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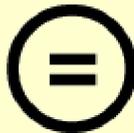
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**How Should the Host City Prepare?
The Role of International Sports Event
on Post-Event Tourism**

개최도시는 어떻게 준비해야 하는가?
국제 스포츠 이벤트가 대회 후 관광에 미치는
영향을 중심으로

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Abstract

How Should the Host City Prepare? The Role of International Sports Event on Post-Event Tourism

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Sports events often have indirect effects. For instance it increases tourism and levels of attractiveness to businesses. Therefore, the host city must take steps to entice tourists to return after a sports event. Data was analyzed using distribution analysis and Chi-Square through SPSS 19.

Of the 126 respondents approached during the 2014 Incheon Asian Games, only 106 samples were used to analyze for this study. After making a comparison, we can conclude that personal safety was the highest expectations for the tourists ($M=6.35$; $SD=.781$) while place with romantic place had the

lowest expectations ($M=4.75$; $SD=1.533$). Within this study, the first hypothesis was the scale of sports event would have a different impact towards tourist visiting numbers were not statistically significant. Thus, the first hypothesis was not supported. The second hypothesis was that the impact of multi-sports event will give more positive impact for tourist numbers rather than single-sport event, and the results were not statistically significant. Thus, the second hypothesis was rejected. The third hypothesis was sports event held in capital city will give more positive impact for tourist numbers rather than in non-capital city, and the results were not statistically significant. Thus, the third hypothesis was not supported.

From the results, we could determine what factors are highly expected by tourists of the host city of the sports events. Although the scale, types of sports event, and the location of the host city of sports event do not show significant results. The government still must pay attention to the reasons given by the tourists, such as accommodation, transport, information of venue and tourist destination.

Keywords: Host city, sports event, tourism

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I. INTRODUCTION

1. Background

Travel related to sports activities began thousands of years ago (Weed, 2008). One of the oldest journals that wrote the relationship between sport and tourism was “Sport and Tourism” and it was authored by Don Anthony of the Central Council of Physical Recreation in the United Kingdom in 1966. The journal examined the effects of the possible involvement in the sport on tourism (Weed, 2008). There are many examples about how sports can attract people to visit, as evidenced in 776 BC when the Pan-Hellenic games were held at Olympia. According to Van Dalen and Bennett (1971), the Games at Olympia had attracted as many as 40,000 people from all parts of Greece. Finley and Pleket (1976) argued that there may not be another chance in the ancient times when many people are on the road (or at sea) for the same purpose at the same time, except to watch sports.

In tourism literature, it has been claimed that sports mega-events are a steadily growing tourism segment which directly attracts significant numbers of tourists and generates substantive tourism receipts (Gelan, 2003), while also improving the host country’s market position (Brown, Chalip, Jago, & Mules, 2002), and changing the image of the associated tourist destination (Kim & Morrison, 2005).

Meanwhile, according to Canadian Ministry of Jobs, Tourism and Innovation's statistical data from 2011, sport tourism is the fastest growing segment of the tourism industry with annual expenditures reaching CAD3.4 billion in Canada. Sport tourism prospered to become a very important element in the world of tourism (Ministry of Jobs, Tourism and Innovation of Canada, 2011). Such interests and participation in sports development in the tourism industry, the desire to travel, to compete, or to visit sport events venues have proliferated.

In the late 20th century, where the feasibility to travel to the sport events locations increases, either through the traditional ways as well as with travel agencies, sports events have become a major tourist attraction product. The best example of showing positive relationship between tourism and sport events in modern era is the 1992 Barcelona Olympics. The event attracted nearly half a million visitors to the region (Collins & Jackson, 1999; Truno, 1994; Weed & Bull, 2009) and, according to Weed (2006), in the 10 years after the Olympics, the number of visitors rose by double each year.

In this era, tourism already became one of the biggest industries in the world, and also become a mainstay in generating income in many countries. Many countries are highly dependent on the income earned from tourist arrivals (Pitana & Gayatri, 2005), and one of them is Indonesia. According to Pitana and Gayatri (2005), for Indonesia, the role of tourism was increasing,

especially after the weakening of the role of oil and gas industry, although the nominal value of the dollar has fluctuated slightly and hosting of sports events was one of the ways for Indonesia to promote tourism and culture.

But according to Ministry of Jobs, Tourism and Innovation of Canada (2011) sport tourism, in fact, not only became host of major events but also offers much greater potential, including the opportunity for the host country to improve its identity as a sport destination, tourism to generate new business, and to gain international recognition as a city as well as the active population. It is also a stimulus to develop sport and also as a means of economic development. Sports activities also create many opportunities, such as to develop the infrastructure of sports facilities; to motivate managers, coaches, and athletes to reach their potential capacity. Besides, sport activities also develop economic sector of host city because the value of sport as a tourism generator become the potential factor for business opportunities and economic market; and to develop social and community, such as youth development, increasing the level of physical fitness and health, community and cultural celebrations.

In their research on the 2002 FIFA World Cup Korea-Japan, Lee et al. (2005) claimed that aside from the direct impact of such sport events, there are indirect outcomes such as enhanced image. The latter are said to benefit local

citizens through better global profile, increase in post-event tourism and levels of attractiveness to businesses.

In this study, researchers examined the steps to take by host city of sports events in order to attract tourists to return. This research will find out what the expectations of tourists from the host city so that the results obtained will be an input for a host of sports events to be able to prepare themselves better. It is also related to the scale, types, and location of the host city sports events. This also will provide a body of information for Jakarta as they prepare to host the 2018 Asian Games.

2. Research questions

Based on the background described above, the research questions raised in this study are:

- a. What do tourists expect from host city of sports events?
- b. Does the scale of sports events give different impact for tourist numbers?
- c. Do multi-sports events or single-sport events have more impact on tourist numbers?
- d. Whether capital city as host city or non-capital city as host city will give more impacts on tourist numbers?

3. Research purpose

The purpose of this study is to determine what should be done by the host city of sports events so that they can attract tourists to come back after a sports event is complete. However, this research will also focus on some points, such as to examine the effect of multi-sport event or single-sport event in attracting tourists, to examine the effect of sport event if it was held in capital city and non-capital city in attracting tourists, and to examine the effect of sport event based on the scale of event in attracting tourists visit.

4. Significance

Many countries see sports events as a way to develop the tourism. Despite the various sports events held all around the world, minimal attention is paid to the effects such events bring to a region or a country. While there are many potential factors that could influence a tourist, there is a need for empirical research to examine the effectiveness of sports events in increasing tourist numbers.

II. LITERATURE REVIEW

1. Sport and tourism

1.1. Sport

Zauhar (2004) said that Sport derives its root definition from disport, meaning to divert oneself. It carried the original implication of people diverting their attention from the rigors and pressures of everyday life by participating in the mirth and whimsy of frolic – some physical activity. Today, however, sport is often anything but a diversion to its active and passive participants. Sports can also be interpreted in various ways and different viewpoints. As definitions are mere tools, serving or assisting to specify some level of precision and characteristics, a number has been selected to demonstrate sports activity as a part of our social world.

