

Reconceptualising Competitive Effectiveness in Sport Tourism: The Interplay Between Credibility and Hospitality

Jamilah Kamis¹, Kamisah Supian², Adlin Zahida Daut³, Siti Nurhazirah Abu Ashari⁴, Nadya Abdullah⁵
& Nuur Izzati Alyaa⁶

^{1,3,6} Faculty of Business and Accountancy, Universiti Selangor

² Institute of Graduate Studies, Universiti Poly-tech Malaysia

⁴ Faculty of Business and Accountancy, Universiti Poly-tech Malaysia

⁵ Faculty of Engineering & Life Science, Universiti Selangor

DOI: <https://doi.org/10.47772/IJRISS.2026.100300127>

Received: 07 March 2026; Accepted: 12 March 2026; Published: 28 March 2026

ABSTRACT

This study investigates the correlation between destination hospitality and credibility to ascertain competitive advantage in the sports tourism sector. The study, which is based on Value Co-creation theory, says that a destination's strategic positioning is based on how trustworthy it seems and how good the service environment is. Data from 262 participants in various domestic and international sporting events in Malaysia were gathered using a quantitative technique. Structural research shows that great hospitality is a key factor that makes a destination much more appealing, even though credibility is a must for tourists to be interested. The results show how important it is for professionals to manage operations and for stakeholders to get involved in creating unique, value-co-created experiences that keep tourists coming back. This research offers tourist authorities a strategic framework by underscoring the need to integrate intangible social factors into infrastructure-focused development plans to enhance global competitiveness.

Keywords: Value Co-Creation theory, sport tourism, sport tourism competitive effectiveness, hospitality, credibility

INTRODUCTION

Sport tourism is one of the fastest-growing sectors of global tourism, and experts have been paying greater attention to it in recent decades, with considerable benefits for economic development, destination marketing, and community participation (Martín-González et al., 2024). To attract both domestic and international tourists, several places are rapidly organising sporting events, developing sporting infrastructure, and promoting distinctive sporting experiences. As destination competition heats up, governments, event organisers, and tourism stakeholders must understand the factors that drive competitive effectiveness in sport tourism.

Traditionally, competitive effectiveness in sport tourism has been associated with tangible elements such as infrastructure quality, accessibility, event management, and marketing strategies. However, recent developments suggest that intangible factors also play an essential role in shaping tourists' perceptions and experiences. Among these factors, credibility and hospitality have emerged as key determinants influencing tourist trust, satisfaction, and destination loyalty.

Recent studies have shown that sport tourism contributes significantly to destination competitiveness by generating economic benefits, enhancing destination branding, and increasing tourism demand. Martín-González et al. (2024) conducted a comprehensive assessment of the literature on sport tourism competitiveness,

emphasising destination resources, event management, infrastructure, marketing tactics, and stakeholder collaboration.

Furthermore, recent research highlights the importance of developing measurement scales for evaluating sport tourism competitiveness. Studies suggest that competitiveness depends not only on physical resources but also on social, cultural, political, and environmental conditions that influence tourist experiences and destination attractiveness (Moradi & Hossini, 2025).

LITERATURE REVIEW

Sports tourism combines the thrill of sporting events with relevant cultural elements (Bazzanella et al., 2023). Sport tourism can be very good for sports destinations and businesses that work with them if the government, the private sector, and the community work together and plan well (Cerezo-esteve et al., 2024). Yun et al. (2024) argue that sports events attract more tourists and boost the local economy. Sports and tourism can work well together (Guntoro et al., 2024). Sports tourism can be developed in tourist destinations to offer visitors additional entertainment options or can be utilised primarily to attract both domestic and international tourists (Pape kys & Jasinskas, 2024).

Sport Tourism Competitive Effectiveness

Sport Tourism Competitive Effectiveness (STCE) is the ability of a destination to attract sport tourists, provide them with great sport experiences, and keep the economic and social benefits that come from doing so better than other destinations. It is closely related to the idea of tourism destination competitiveness, which concerns how well a destination can create greater tourism value and maintain a long-term market edge.

