean value, where the respondents agreed with writing a blog and chatting is a way to increase awareness of the sport is better than using social media ads. The factor of sponsorship is the highest mean value obtained by Question 5 with 4.61 and the standard deviation is .501, where the respondents agreed that the locals be able to build income during the match. The lowest mean value belongs to Question 1 with 4.48 and the standard deviation is .494, where the respondents agreed that sports tourism sponsorship is important in sports tourism. For the dependent variable, a factor of the sport tourism as tourism attraction where the highest mean value belongs to Question 6 with 4.62 and the standard deviation is .486, where the respondents agreed that tourist destinations should provide more facilities for sports tourism. Respondents who agreed that sports tourism has considered the fastest growing sector in the global travel tourism industry refers to the lowest mean value of 4.44 and the standard deviation is .486 was obtained by Question 2.

Result of Reliability Analysis

The table 3 below shows the result of reliability analysis

Table 3 Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Early Preparation Before the Tournament	5	.407
Media Coverage	5	.289
Sponsorship	5	.397
The Sport Tourism as Tourism Attraction	5	.299

Based on Table 3 describing each independent variable and dependent variable, the questionnaire results underwent a reliability test, which is reliability Cronbach's Alpha Coefficient, since this method is most suitable for measurement on the Likert Type Scale. In an in-depth explanation, the first independent variable refers to early preparation before the tournament, where the Cronbach's Alpha showed a value of 0.407, which was ranked unacceptable in terms of internal consistency, and Likert-Scale questions are considered quite reliable. The second independent variable is media coverage, where the Cronbach's Alpha Coefficient showed a result of 0.289, which is very unacceptable so the Likert-scale question was considered rather reliable. The third independent variable is sponsorship, where the Cronbach's Alpha Coefficient showed a result of 0.397, which is unacceptable so the Likert-scale question was considered rather reliable. For the measurement, the dependent variable refers to the sports tourism potential as a tourist attraction. The tests were tested for reliability and validity, where the result was 0.299, which was classified as unacceptable, and the Likert-Scale question was considered rather reliable. All variables have 5 questions prepared.

Result of Pearson Correlation Analysis

The table 4 below shows the result of the Pearson Correlation Analysis

Table 4 Pearson Correlation Analysis

Hypotheses	P- Value	Result (Supported and Not Supported)
H ₁ There is a significant relationship between an early preparation before a sports tourism tournament and the sport tourism potential as a tourism attraction.	0.001	H1 is supported
H ₂ There is a significant relationship between media coverage of sport tourism and sport tourism potential as a tourism attraction.	0.001	H1 is supported
H ₃ There is a significant relationship between sponsorship of sport tourism and the sport tourism potential as a tourism attraction.	0.015	H3 is not supported

Based on Table 4 describe the Pearson correlation analysis which has three hypotheses. For hypothesis H1, where there is a significant relationship between an early preparation before a sports tourism tournament and the sport tourism potential as a tourism attraction which is the P-Value is 0.001 which is the result supported. While for hypothesis H2, where there is a significant relationship between media coverage of sports tourism and sports tourism potential as a tourism attraction which is the P-Value is 0.001 and the result show is supported. For hypothesis H3, where there is a significant relationship between sponsorship of sports tourism and the sport tourism potential as a tourism attraction which is the P-Value is 0.015 and the result is not supported.

DISCUSSION AND RECOMMENDATIONS

Discussions are aimed at solving questions and addressing hypotheses, as mentioned in the first chapter of this study. In general, this study has extensively researched sports tourism potential as a tourism attraction in Malaysia. We have figured out the relationship between the variables, which are the relationship between early preparation, media coverage, and sponsorship of sports tourism with sports tourism potential as a tourist attraction in Malaysia. Indeed, it has been shown that sports tourism can help in contributing to the development of a country,

including Malaysia, which is known has the potential to be developed as a location for organizing a world-class sports event.

Based on the findings of this study, there are several recommendations for future research. The main agency for sports tourism is the Ministry of Youth and Sports should work together with the Ministry of Tourism, Art, and Culture, too, to help in terms of promoting sports tourism to the public. They need to find out a way to make sports tourism considered the fastest growing sector in the tourism global industry.

The next recommendation is to develop more detail about the demographic features of the respondent of the study's respondents. In addition, it is important to understand the potential of sports tourism as a tourist attraction in each Malaysian state. In future research, we need to know which states have sports enthusiasts who attend the tournaments solely to see them or who only watch them on television in Malaysia to get different results.

CONCLUSION

In conclusion, this study has been accomplished to discover the relationship between the independent variables and dependent variables. Three independent variables, namely early preparation, media coverage, and sponsorship of sports tourism have been chosen to examine their relationships with the dependent variable, which is the sports tourism potential as a tourism attraction in Malaysia. A total of 300 respondents aged 18 years old and above were selected from all states in Malaysia to examine their awareness of sport tourism.

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