Many explanations about sport, Feifer (1985) said “Sport is viewed as a game occurrence”. In the other hand, Coakley (1982) argued if “Sport is a diversion, amusement or recreation, a pleasant pastime which can be pursued in the open air as hunting, fishing, skiing or trekking, and informal sport is free in that participation is totally voluntary”.

In competitive aspect, Chu (1982) mentioned “Sport is an institutionalized competitive activity that involves vigorous physical exertion or the use of relatively complex physical skills by individuals where

participation is motivated by a combination of intrinsic and extrinsic factors". According to Edwards (1973), Competitive sport consists of physical activities which involve the coordination of large muscle groups which have a set of universally recognized rules and which produce a winner and a loser. Besides competitive sports, sports also has recreational sports. Fraleigh (1984) mentioned if recreational sports is characterized by playfulness involved in enjoyment of play that serves the primary reason for participation.

Schwartz (1973) said if a basic peculiarity of competitive sport is that activities, named such, are formally organized to a degree and sorted out inside a setting of formal and express runs of conduct and strategies. Notable gimmicks incorporate some level of rivalry and physical effort. Likewise, competitive sport, being a formal, balanced, objective guided try gives or permits little chance to dream or make accept either to or for a member or onlooker.

A convincing part of recreational sport is that activities casually organize with restricted association in a physically orientated setting and willful support connection. Furthermore, recreational sport is a self-controlled action which could be trying to the individual member and not so much aggressive in nature, with few, if any, observers in participation (Zauhar, 2004).

1.2. Tourism

Individuals' is craving for going out, and it is identified with their prompt socio-physical situations and the bid of the past. What's more, this travel drives a financial, ecological and sociological energy of worldwide extents. In any case, there is an impressive, open deliberation encompassing the significance of go as far as tourism. Much of this open deliberation is concerned with the allure of utilizing definitions based upon the exercises that occupy with or on the encounters that inferred from investment (Heath & Wall, 1992). Tourism normally indicates a type of action that happens past a particular separation from the home or in a geographic regulatory purview not quite the same as one's spot of lasting living arrangement (Weller & Hall, 1992).

It involves the motivation, preparatory experiences and expectations of people traveling – the tourist. It also enwraps the anticipations, adjustments and tolerances of the residents – so-called hosts. And, it engages numerous organizations, agencies and institutions in catering to guest needs, wants and desires (Weller & Hall, 1992).

Etymologically, the word “tour” is derived from the Latin “tornare” and the Greek “tornos” meaning the movement around a central point. Hence, when the word “tour” and the suffixes “ist” and “ism” are combined, they propose the activity of development around a circle (Lavery, 1989).

In effect, the first definition appeared in the *Dictionnaire universel du XIXe siècle* in 1876 – defining a tourist as a person who travels out of curiosity and idleness (McIntosh, Goeldner, & Ritchie, 1995). In addition, tourism has been “variously defined or refined by governments and academics to related fields such as economics, sociology, cultural anthropology and geography” (McIntosh et al., 1995).

The following examples are but some additional interpretations describing the scope and meaning of tourism,

1. [Tourism is] ‘the sum of the phenomena and the relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors’ (Mill & Morrison, 1995);
2. [Tourism can be construed] ‘as the science, art and business of attracting and transporting visitors, accommodating them and graciously catering to their needs and wants’ (Feifer, 1985);
3. [Tourism is] ‘a means by which peoples may know and understand one another; human understanding being so essential in the world at this time’ (Theobald, 1984);
4. As an exponent of leisure and mobility, tourists’ variety seeking culture and pleasure according to the delights of their time (Gunn, 1988).

The World Tourism Organization in 1994 suggested that tourism is a study of people away from their usual habitat, of an industry which responds to their needs and of the impacts that both (the people and the industry) have on the hosts' socio-cultural, economic and physical environments. However, statisticians and business examiners have looked for better descriptors for more precise bookkeeping of tourism appearances (World Tourism Organization, 1994).

2. Relation of sport and tourism

Throughout history, men and women have been compelled to travel because of the sports – the motive, the drive or the concern. In effect, in the last decade or so, there has been an increasing participation in a wide variety of sporting activities. Visitors, be they participants or onlookers, travel to place, indulge and satiate in a sporting environment (Zauhar, 2004). Today tremendous number of individuals takes an interest in sports and just about everybody seeks to an occasion. Despite the fact that the associations between sport and tourism have long been created, the relationship is starting to carry more weight on an international scale. Media consideration has expanded and individuals are getting to be more mindful of the well-being and recreational profits that sport and tourism give (Standeven & De Knop, 1999). Elliot (1995) has shown that the televised production of England's cricket tour to the West

Indies increased ongoing package tourism to those islands by as much as 60%, an outcome also noted by Ritchie and Lyons (1990) in their post-event study of the 1988 Calgary Winter Olympics, where holiday visits to Calgary increased dramatically after the Games.

The growing number of travel companies that now produce brochures to advertise their sports and adventure holidays – for example, white-water rafting through the Arctic, scuba diving in Kenya, or trekking in Nepal – testify to the increasing interest in sport tourism. In travel-and-tourist magazines, resort advertising continues to emphasize the availability of sports facilities and opportunities. Spectator vacations are also increasingly popular with huge numbers of visitors attracted to sports events. Tour de France, the prestigious three-weeks cycle race, claims to be the world's largest annual sports spectating event, attracting several million spectators along its 4023.36 km route, while in Britain it is claimed that around 2.5 million people watch outdoor sport and another one million watch indoor sport while on holiday there (NOP Market Research Ltd., 1989). Furthermore, people are participating more in sports and traveling to certain destinations for the pleasures and enjoyments of physical activities, be it amateur or professional. These travelers are more readily conscious of the inherent values emanating from sports and are prepared to support their inclinations financially. Moreover, sports travel is gradually increasing for all levels and ages of

society. Indeed, many sports destinations are being organized and marketed according to knowledgeable approaches and human inferences (Zauhar, 2004).

3. Categories of sport tourism

In many cases, sports tourism is ordered straightforwardly or in a roundabout way through a quality framework identified with financial effect. The essential qualifier for the determination of sports tourism is the terminus center steered to sports activities, through showcasing methods and procurement for a sports programming milieu. Then again, Zauhar (2004) said that tourism destinations whose sport activities are "fringe" to their center and advertising deliberations are considered to offer sports projects and activities exclusively for a "steady" part going about as a "maintenance" component for the individual goal.