Recent studies show that the competitiveness of sport tourism is increasingly influenced by how tourists perceive and experience it rather than by the physical resources themselves. For example, research on the appeal of sports destinations shows that tourists judge places not only by the facilities and events they offer, but also by the quality of the service, the people they meet, and the cultural experiences they have (Moradi & Seyed Hossini, 2025).

In addition, tourists' experiences and satisfaction are very important in determining how loyal and competitive a destination is. Empirical evidence indicates that sport tourism motivation, experience quality, and satisfaction substantially affect tourists' intentions to revisit and their loyalty to destinations (Deng, Wang, & Ma, 2024).

In the realm of sport tourism, competitiveness encompasses not only conventional tourism factors but also sport-specific components, such as sports facilities, event organisation capabilities, and opportunities for athlete participation. Studies show that the competitiveness of sport tourism comes from the interaction of destination resources, sport infrastructure, tourism services, and policy support (Lei et al., 2025). Moreover, the competitiveness of sport tourism destinations is increasingly linked to the quality of the tourist experience, the destination's image, and overall satisfaction, all of which affect sport tourists' intentions to return and their loyalty (Jia et al., 2025).

These results indicate that competitive effectiveness in sport tourism ought to be regarded as a multi-faceted construct that integrates tangible resources and intangible experiential components, such as credibility and hospitality.

Credibility in Sport Tourism

According to the research, credibility is more than just a marketing "vibe"; it is also an institutional outcome. Raso and Cherubini (2023) claim that a destination's history of hosting events is a good predictor of its future viability. It implies that credibility is "earned" over time, rather than fabricated. The strength of this research lies in its emphasis on long-term institutional stability, which provides a macro-level perspective on destination trust.

Human capital executes the framework laid down by institutions. Navarro et al. (2024) and Pahrudin et al. (2024) both emphasise that frontline staff and service delivery are the touchpoints when trust is either established or broken. While Navarro et al. (2024) use staff competency as a baseline for dependability, Pahrudin et al. go a step further, arguing that simply being "reliable" is insufficient; credibility is built only when service exceeds expectations, resulting in favourable word of mouth. Together, these sources propose a "service-recovery" or "service-excellence" model in which the human element serves as the key validator of the destination's claims.

In the post-pandemic era, the idea of credibility has grown to incorporate risk management and financial transparency. Rangkuti et al. (2025) claim that visible health and risk protocols are now required for "professionalism." It transforms safety from a hidden backend operation to a public indicator of legitimacy. Jia et al. (2025) propose an ethical dimension that connects transparent and equitable pricing with perceived fairness. Unlike prior factors that focused on "value for money" (affordability), Jia et al. (2025) emphasise "fairness," suggesting that tourists are willing to pay when they believe the pricing system is fair.

Hospitality in Sport Tourism

One common element in the literature is that hospitality serves as the principal "negotiation point" for value. According to Labibe et al. (2023) and Shin et al. (2024), when food and beverage services adhere to dietary and cultural norms, they are essential drivers of satisfaction rather than utilities. This evidence is powerful because it relates bodily demands to cultural identity. It implies that "hospitality" is a form of respect that affirms the tourist's identity, thereby shaping their emotional assessment of the trip.

Hospitality is increasingly defined by how "accessible" a space seems, both physically and online. Othman et al. (2024) argue that comprehensive facilities are the foundation of inclusion. Without comfort and basic conveniences, the "sporting" component of the vacation cannot be completely appreciated. Kement (2024) adds a modern layer to hospitality: the digital interface. Destinations expand hospitality beyond the physical boundaries of a stadium or hotel by using social media to tell stories and establish communities. While Othman et al. (2024) focus on the static environment (buildings and comfort), Kement (2024) focuses on the dynamic environment (social media and communication). They argue that modern hospitality is a combination of "high-touch" (physical) and "high-tech" (digital) services.

Finally, hospitality is a strategy for differentiation. Vidaković and Jevtić (2023) argue that incorporating local culture into service delivery amplifies emotional resonance beyond mere luxury. It aligns with the "experiential authenticity" trend in tourism studies. The evidence suggests that tourists prefer distinctive local "flavours," both literal and metaphorical, to uniform worldwide service standards.