As such, it is also imperative to provide a foundation for defining sports tourism through the nomenclature of actual sporting activities rather than by philosophical definitions. Thus, sport and tourism are distinct in that there are several differences in the types of activities, modes of transportation, location of experience and polarization appeal to and allure for the tourist. On the other hand, these approaches do have a degree of similarity in the fact that each category is sports-related with an enthusiastic touristic followership, be it participative or non-participative. These relationships can be categorized into

five unique areas – attractions, resorts, cruises, tours and events (Research Unit, 1995).

3.1. Sport tourism attractions

This category refers to those attractions providing energizing power with sports-related physical activities as their principal focus. Such attractions are usually on-location, in places within regions, countryside or urban settings providing the tourist with things to see and do where personal and social expectations are realized to varying degrees (Coltman, 1989). Attractions could be natural (parks, mountains, wildlife), or anthropogenic (museums, buildings) (Smith, 1989).

General characteristics represented in this core area of sports tourism product include visitations to, Zauhar (2004) argued that state-of-the-art sport facilities and/or unique sport installations which generally house sports happenings, such as stadiums, arenas, bowls, domes; museums dedicated to sport heritage, such as those at the Ancient Olympia in Greece; sport heritage sites dedicated to founders, developers, special events such as the birthplace of the inventor of basketball; and Halls and Walls of Fame dedicated to and honoring particular sport heroes, leaders and organizers. Other sites also include colossal and unique sport facilities, such as water slides, summer ski jumps, bungee jumping stations; sport theme parks, such as Disney World of

Sports; sport shows and demonstrations such as Tall Ships visitations, aquatic performances, etc.. In other situations, some of the visitor attractions lead to participation usage and interactive involvement. Oftentimes, these attraction areas may offer multiple opportunities for photographic and artistic expression.

3.2. Sport tourism resorts

This categorization represents well-planned and integrated resort complexes or villas with sports as their primary focus and marketing strategy. In many situations, these vacation centers have high standard facilities and services available to the sports tourist (Travel and Tourism Research Association, 1986). Generally speaking, this resort category offers teachers, trainers, coaches with a great deal of expertise and personal visibility; high-tech instructional appliances for practice and game play; opportunities to compete and practice fundamentals, fine-tuning and comprehensive strategies; and areas, sites and facilities for general sports activities.

Some of these resort locales concentrate on particular, creative abilities; some pander to recreational brandishing exercises. Notwithstanding, resort establishments may vary stretching out from 'abnormal state' universal norms to campground administrations.

3.3. Sport tourism cruises

Although ship construction suffered the slowest evolution in technology, cruise ships are becoming more and more to resemble hotels and resorts (Travel and Tourism Research Association, 1986). This cruise category designates boat trips that have sports or sporting activities as their principal market strategy. Some ships may have unique sports installations as well as sports celebrities on board for allurements and entertainment purposes. The use of watercrafts for sporting activities (for example, yachting, sailing, barging and the likes) is also an important dimension of sports cruises. General characteristics enhanced by this cruise classification and product are as follows:

1. Special transportation for tourists from one land location to another, providing opportunities for activities in unique and varied water environments,
2. High-profile sports personalities onboard, sharing anecdotes, leading discussions and coaching opportunities for tourists,
3. provision of onboard facilities for physical activities, sports competitions, and/or modified games, and
4. hosting of a Sports Conference with experts offering seminars and special sessions.

There exist Cruise-and-Drive programs, whereby a tourist's private vehicles are boarded to facilitate transportation to desired sports destinations or centers. On the other hand, Fly-and-Cruise programs provide both air and sea transportation to distinct sports environments. Another sports cruise example consists of 'classy and serene-oriented ambiance' of a cruise ship combined with the 'intimacy and elites' of a private yacht (Ritchie, 1984).

3.4. Sport tourism tours

Every firm providing goods and services to tourists is constrained by the demand functions of its customers (Knuttggen, Qiwei, & Zhongyuan, 1990). Some of these companies cater to common interest groups and arrange tours and touring venues with sporting activities as their prime focus. In effect, such groupings range from incentive travel with sports interest schemes to sports team travel with chartered transportation and accommodations. These sport tours may be self-guided or organized, depending upon access, location and nature of the activity. In general, sports tourism tours typically consist of:

1. Specific visitations to one or more sports attractions over a precise number of days (sports museums, halls of fame, stadiums, theme parks);
2. Combined visits to sports attractions and major sports events heritage sites, walls of fame, wave-tech pools and sports games, contests, etc.);

3. Attendance at a specific number of major sports events (professional hockey and basketball), in one or more locations;
4. Participation in conferences, workshops, clinics, forums and attendance at major sports events (Scientific Congress prior to the Olympic Games);
5. Tours related to the natural characteristics of the region pursued by tourists for esthetic and physical reasons (trekking, cycling and canoeing). In essence, this category may be indicative of 'novelty seekers' and 'explorers' in the search of authentic and quality sports tourism experience.

3.5. Sport tourism events

Sports tourism events refer to sports activities that attract tourists of which a large percentage are spectators. Furthermore, these particular events also have the potential to attract non-resident media, technical personnel, athletes, coaches and other sports officials. In some instances, sport tourism events may have a cultural association – for example, the Hong Kong Dragon Boat Festival which transformed from a semi-religious ceremony into an international sports tourism event (Sofield & Sivan, 1994). Tourism Hallmark Events and Mega Events have also associated with this category, as well as the

Olympic Games, World Cup and major regional, national and international contests/competitions (Getz, 1991).

Other distinctions that qualify a sport event to be touristic in nature are tourists travelling distances to see present and past star athletes or winner teams tourists attending or participating in sports activities, formally planned or informally organized. The event usually is open to the public, centered on celebration as its main purpose, focused around a main theme. In a good number of situations, sports tourism marketing is geared for the high-level skill activities of a sports tourism event as well as for economic impacts derived by the host community and surrounding regions.

4. Tourist

4.1. Definition of tourist

Goeldner & Ritchie (2009) mentioned that the prior conceptualization of tourism is the general idea of voyager, characterized as "any individual on a trek between two or more nations or between two or more areas inside his/her nation of common habitation." Different voyagers occupied with tourism portray as guests, a term that constitutes the essential idea of the whole arrangement of tourism. Universal guests are persons who go for a period not surpassing 12 months to a nation other than the one in which they live and work and whose fundamental design is other than the activity of an action

compensated from inside the spot went by. Inner guests are persons who go to a terminus inside their particular nation; that is outside their nature's turf, for a period not surpassing 12 months. All guests are subdivided into two further classes: Same-day guests, who don't use the night in an aggregate or private convenience in the nation went to – for instance, those visiting for a few hours; and voyagers, who stay in the nation for no less than one night – for instance, a guest on a two-week vacation.