Value Co-Creation Theory in Sport Tourism

The idea of value co-creation has gained traction in tourism research as academics transition from conventional service models to more interactive and experiential frameworks. Value co-creation, based on Service-Dominant Logic (SDL), posits that value is not generated exclusively by service providers but arises from collaborative interactions among participants in a service ecosystem. According to SDL, value is created when people use their resources, knowledge, and skills together during service encounters (Ribeiro et al., 2023).

Recent studies characterise value co-creation in sport tourism as a collaborative endeavour wherein various stakeholders such as tourists, event organisers, governmental entities, and local communities converge resources to generate significant sport tourism experiences (Jiang et al., 2025).

Service-Dominant Logic (SDL) is the fundamental paradigm that connects hospitality, credibility, and competitive effectiveness within the sport tourism ecosystem. Competitiveness is no longer perceived as a static destination attribute, but rather as the dynamic result of distinctive, co-created experiences. Similarly, participatory trust-building strengthens trustworthiness, while hospitality becomes a strategic interface that enables tourists to customise their journey actively. This synthesis proposes that destination success is dependent on the ability to allow meaningful stakeholder-tourist interactions. By moving from a transition-based to a

relationship-based approach, sport tourism companies may assure long-term growth and create superior, evocative experiences.

According to recent research, the success of modern sport tourism is no longer based on isolated infrastructure, but rather on a synergistic interaction of operational, relational, and experiential aspects. Competitive effectiveness requires a logistical and institutional framework (Mishra et al., 2024; Alamri, 2025). Credibility serves as a vital social lubricant, ensuring the safety and fairness necessary for tourist involvement (Raso & Cherubini, 2023; Rangkuti et al., 2025). Hospitality transforms structural and social aspects into tailored sensory experiences (Labibe et al., 2023; Vidaković & Jevtić, 2023).

The trend toward experiential tourism has made the value co-creation theory even more important. It is because tourists are looking for personalised, meaningful, and participatory experiences instead of standard services. Because of this, value co-creation has become an important way to think about how tourism experiences are made and understood.

RESEARCH METHOD

Study Area

The study involved fieldwork in Malaysian states that host major sporting events, such as Melaka, Perak, Kuala Lumpur, Selangor, and Langkawi, which are famous sports tourism destinations. The study's data gathering period lasted five months, from May 2025 to October 2025.

Data Collection and Analysis

This study evaluates the competitive efficacy of sports tourism in Malaysia through a quantitative, cross-sectional, and descriptive research design. A multi-phase, structured data collection process ensures the methodological rigour of this quantitative approach. The target audience consisted of sports tourists who attend sporting events in Peninsular Malaysia as spectators and participants. Since it provided a practical and effective means of obtaining pertinent data from the target population who had attended at least one sporting event in Peninsular Malaysia, a non-probability purposive sampling strategy was employed. This approach seemed reasonable given time and resource constraints, as it allowed the researchers to focus on key event sites rather than resorting to random sampling.

A total of 300 questionnaires were distributed at 9 pertinent sports events as per Table 1 below:

Table 1: Sport Events Locations of Data Collection

No.	Event Full Name	Date	Location of the Event
1.	Lawn Tennis Association of Malaysia (LTAM) Junior Tour	May 22 – 25, 2025	Melaka Tennis Association, Melaka
2.	Rimba Raid X Lenggong 2025	June 26 – 29, 2025	Lenggong, Perak
3.	CMAS 1st Intercontinental Underwater Hockey Championship	August 3 – 9, 2025	SkyArena Sports Complex, Setapak (Kuala Lumpur)
4.	PETRONAS Malaysia International Challenge (BAM)	August 12 – 17, 2025	Arena Badminton, Ipoh, Perak
5.	Merdeka Cup – CSI1 International (Equestrian)*	September 11 – 14, 2025	Denai Alam Recreational & Riding Club, Selangor
6.	PPA Tour Asia Malaysia Cup (Pickleball)	September 24 – 28, 2025	9Pickle, Setia City (Setia Alam)

7.	PETRONAS Le Tour de Langkawi (Stage 1)	September 28, 2025	Kuah, Langkawi
8.	PETRONAS Le Tour de Langkawi (Stage 6 Flag-off)	October 3, 2025	Dataran Kemerdekaan, Shah Alam
9.	PETRONAS Le Tour de Langkawi (Grand Finale)	October 5, 2025	KLCC, Kuala Lumpur

This study collected 263 completed questionnaires for analysis. Respondents were fully informed of the study's purpose and provided their consent. Anonymity was ensured without collecting any personally identifying information. The Statistical Package for the Social Sciences (SPSS) version 29 was used to analyse the data, ensuring the accuracy and reliability of the research findings.