In addition, the WTO (1995) explained that there are some basic components that are generally agreed to impose limits on tourism (especially international tourism). Firstly, domestic tourists are visitors from within the country who stay a minimum of 24 hours and not more than one year for pleasure, recreation, sport, business, visiting friends and relatives, missions, conferences, health reasons, studies and religion. International tourists are residents of one country visiting another for many or all of the same purposes as domestic tourists.

The governments of Canada and the USA have an agreement to include resident travelers, non-resident travelers and other travelers in their tourism statistics – incorporating both the business and pleasure visitors. As such, all travelers are statistically defined as tourists. The European Union (EU) has also looked into the matter of uniformity in their tourism data-gathering processes (Kinnaird & Hill, 1993).

Other levels of government, community and regional agencies have utilized different approaches for calculating visitor statistics. The use of well-circumscribed geographical boundaries in a tourist definition is critical (e.g. the Greater Toronto Area) when identifying the starting point for visitor measurement. A time dimension may also consider (day-trippers, over-nighters) in determining visitor status (Zauhar, 2004).

4.2. Motivation of tourist

The Purpose of Travel Classification is based on current practices and recommendations from the WTO and United Nations (UN) documentation. An important part of tourism psychology is the fact that people usually travel for more than one reason. One motivator may be strengthened by an alternate. Such motivators could be separated into four classes (Olivova, 1984), physical, cultural, interpersonal and status and prestige. Physical motivators are related to among others physical rest, sport participation, health while cultural motivators are associated with music, art, heritage, etc.. Interpersonal motivators are directed at making new friends, visiting relatives and the like while status and prestige motivators are focused on ego needs and personal developments.

4.3. Typology of tourist

A wide variety of tourist typologies has been developed, using different basis of classification. However, Murphy (1985) considers that these typologies can be grouped into two, namely on the basis of interaction (interactional type) and on the basis of cognitive-normative (cognitive-normative models). In the typology on the basis of the interaction, the emphasis is on the properties of the interaction between tourists and local communities, while the typology on the basis of cognitive-normative greater emphasis on the motivation behind the trip (Pitana & Gayatri, 2005).

1. Interactional models

With the approach of interaction, Cohen (1972) classifies travelers on the basis of familiarization of the area to visit, as well as the level of organization of tourist trips. On this basis, Cohen distinguishes four travelers as drifter, travelers who want to visit the area that is not yet known, and traveling in small quantities; explorers, those who arranged their own travel and do not want to follow the travel agency that has been common, but look for things that are not common (off the beaten track); individual mass tourist, who relies on travel agents to make the arrangements, and visited tourist destinations that are well known; and organized mass tourist, tourists who just want to visit a tourist destination that is already known, with such facilities

that can be met in homes, and the journey is always guided by a tour guide. Travelers like these are circumscribed by what is known as environmental bubble. Drafters and explorers are included in non-institutionalized travel while individual and organized mass tourist are included in institutionalized tourist (Pitana & Gayatri, 2005).

Smith (1977) also classified tourist into seven groups. They are:

1. Explorers, travelers looking for a new journey and interact sensitively with the local community, and are willing to accept the makeshift facilities, as well as respect the norms and values of the local;
2. Elite, tourists who visit the region's not yet known tourist destination, but with the advance settings, and traveling in small quantities;
3. Off-beat, tourists who seek its own interests, and does not want to come to places that have been visited. Usually, it is ready to receive travelers like makeshift facilities in local place;
4. Unusual, tourists who arranged the trip all the time also took an additional activity, to visit new places, or activities that involve risk. Although the facility is willing to accept the additional activity for what it is, but basically the program should still get standard facilities;

5. Incipient mass, tourists who travel individually or in small groups, and look for areas that have a tourist destination but still offer the standard amenities of authenticity;
6. Mass, tourists who visit tourism destination with the same facilities as in the area, or traveling to tourism destination with the same environmental bubble. Interaction with local communities is small, except those directly related to the tourism business;
7. Charter, tourists who visit tourism destination with an environment similar to their region, and usually just to relax or have fun. They travel in large groups and demand international standard facilities.

2. Cognitive-Normative models

In the cognitive-normative approach, the motivation behind travel will be the main focus. In this case the sociological concept about "Centre" of tourist (which concerns morals, values, norms, and so on) become very important (Pitana & Gayatri, 2005). On this basis, Plog (1972) developed a typology rating, which is listed as: Allocentric, tourists who want to visit places unknown, adventurous, and take advantage of the facilities provided by the local community; psychocentric, tourists who just want to visit tourism destination facilities that already have the same standards as in their own country. They did travel with a definite program, and take advantage of the

facilities with international standards; and mid-centric, situated between allocentric and psychocentric.

Cohen (1979) in his other writings separated travelers into a modern pilgrimage groups and search for pleasure. In this case, Cohen considers that a person can be a Centre for Spiritual Centre and Cultural Centre, where a person is looking for "meaning". This meaning can't be found at home but in the journey. On the basis of this phenomenology, Cohen segregated travelers as existential, experimental, experiential, diversionary and recreational.

Existential tourists are those who leave everyday life and search for "escape" to develop spiritual needs. They joined intensively with local communities. Experimental travelers meanwhile look for a different lifestyle that has an act, by following the lifestyle of the people who visit. Such travelers are directly assimilated into the life of local communities. Experiential tourists seek meaning in the lives of local people, and enjoy the authenticity of local life/traditional. Diversionary travelers are those who are looking an escape from the boring routine life. They are looking for recreational facilities, and require facilities of international standard. Recreational tourists travel as part of a tour to entertain themselves or relaxation, to restore the spirit of (physical and mental). They are looking for a pleasant environment, are not concerned with authenticity. Travelers existential, experimental, and experiential belong to the modern pilgrimage

while diversionary and recreational included in the search for pleasure (Pitana & Gayatri, 2005).

4.4. Traveler behavior

Gray (1970) describes traveler behavior by categorizing them as sunburst tourist, who visit region with the main purpose of rest or relaxation, so they usually visit tourism destination that has the characteristics of multiple "S" (sun, sea, sand). This type of traveler, expecting the climate, facilities, and food in accordance with the standards in their home countries. The other group is wanderlust tourist, travelers who are driven by the motivation to get new experiences, knowing new cultures, or admire the natural beauty that has never been seen. These travelers are more attracted to tourism destination that can offer unique cultural or natural landscapes that have a high learning value.

III. HYPOTHESIS

- H1. International sports event will give more positive impact on tourist numbers than regional sports event.
- H2. Multi-sport event will give more positive impact on tourist numbers than single-sport event.
- H3. Sports event that held in capital city will give more positive impact on tourist numbers than in non-capital city.

IV. RESEARCH METHOD

1. Overview

This descriptive study utilizes quantitative research methods. In quantitative research methods, the study used survey to collect data. Survey asked about their expectations about host city and their preference about host city.

2. Data collection

2.1. Survey on Incheon Asian Games 2014

2.1.1. Background

Asian Games is one of the largest regional sports event in the world. In addition, Incheon as the host is not the capital of the host country, South Korea, so a lot of preparation and effort of the City of Incheon to attract tourists as much for introducing this city.

2.1.2. Purpose of the survey

The purpose of this survey is to examine the spectators' and tourists' expectations about host city of a sports event so they want to revisit. In addition, this survey will examine whether tourists are interested in multi-sport event or single-sport event, whether tourists will revisit the host city although

the host city is not the capital city of host country, and whether they want to attend a international or regional sports event for their next vacation.

2.1.3. Population and sample

In research methods, the population is the group of objects that become objectives of research problems. Therefore, the population of study are overall research objects that can be humans, animals, plants, air, symptoms, values, events, attitudes, and so on, so that these objects can be a source of research data (Masyhuri & Zainuddin, 2008). The population in this study was foreign spectators and tourists who came to the Incheon 2014 Asian Games.

To obtain a sample, this study utilized a combination of sampling techniques. That was accidental-random sampling. This sampling technique is to determine the combination of research subjects using the accidental technique. According to Sugiyono (2005), accidental-sampling technique is a technique or method of sampling by chance. While in determining the object, a technique used is random sampling technique (Muderana & Suryathi, 2007).

2.1.4. Process

This survey was an on-site survey which is conducted on the visitors and spectators from Sept 19 to Oct 4 at the 2014 Incheon Asian Games venues. Graduate students, who were trained to spread the questionnaire and to help sample for fulfilling the questionnaire, distributed the survey. The visitors were asked in advance whether they are willing to fill out a survey or not.

After they expressed their willingness, and they received direction and purpose of this survey. The participants were accompanied by the ones who administered the survey.

To find respondents, we visited every venue that was used during the 2014 Incheon Asian Games. After that, we searched for the respondents based on their appearance, since foreigners have a different appearance compared with Koreans. We asked their willingness to take the survey at halftime, so it to avoid interrupting them during the game. After completing the survey, gift was offered to them as an expression of gratitude.

2.1.5. Survey questionnaire

This questionnaire consisted of open-ended questions. The questions were about tourism, the reason tourists come to Incheon and the 2014 Asian Games. The questionnaire comprised four aspects based on previous studies (Baloglu, 2001; Baloglu & Brinberg, 1997; Baloglu & McCleary, 1999; Chaudhary, 2000; Chen, 2001; Lee et al., 2005; Leisen, 2001; Walmsley & Jenkins, 1992). The scale included attractions (beautiful scenery, various shopping place, historical sites and important place in history, outdoor activities, appealing local food and beverage, variety of interesting events/festivals, good nightlife/entertainment, popular and trendy place, and place for families to see and do), comfort (personal safety/security, good and easy accommodation, friendly and hospitable people), good value for money,

and exotic atmosphere (relaxing atmosphere, place with romantic place, unpolluted and unspoiled environment).

3. Data analysis

Descriptive statistics were used to analyze the data. The results of this study comprised the demographic of the sample to determine the demographics of visitors who come to sports events. In addition, the results also showed what tourist expects from host city that contribute to their desires to be able to return again to the host country of sports event. Researcher also saw on the scale of sports events that hosted the type of sports event, as well as the location of the host city. The results of the survey on the expectations of the tourists were calculated using the descriptive analysis while the other results were calculated using the chi-square to determine whether the result is significant. All forms of statistics were calculated using SPSS version 19.

V. RESULTS

1) Participants

Respondents were selected to conduct a survey of the foreign audience and spectator-spectator who came to watch the 2014 Incheon Asian Games. A total of 126 samples were collected from the respondents, but only 106 were used to analyze for the study.

From the overall number of spectators that have participated in the survey, table 1 shows the demographic statistics of this study. Based on gender, 61 (57.6%) were male, and 45 (42.4%) were female. Based on Continent, 90 (84.9%) were from Asia, three (2.8%) were from Africa, nine (8.5%) were from America, three (2.8%) were from Australia and Oceania, and one (1%) was from Europe.

The education status had four categories: eight (7.5%) had higher than master's degree, 56 (52.8%) were college graduates with a master's degree, 38 (35%) with a bachelor's degree, and four (3.8%) had education level of high school or less.

Table 1
Demographic Statistics

Variable	Category	N	%
Gender	Male	61	57.6
	Female	45	42.4
Nationality	Asia	90	84.9
	Africa	3	2.8
	America	9	8.5
	Australia and Oceania	3	2.8
	Europe	1	1.0
Education	High School or less	4	3.8
	Bachelor Degree	38	35.9
	Master's Degree	56	52.8
	Higher than Master	8	7.5
Total		106	100.0

2) Descriptive analysis of tourist expectations

In order to find out the mean of each variable from tourist expectations, researcher used descriptive statistics. This is to identify the variables most expected by the tourists who come to the sports event. Researcher, in turn, compared these variables so it can conclude what variables are most expected by tourists. From the results of the comparison, we can conclude that personal safety was the highest expectations for the tourists ($M=6.35$; $SD=.781$) while placed with romantic place had the lowest expectations ($M=4.75$; $SD=1.533$).

In addition, the expectations of tourists on the host city of sporting events by gender was compared. Results show that expectations on personal safety ($M=6.36$; $SD=.775$) and accommodations ($M=6.36$; $SD=.797$) were placed highest and place with romantic place ($M=4.92$; $SD=1.605$) was the lowest expectation for males. As for the females, personal safety ($M=6.33$; $SD=.798$) was the highest, while place with romantic place ($M=4.49$; $SD=1.408$) was the lowest.

Table 2
Descriptive Analysis of Tourists Expectation

	N	Mean	Std. Dev.
Beautiful Scenery	106	5.85	.954
Relaxing Atmosphere	106	5.71	1.086
Historical sites and Important place in history	106	5.41	1.289
Experience city life and entertainment	106	5.25	1.288
Experience cultural attractions and events	106	5.75	1.092
Personal safety for visitors	106	6.35	.781
Place for families to see and do	106	5.66	1.227
Good and easy accommodation	106	6.27	.854
Friendly and hospitable people	106	6.11	1.008
Good Value for Money	106	5.62	1.240
Popular and trendy place	106	5.34	1.329
Experience local food and beverage	106	5.31	1.348
Place with romantic place	106	4.75	1.533
Experience outdoor activities	106	5.68	1.211
Unpolluted and Unspoiled Environment	106	5.98	1.003
Various shopping place	106	5.46	1.445

Results also show expectations of tourists varied based on their nationality. For Asians, personal safety (M=6.32; SD=.776) was important in the organization of sports events, while for non-Asians, accommodations (M=6.63; SD=.806) were important thing that must be considered. However, place with romantic place garnered the lowest expectation for Asian tourists (M=4.87; SD=1.408) and non-Asian tourists (M=4.00; SD=2.000).