The analysis begins with a validation phase using the Kaiser-Meyer-Olkin (KMO) measure and Bartlett's Test of Sphericity to confirm sampling adequacy, followed by a reliability assessment via Cronbach's Alpha to ensure internal consistency among scale items. Once validated, Pearson's Correlation analysis will be employed to examine the strength and direction of relationships between variables. In contrast, multiple regression analysis will be utilised to determine the predictive influence of independent variables on the competitive efficacy of sports tourism. Finally, to investigate the conditional effect within the model, a moderation analysis will be conducted using the PROCESS macro to assess the significance of interaction effects on the proposed relationships (Hayes, 2022). This model was chosen for its strong estimation of conditional effects and its use of bootstrapping to obtain exact confidence intervals. Before constructing the interaction term, all continuous variables were mean-centred in accordance with Hayes' (2022) instructions. This approach was devised to eliminate potential multicollinearity and improve the interpretability of regression coefficients, ensuring that the main effects accurately reflect the impact of a predictor at the moderator's mean level.

FINDINGS & DISCUSSION

The main objective of this study is to test the moderating effect of hospitality on credibility and STCE. 300 survey forms have been distributed for data collection, and 263 responses have been collected. The majority of respondents are male, with 165 individuals aged 18 to 30. Most of them are day trips (86 responses), and the second-longest day trip is 4 days and 3 nights (41 responses). The sources of news are news coverage (82 responses) and TikTok posts (67 responses). Nearly all respondents (113 responses) come with their family, and based on their feedback, they want a short holiday together, even if it's just a day trip for sightseeing. For those who spend the night, they will stay at the hotel (76 responses), and most booked through the hotel website (63 responses).

To validate the structural model, an exploratory factor analysis (EFA) was performed to examine the adequacy of the sample and items for the construct. Based on the KMO and Bartlett tests, the sample is suitable for the study, with a KMO of 0.947 and a significant Bartlett test ($p < 0.001$). Meanwhile, the initial eigenvalues indicate that there are two components in this study, each with a threshold value greater than 1.0: component 1 (8.384) and component 2 (1.014). Component 1 comprises hospitality and effectiveness variables, while Component 2 comprises a credibility variable. There is no cross-loading for each item as found in the rotated component matrix.

Next, this study examined the reliability of each item used to measure the variables. Based on Table 3.1 below, 13 items are used in the survey form. Each variable has a reliable item, with Cronbach's Alpha exceeding the threshold of 0.7, as suggested by Hair (2019). On top of that, it shows that there is no multicollinearity issue with the item used.

Table 3.1 - Cronbach's Alpha Value

Variables	Cronbach's Alpha	N of item
Credibility	0.880	4

Hospitality	0.903	4
Effectiveness	0.916	5

The finding of a positive correlation indicates that the variables are positively correlated ($p < 0.01$). The relationship between credibility and effectiveness shows that the variables are strongly positively correlated ($r = 0.734$). This finding is supported by a regression test that reveals a strong relationship between hospitality and credibility toward STCE, with $R = 0.888$. The R^2 value is 0.788, and the adjusted R^2 is 0.786; this result confirms the stability of the model structure. Overall analysis shows a significant relationship between credibility and STCE.

Model Summary^b

Model	R	R ²	Adjusted R ²	Std Error of the Estimate
1	0.888 ^a	0.788	0.786	0.41396
a. Predictors: (Constant), hospitality, credibility				
b. Dependent Variable: effectiveness				

Coefficients^a

Model		Unstandardised Coefficients		Standardised Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	0.734	0.144		5.101	0.000
	Credibility	0.217	0.039	0.228	5.608	0.000
	Hospitality	0.651	0.037	0.711	17.497	0.000
a. Dependent Variable: effectiveness						

Moderation Effect

Credibility ($\beta = 0.228$, $p < 0.001$) and hospitality ($\beta = 0.711$, $p < 0.001$) were significant predictors of effectiveness in a multiple regression analysis. These predictors explained 78.8% of the variance in the dependent variable ($R^2 = 0.788$, $F(2,260) = 483.12$, $p < 0.001$).