When it comes to the expectations of tourists based on their educational background, personal safety was the highest expectation for respondent with a bachelor's degree or below (M=6.61; SD=.542) and a master's degree or above (M=6.18; SD=.864). Place with romantic place was the lowest expectation for respondents with a bachelor's degree or below (M=4.49; SD=1.859) and a master's degree or above (M=4.89; SD=1.276) to exist in the host city of the sports events.

Table 3

Descriptive Analysis of Tourists Expectation for Male

	Gender	N	Mean	Std. Dev.
Beautiful Scenery	Male	61	5.95	.884
Relaxing Atmosphere	Male	61	5.75	1.027
Historical sites and Important place in history	Male	61	5.59	1.257
Experience city life and entertainment	Male	61	5.39	1.201
Experience cultural attractions and events	Male	61	5.80	1.181
Personal safety for visitors	Male	61	6.36	.775
Place for families to see and do	Male	61	5.77	1.216
Good and easy accommodation	Male	61	6.36	.797
Friendly and hospitable people	Male	61	6.13	.991
Good Value for Money	Male	61	5.62	1.293
Popular and trendy place	Male	61	5.59	1.160
Experience local food and beverage	Male	61	5.36	1.438
Place with romantic place	Male	61	4.92	1.605
Experience outdoor activities	Male	61	5.70	1.308
Unpolluted and Unspoiled Environment	Male	61	6.03	1.032
Various shopping place	Male	61	5.57	1.420

Table 4

Descriptive Analysis of Tourists Expectation for Female

	Gender	N	Mean	Std. Dev.
Beautiful Scenery	Female	45	5.71	1.036
Relaxing Atmosphere	Female	45	5.64	1.171
Historical sites and Important place in history	Female	45	5.29	1.325
Experience city life and entertainment	Female	45	5.07	1.388
Experience cultural attractions and events	Female	45	5.71	.968
Personal safety for visitors	Female	45	6.33	.798
Place for families to see and do	Female	45	5.49	1.236
Good and easy accommodation	Female	45	6.13	.919
Friendly and hospitable people	Female	45	6.09	1.041
Good Value for Money	Female	45	5.58	1.177
Popular and trendy place	Female	45	4.98	1.469
Experience local food and beverage	Female	45	5.24	1.228
Place with romantic place	Female	45	4.49	1.408
Experience outdoor activities	Female	45	5.58	1.076
Unpolluted and Unspoiled Environment	Female	45	5.82	.960
Various shopping place	Female	45	5.16	1.461

Table 5
 Descriptive Analysis of Tourists Expectation
 for Asia Tourists

	Nationality	N	Mean	Std. Dev.
Beautiful Scenery	Asia	90	5.86	.955
Relaxing Atmosphere	Asia	90	5.76	.975
Historical sites and Important place in history	Asia	90	5.41	1.306
Experience city life and entertainment	Asia	90	5.22	1.252
Experience cultural attractions and events	Asia	90	5.73	1.047
Personal safety for visitors	Asia	90	6.32	.776
Place for families to see and do	Asia	90	5.71	1.183
Good and easy accommodation	Asia	90	6.20	.851
Friendly and hospitable people	Asia	90	6.11	.953
Good Value for Money	Asia	90	5.66	1.163
Popular and trendy place	Asia	90	5.42	1.254
Experience local food and beverage	Asia	90	5.39	1.251
Place with romantic place	Asia	90	4.87	1.408
Experience outdoor activities	Asia	90	5.74	1.117
Unpolluted and Unspoiled Environment	Asia	90	5.96	.911
Various shopping place	Asia	90	5.47	1.367

Table 6
 Descriptive Analysis of Tourists Expectation
 for Non-Asia Tourists

	Nationality	N	Mean	Std. Dev.
Beautiful Scenery	Non-Asia	16	5.81	.981
Relaxing Atmosphere	Non-Asia	16	5.44	1.590
Historical sites and Important place in history	Non-Asia	16	5.75	1.183
Experience city life and entertainment	Non-Asia	16	5.44	1.504
Experience cultural attractions and events	Non-Asia	16	5.94	1.340
Personal safety for visitors	Non-Asia	16	6.50	.816
Place for families to see and do	Non-Asia	16	5.31	1.448
Good and easy accommodation	Non-Asia	16	6.63	.806
Friendly and hospitable people	Non-Asia	16	6.13	1.310
Good Value for Money	Non-Asia	16	5.31	1.621
Popular and trendy place	Non-Asia	16	4.81	1.642
Experience local food and beverage	Non-Asia	16	4.88	1.784
Place with romantic place	Non-Asia	16	4.00	2.000
Experience outdoor activities	Non-Asia	16	5.13	1.586
Unpolluted and Unspoiled Environment	Non-Asia	16	5.88	1.455
Various shopping place	Non-Asia	16	5.00	1.826

Table 7
 Descriptive Analysis of Tourists Expectation
 for Educational Background Bachelor's Degree or Below

	Education	N	Mean	Std. Dev.
Beautiful Scenery	Bachelor's Degree or below	41	6.00	.922
Relaxing Atmosphere	Bachelor's Degree or below	41	5.90	1.068
Historical sites and Important place in history	Bachelor's Degree or below	41	5.54	1.267
Experience city life and entertainment	Bachelor's Degree or below	41	5.49	1.381
Experience cultural attractions and events	Bachelor's Degree or below	41	5.85	1.131
Personal safety for visitors	Bachelor's Degree or below	41	6.61	.542
Place for families to see and do	Bachelor's Degree or below	41	5.54	1.380
Good and easy accommodation	Bachelor's Degree or below	41	6.44	.808
Friendly and hospitable people	Bachelor's Degree or below	41	6.27	.867
Good Value for Money	Bachelor's Degree or below	41	5.54	1.362
Popular and trendy place	Bachelor's Degree or below	41	5.20	1.436
Experience local food and beverage	Bachelor's Degree or below	41	5.27	1.342
Place with romantic place	Bachelor's Degree or below	41	4.49	1.859
Experience outdoor activities	Bachelor's Degree or below	41	5.56	1.343
Unpolluted and Unspoiled Environment	Bachelor's Degree or below	41	5.95	1.048
Various shopping place	Bachelor's Degree or below	41	5.54	1.518

Table 8
 Descriptive Analysis of Tourists Expectation
 for Educational Background Master's Degree or Above