Table 3.2 – Model Summary

Model	Cronbach's Alpha	N of item
Main Effects (Credibility, Hospitality)	0.880	4
Interaction (Credibility x Hospitality)	0.903	4

Note: Dependent variable = Effectiveness. ΔR^2 represents the change in variance explained by the addition of the interaction term.

The analysis goes through a hierarchical regression analysis, which involves two model processes. Process model 1 as the main effect, which involves the primary variables. Credibility and hospitality have 78.8% variance in STCE ($R^2 = 0.788$, $F = 483.116$, $p < 0.001$); this finding indicates a strong initial model.

Then, in process model 2, the interaction between credibility and hospitality is included. The function of interaction is to test the changes in the relationship between independent and dependent variables. In this study, interaction represents the combination of credibility and hospitality, and tests whether credibility and STCE are affected by the interaction. The result shows that the interaction is significantly increased, with variance rising to 91.5% ($R^2 = 0.915$). The R^2 change was significant ($\Delta R^2 = 0.127$, F change = 386.638, $p < 0.001$). Clearly, hospitality does moderate the relationship between credibility and effectiveness.

Overall, the findings support the model structure. All constructs have a strong reliability with exceeding Cronbach's Alpha threshold value, as it confirms the internal consistency. Regression analysis proves that credibility and hospitality have a substantial role in STCE ($R^2 = 0.788$). More important is the objective to determine the moderation roles, which is accomplished, as the finding shows that hospitality significantly strengthens the relationship between credibility and STCE, with variance $\Delta R^2 = 0.127$, $p < 0.001$.

Limitations And Future Research

While this study sheds light on the relationship between credibility, hospitality, and efficacy, it is important to realise a few limitations.

Study Design and Causality

First, because the data were collected cross-sectionally, clear causal inferences could not be drawn. While the moderation analysis indicates a strong statistical association, the directionality of these effects is theoretically determined. Hayes (2022) points out that statistical models cannot demonstrate temporal precedence on their own. Future research should use longitudinal designs to assess how the linkages between credibility, hospitality, and competitiveness develop over time, especially in the face of big industry shifts, global events, or significant legislative changes. Such an approach would allow for a more dynamic understanding of how these structures interact across time.

Measurement and Scope

Finally, this study used self-reported measurements, which may be susceptible to typical method variance. To further validate the concept, future studies should consider including objective performance indicators or multi-source data (for example, combining manager perceptions with customer input). Exploring other potential moderators, such as digital transformation or price sensitivity, could also help us better grasp the existing model's boundary conditions.

Culture and Contextual Specificity

Second, the study concentrated on the Malaysian context. While the findings provide strong evidence in this context, the moderating impact of hospitality is likely influenced by unique cultural expectations of service and interpersonal interactions (for example, the concept of Budi or collective harmony). As a result, it is unclear whether these findings may be applied to Western or other Eastern environments. Comparative studies across multiple cultural settings would be an important route for future research, allowing scholars to evaluate whether the "hospitality buffer" observed here works universally or is a culturally dependent phenomenon.

CONCLUSION

This study reconceptualises competitive effectiveness in sport tourism by positioning hospitality as a moderating mechanism that amplifies credibility, a foundational strategic resource, and has a significant impact. Feedback from 263 respondents shows that excellent hospitality is important for strengthening the link between credibility and Sport Tourism Competitive Effectiveness (STCE), with an additional explained variance of $\Delta R^2 = 0.127$ ($p < 0.001$). The data indicates that credibility alone is insufficient to optimise competitive outcomes, but when it is embedded in high-quality hospitality practices, its impact increases significantly. Hence, sporting events that combine trustworthy governance, professional management, superior hospitality, and safety assurance achieve greater competitive effectiveness in attracting, satisfying, and sustaining sport tourists (Abdulaziz et al., 2023).