	Education	N	Mean	Std. Dev.
Beautiful Scenery	Master's Degree or above	65	5.75	.969
Relaxing Atmosphere	Master's Degree or above	65	5.58	1.088
Historical sites and Important place in history	Bachelor's Degree or below	41	5.54	1.267
Experience city life and entertainment	Master's Degree or above	65	5.11	1.214
Experience cultural attractions and events	Master's Degree or above	65	5.71	1.071
Personal safety for visitors	Master's Degree or above	65	6.18	.864
Place for families to see and do	Master's Degree or above	65	5.72	1.125
Good and easy accommodation	Master's Degree or above	65	6.15	.870
Friendly and hospitable people	Master's Degree or above	65	6.02	1.082
Good Value for Money	Master's Degree or above	65	5.65	1.165
Popular and trendy place	Master's Degree or above	65	5.42	1.261
Experience local food and beverage	Master's Degree or above	65	5.34	1.361
Place with romantic place	Master's Degree or above	65	4.89	1.276
Experience outdoor activities	Master's Degree or above	65	5.71	1.128
Unpolluted and Unspoiled Environment	Master's Degree or above	65	5.94	.982
Various shopping place	Master's Degree or above	65	5.31	1.402

3) Hypothesis testing

Within this study, the first hypothesis was that the scale of sports event would have a different impact towards tourist numbers. Chi-Square analysis was done to prove if the scale of sports event had significant influence. The results were presented in Table 10. Scales of sports event include the international level sports event (like the Olympics) and the regional level sports event (such as the Asian Games). Respondents must choose one of the sports events they will attend in the future.

In the Chi-Square analysis, result shows Asymp. Sign (2-sided) .186 ($p > .05$), which means the results are not statistically significant. This result shows that the scale of sports events is not a decisive factor for tourists to visit the host city. Thus, the first hypothesis was not supported.

Table 9
 Frequency of Tourists Preferences
 between International Level Sports Event and Regional Level Sports Event

		Tourist		
		Asia	Non-Asia	Total
Scale of sports event	International level sports event	81	16	97
	Regional level sports event	9	0	9
Total		90	16	106

Table 10
 Chi-Square Tests of Tourists Preferences
 between International Level Sports Event and Regional Level Sports Event

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.748 ^a	1	.186		
Continuity Correction ^b	.698	1	.403		
Likelihood Ratio	3.090	1	.079		
Fisher's Exact Test				.349	.215
Linear-by-Linear Association	1.732	1	.188		
N of Valid Cases	106				

- a. 1 cell (25.0%) has expected count less than 5.
 The minimum expected count is 1.36.
- b. Computed only for a 2x2 table

The second hypothesis was that the impact of multi-sports event will give more positive impact for tourist numbers rather than single-sport event. Chi-Square analysis was done to prove if the kind of sports event gave significant influence. The results are presented in Table 12. Respondents have to choose one of the types of sports event they would like to attend in the future. In the Chi-Square analysis the result showed Asymp. Sign (2-sided) .375 ($x > .05$), which means the results were not statistically significant. It showed that types of sports event did not have a significant influence on tourists to come to the host city. Thus, the second hypothesis was rejected.

The third hypothesis was whether sports event held in capital city will give more positive impact for tourist numbers rather than in non-capital city. Chi-Square analysis was done to prove if the types of host city for sports event had significant influence. Respondents have to choose which place they prefer to be the host city of sports event. In the Chi-Square analysis shown in Table 14, the Asymp. Sign (2-sided) was .125 ($x > .05$), which means the results were not statistically significant. From these results, we can conclude that the location of sports events, whether in the capital or non-capital city has no significant impact on tourists' decision to visit. Thus, the third hypothesis was not supported.

Table 11
 Frequency of Tourists Preferences
 between Multi-sports Event and Single-sports Event

		Tourist		
		Asia	Non-Asia	Total
Type of sports event	Multi-sports event	66	10	76
	Single-sport event	24	6	30
Total		90	16	106

Table 12
Chi-Square Tests of Tourists Preferences
between Multi-sports Event and Single-sports Event

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.786 ^a	1	.375		
Continuity Correction ^b	.343	1	.558		
Likelihood Ratio	.751	1	.386		
Fisher's Exact Test				.380	.273
Linear-by-Linear Association	.778	1	.378		
N of Valid Cases	106				

- a. 1 cell (25.0%) has expected count less than 5.
The minimum expected count is 4.53.
- b. Computed only for a 2x2 table

Table 13
 Frequency of Tourists Preferences
 between Capital city and Non-Capital city

		Tourist		
		Asia	Non-Asia	Total
Host city of sports event	Capital City	49	12	61
	Non-Capital City	41	4	45
Total		90	16	106

Table 14
 Chi-Square Test of Tourists Preferences
 between Capital city and Non-Capital city

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.350 ^a	1	.125		
Continuity Correction ^b	1.583	1	.208		
Likelihood Ratio	2.474	1	.116		
Fisher's Exact Test				.172	.103
Linear-by-Linear Association	2.327	1	.127		
N of Valid Cases	106				

- a. 0 cells (.0%) have expected count less than 5.
 The minimum expected count is 6.79.
- b. Computed only for a 2x2 table

VI. CONCLUSION

1. Discussion and conclusion

This study was conducted to determine what steps should be taken by the host city of sports events to increase tourists numbers on post-sports event. Respondents, from the 2014 Incheon Asian Games, were asked what they wanted from a host city of a sports event. The results showed that the foreign spectators would like to enjoy the host city as a tourism destination as well. This is important because the organizers of international sports events are eager to get a result after they complete their duties as host. Factors, such as to improve the economic sectors of society as well as increase number of investors motivate them to be the host of a sports event. They want to introduce themselves to the world that they are an attractive area. Therefore, knowing the expectations of tourists is an important thing to attract them.

We could also see that gender, level of education, and nationality did not show differences regarding their expectations of the host city of the sports events. First and foremost they expect the host city to have good personal safety as well as accommodation. In addition, they also do not place high importance on the presence of a place with a romantic setting in the host city. This serves as a caution for potential host cities to focus on improving the quality of life for its people after the sports event.

However, if we looked into some of the other supporting factors, the scales of sports event, sports event types, and types of the host city did not have significant influence. From the results of the first hypothesis regarding the scale of sports event, there was no significant difference in terms of their preferences for either the international sports events, such as the Olympics, or regional, such as the Asian Games. Both these events could have a positive impact on the number of tourist visits if other variables also are considered. However, we should also see that the potential of an international sports event that can bring more tourists. For example, the FIFA World Cup is one of the sports events that can attract so many tourists to the host country. But, we must also consider that not all sports can bring the same impact, as multi-sports or single-sport events have different effects.

In the second hypothesis, the organization of sports events could not be separated from the role of government to choose whether to organize multi-sports event or a single-sport event. There was no significant difference in terms of their preferences for either multi-sports or single-sport event, but we still need to know that the multi-sports event could be more attractive to tourists. Many respondents favored multi-sport events such as the 2014 Incheon Asian Games, because there were numerous matches they could attend. This reason could be a benefit for multi-sports event because tourists could visit the various areas while watching the competitions.