Theoretically, this study extends value co-creation theory in sport tourism by illustrating how credibility, hospitality, and competitive effectiveness interact within a collaborative ecosystem of added value. Collaborative planning, open stakeholder engagement, and unique destination branding build trust and make people perceive the brand as more credible (Vargo & Lusch, 2016). When sport tourists engage with excellent hospitality service and unique experiential value, it strengthens relational bonds and magnifies the positive influence of credibility on sport tourism competitiveness. Importantly, hospitality gains greater strategic value when sports tourists experience sporting events and reinforce their emotional attachment, trust, and destination loyalty. This reconceptualisation shifts the discourse from a linear credibility–performance model to a dynamic, value-co-created competitiveness framework.

In conclusion, hospitality is a strategic catalyst linking credibility to enhanced competitive effectiveness in sport tourism. This research expands the knowledge of how trust-building credibility and experiential hospitality jointly shape sustainable competitiveness. Credibility may strengthen or weaken depending on the delivery of sports events, crisis management, governance consistency, and stakeholder engagement. Differences in expectations of service quality and trust vary across cultural contexts. Future research may further examine longitudinal effects on how the relationships among credibility, hospitality, and competitive effectiveness evolve, as competitive effectiveness in sport tourism is not static.

ACKNOWLEDGEMENT

We want to thank the Malaysian Ministry of Higher Education (MOHE) for the funds provided under the Fundamental Research Grant Scheme (FRGS/1/2024/SS01/UNISEL/03/1). The study in this paper would not have been possible without the funding described here. We also like to thank Universiti Selangor (UNISEL), the Malaysian Ministry of Youth and Sports (KBS), and Sports Event Organisers and Respondents for their support and contributions to this study.

REFERENCES

1. Abdulaziz, T., Ammar, S., Abd El-latif Ahmed, M., Zeina, M., & Elwardany, W. (2023). Service quality in tourism and hospitality industry and tourist destination loyalty Post-COVID-19: The Role of Tourism Destination Image and Tourist Trust. *The International Journal of Tourism and Hospitality Studies*, 5(1), 26-50.
2. Alamri, N. M. (2025). The role of the sports sector in tourism development in the Kingdom of Saudi Arabia with a focus on the Eastern Region. *Academic Journal of Interdisciplinary Studies*, 14(1), 49.
3. Bazzanella, F., Schnitzer, M., Peters, M., Bichler, B. F., & Peters, M. (2023). The role of sports events in developing tourism destinations: A systematized review and future research agenda. *Journal of Sport & Tourism*, 27(2), 77 109. <https://doi.org/10.1080/14775085.2023.2186925>
4. Cerezo-esteve, S., Solanelas, F., Blas, X. De, & Psicologia, F. De. (2024). Community support for winter olympics in Alt Urgell: The impact of sociodemographic and sport-related variables. *Retos*, 2041(2005), 121 129. <https://recyt.fecyt.es/index.php/retos/index>
5. Deng, Y., Wang, X. & Ma, C. (2024), The impact of sports tourism motivation on tourist loyalty: The chain mediation effect of experience quality and tourist satisfaction. *International Journal of Tourism Research*, 26(5). <https://doi.org/10.1002/jtr.2769>
6. Guntoro, T. S., Fariz, M., Putra, P., Nurhidayah, D., Sutoro, S., Sinaga, E., Sari, F., Sinaga, G., & Nanda, F. A. (2024). The design of contextual domain tourism sports through traditional sports in Jayapura, Indonesia. *Retos*, 2041, 164 170. <https://recyt.fecyt.es/index.php/retos/index>
7. Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate data analysis* (8th Ed.). Cengage Learning.
8. Hayes, A. F. (2022). *Introduction to mediation, moderation, and conditional process analysis: A regression-based approach* (3rd ed.). The Guilford Press.
9. Jia, H., Kim, D., & Kim, K. (2025). Verification of the impact of sports event service quality and host destination image on sports tourists' behavioral intentions through meta-analytic structural equation modeling. *Behavioral Sciences*, 15(8), 1019.

10. Jiang, X., Mastromartino, B., Li, X., & Zhang, J. J. (2025). Value co-creation in participatory sports event tourism: A mixed methods study. *Behavioral Sciences*, 15(3). <https://doi.org/10.3390/bs15030368>
11. Kement, U. (2024). Music festivals research in the hospitality and tourism industry: A bibliometric analysis. *Worldwide Hospitality and Tourism Themes*, 16(4), 440–456.
12. Labibe, A., Morsy, M., & Zaki, M. (2023). Food tourism in the Egyptian hotels: drivers, perceived benefits, barriers, and adoption intention. *International Journal of Tourism and Hospitality Management*, 6(2), 72–100.
13. Lei, L., Jaafar, M., & Yongxia, W. (2025). Identifying the key factors influencing the sports tourism destination competitiveness: A case study of the greater bay area, China. *PLANNING MALAYSIA: Journal of the Malaysian Institute of Planners*, 23(3), 257–272. <https://doi.org/10.21837/pm.v23i36.1758>
14. Liu, G., Li, H., & Feng, X. (2024). Research on the management of sports events in the context of sports tourism. *Transactions on Economics Business and Management Research*, 5, 131–136.
15. Mishra, K. K., Singh, C., Mishra, S. K., & Soni, K. (2024). Enhancing tourism experiences through efficient logistics and supply chain practices. *ShodhKosh Journal of Visual and Performing Arts*, 5(5).
16. Moradi, E. & Seyed Hossini, R.N. (2025). Sport destination competitiveness and attractiveness: Scale development and validation. *Journal of Destination Marketing & Management*, 37, 101004, <https://doi.org/10.1016/j.jdmm.2025.101004>.
17. Navarro, J. R. S., Pérez, Y. S., & Núñez, W. a. N. (2024). Meta-analysis of the evolution of sports management. *Evolutionary Studies in Imaginative Culture*, 2064–2077.
18. Othman, R. N. B. R., Abdullah, Y. A., Nasrudin, N., Yakob, H., & Nasir, R. A. (2024). Amalgamation of bio-eco culture for sustainable island tourism development. *IOP Conference Series Earth and Environmental Science*, 1316(1), 012008.
19. Pahrudin, P., Wang, C., Liu, L., Lu, C., & Hak, M. B. (2024). Do satisfied visitors intend to revisit a large sports event? A case study of a large sports event in Indonesia. *Physical Culture and Sport Studies and Research*, 105(1), 24–41.
20. Pape kys, S., & Jasinskas, E. (2024). Tourism destination sustainability: The systematic literature review. *Smart Tourism*, 5(1), 1–21. <https://doi.org/10.54517/st.v5i1>
21. Rangkuti, Y. A., Bangun, A. K., Kurniawan, R., Ilham, Z., Hasibuan, S., Tambunan, T. M. B., & Silitonga, D. F. (2025). Cultural heritage and sports tourism: A systematic literature review of sustainable destination management practices. *Frontiers in Sports and Active Living*, 7, 1680229.
22. Raso, G., & Cherubini, D. (2023). Sport tourism and regional economic development. *Scientific Journal of Sport and Performance*, 3(1), 108–121.
23. Ribeiro, T.d.L.S., Costa, B.K, Ferreira, M.P. & Freire, O.B.d.L. (2023). Value co-creation in tourism and hospitality: A systematic literature review. *European Management Journal*, 41(6), 985-999, <https://doi.org/10.1016/j.emj.2022.12.001>.
24. Shin, H. H., So, K. K. F., & Jeong, M. (2024). Cross-validating the measurement scale for consumers' experience with hospitality and tourism technology: A multi-sector approach. *International Journal of Contemporary Hospitality Management*, 36(12), 4215–4236.
25. Vargo, S. L., & Lusch, R. F. (2015). Institutions and axioms: An extension and update of service-dominant logic. *Journal of the Academy of Marketing Science*, 44(1), 5–23.
26. Vidaković, M., & Jevtić, J. (2023). Artificial intelligence in the function of branding and quality management of cultural heritage. In B. Sančanin & A. Penjišević (Eds.), *Zbornik radova VI međunarodne naučne konferencije: Mediji i ekonomija* (pp. 261–282).
27. Yun, S., Kim, K., Lee, S., & Kim, Y. H. (2024). Another market segment: sport event tourism by disabled athletes. *BMC Sports Science, Medicine and Rehabilitation*, 5, 1–12.