However with so many sports that competed in the multi-sports event, a lot of things that must be considered by the host city. One important aspect is the transportation between the venue and the location information of all sports venues. Therefore, the government should consider the location of the host city, so it can arrange adequate transportation and other factors that may tarnish the image of the host city for tourists.

In the third hypothesis, the government must consider the factors that become tourist expectations of the host city. Although the results of this study indicate there was no significant difference in terms of their preferences for either capital city or non-capital city, we must consider the factors. As seen, the capital city was still the main choice for tourists as the host city due to its accommodation and transportation. Most of host cities located outside the capital had problems with transportation that made it difficult to get to the venue as well as the lack of information about the venue.

From the three hypotheses and the factors that expected by tourists in the host city, we can conclude that the host city has to prepare many things to be a host of sports events. The result of this study can determine what factors were most expected by tourists in the host city of the sports events. Although the scale, types of sports events, and the types of the host city did not show significant results, but the government still have to pay attention to the reasons given by the tourists, such as accommodation, transportation, information of

venue and tourist destination. Sports events are good opportunities to promote tourism, economic and social conditions of a region or country. Therefore, a close working relationship between the government and the organizing committee must be top priority. The community still will feel the impact of the sports event long after the closing ceremony.

For The Indonesian government, who will host the Asian Games in 2018, have a lot of things that need to be addressed during the next four years. As based on the results of this study, Indonesia has much to address. For instance, the government must place personal safety and accommodation as their top priority. A reliable public mass transportation will be one of the keys to success of the Asian Games. It also creates a lasting upgrade for the community. Improvement of security is also a very useful legacy for the community later on, so that people can live comfortably.

2. Limitation and future studies

This research has many limitations. Samples were taken mostly from Asians and a very few who come from non-Asian countries. In addition, the respondents were approached at a regional, multi-sports event. Further research should be conducted on a host city's preparation to ensure the return of tourists after the sports event.

The purpose of this study is to determine what should be prepared by the host city in organizing sports events, so that they can attract tourists to come back after a sports event. It would be very interesting if further study can focus more on multi-sports and single-sport events due to the different preparations required for organizers. Moreover, it can be focused on a particular scale as preparation for international events are more complicated because the city will have more athletes and spectators from around the world than at the regional level.

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VIII. APPENDIX

I. DEMOGRAPHICS

Birth year?	
Gender (insert cross ☒):	Marital Status (choose one only ☒):
Male <input type="checkbox"/>	Female <input type="checkbox"/>
Married / Partnership <input type="checkbox"/>	Single <input type="checkbox"/>
Country of Living?	Widow-er <input type="checkbox"/>
Nationality?	

Education (choose one only ☒):	
High school or less <input type="checkbox"/>	University/College: Master <input type="checkbox"/>
University/College: Bachelor <input type="checkbox"/>	Higher than Master <input type="checkbox"/>

II. SPORTS EVENTS

2A. Do you think it is better become the host city of sports events in which place?

- a. Capital City
- b. Non-Capital City

2B. Why is that place better than another one?

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2C. If there is another sports event, which sports events you want to come?

- a. Multi-sports events
- b. Single-sport events

2D. Why is that event better than another one?

.....

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.....

.....

2E. Which sports events do you want to come for next vacation?

- a. International level sports events (i.e. Olympics, World Cup)
- b. Regional level sports events (i.e. Asian Games)

**III. TOURISTS EXPECTATIONS ABOUT HOST CITY OF
SPORTS EVENT (insert cross ☒)**

**1=totally disagree, 2=disagree, 3=somewhat disagree, 4=neither/nor,
5=somewhat agree, 6=agree, 7=totally agree**

Tourists Expectation	Scale						
	1	2	3	4	5	6	7
A place with beautiful scenery							
A great place to relax and get away from it all							
A great place to see important historical sites and significant places in history							
A great place to experience city life (for example night clubs, shopping, museums)							
A place with many cultural attractions and events							
A place that is very safe for visitors							
A place with lots of things for families to see and do							
A place with lots of things for young adults to see and do							
A place with lots of things for mature adults to see and do							
A place that is very clean and well cared for							
A place with very friendly people							
A place that offers excellent value for money							
A popular, trendy place							
A great place to experience the "good life" - fine cuisine, good wine, being pampered							
The place you go to for romance							
One of the best destinations for outdoor activities							

A great place to experience different cultures and ways of life							
A place that respects the natural environment							
A place with interesting shops							

국 문 초 록

개최도시는 어떻게 준비해야 하는가? 국제 스포츠 이벤트가 대회 후 관광에 미치는 영향을 중심으로

Castyana Billy

서울대학교 대학원

체육교육과

스포츠 이벤트 효과는 간접적으로 자주 나타난다. 예를 들어, 스포츠 이벤트는 관광효과를 일으키고 기업들의 투자를 유도한다. 따라서 이와 같은 효과들을 볼 때 개최도시는 스포츠 이벤트 방문객들로 하여금 대회 이후에도 다시 도시를 찾도록 노력을 기울여야 한다. 본 연구에서는 SPSS 19 통계 프로그램을 사용하여 분포분석과 카이제곱 검정을 실시하여 자료를 분석하였다.

2014 인천아시안게임에서 총 126 명으로부터 수집된 자료 중 분석 불가능한 자료들을 제외하고 최종적으로 106 명의 표본을 최종 분석에 사용하였다. 분석결과에 따르면 스포츠 이벤트 관람객들은 개인적 안전을 가장 중요한 요소로 선정하였으며 ($M=6.35$; $SD=.781$), 반대로 로맨틱한 장소 유무가 가장 중요하지 않은 요소로 나타났다 ($M=4.75$; $SD=1.533$). 본

연구의 첫 번째 가설이었던 “스포츠 이벤트의 규모는 관광객 수에 영향을 미칠 것이다”는 통계적으로 유의미하게 나타나지 않았다. 두 번째 가설이었던 “복수 스포츠 이벤트는 단수 스포츠 이벤트 보다 관광객 수에 더 큰 영향을 미칠 것이다” 또한 통계적으로 유의하지 않았다. 마지막으로 세 번째 가설이었던 “수도에서 개최되는 스포츠 이벤트가 수도가 아닌 도시에서 개최되는 스포츠 이벤트보다 관광객 수에 더 큰 영향을 미칠 것이다” 또한 통계적으로 유의하게 나타나지 않았다.

본 연구결과를 통해 어떠한 요소들이 관광객들의 재방문 의도에 영향을 미치는지 알 수 있다. 스포츠 이벤트 규모, 종류, 수도 도시 유무 등이 통계적으로 유의미한 결과를 보이진 않았지만 정부와 개최도시는 관람객들에게 중요하게 여겨진 요소들 (예: 숙박, 교통, 안내, 관광명소 등)을 중심으로 대회를 준비하는 것이 필요할 것으로 판단된다.

주요어: 개최도시, 스포츠 이벤트, 관광

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