Original Article

Informational sources of sport tourists attending ISTAF super series

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Abstract:

Efforts at organizing sport event should involve developing marketing communications that feature sport-events information to potential sport tourists. Using a human and a marker component of Tourist Attraction System Model by Leiper (1990), this paper explores that sport tourists vary in some extent which they choose event informational sources to the commencement of traveling decisions related attending Sepaktakraw event. The respondents included 316 sport tourists in two categories of domestic sport tourists (n=224) and foreign sport tourists (n=92) attending ISTAF Super Series. Differences were found. Findings show that a great number of domestic sport tourists reported using generating markers related mass communication items, while social networking was the most important sources of information to foreign sport tourists. This research provides different strategic use of event informational sources for sport event marketers and organizers to enhance sport tourists' behavioral motives for great attendance.

Key words: Small-scale sport event, traditional sport event, Leiper's (1990) theory, sport tourists, markers

Introduction

Background and Literature Review

Sport-Tourism

Tourism context conceptualized sport as an accidental or general issue rather than as a central position prior to 1990s (Hinch & Higham, 2011). Sport-tourism is defined as "sport-based travel away from the home environment for a limited time, where sport is characterized by unique rule sets, competition related to physical prowess, and a playful nature" (p. 18). This is consistent with definitions in the tourism concepts of spatial, temporal and activity dimensions but the activity aspect is identified as sport. Weed (2009) argued that "the primacy of the sport or the tourism element in many sports tourism experiences cannot be established and that, in fact, for many experiences separate and distinguishable sport and tourism elements may not be present" (p.619). He referred to Nauright (1996) who noted that "many cases, sporting events and people's reaction to them are the clearest public manifestations of culture and collective identities in a given society" (p.69). The distinctive view of his study was positioning sport as a culture reflection or one or more than one culture dimension that was publicly displayed in South Africa or other destinations.

Small-Scale Sports Events

Research on large-scale sport events such as the 'Olympic Games' and the 'FIFA World Cup' has reported negative impacts such as increased instances of corruption in addition to increased budgetary spending in the host areas during the bidding cycle (Baade & Matheson, 2004; Hall, 1993; Jennings & Gothard, 1996), as well as hardships for local residents like their unwanted displacements (Fredline, 2005; Getz, 2005; Hall, 1992). By contrast, Higham (1999) referred to numerous researches that generally reported positive results of developments for tourism and economy gained by more sporting contests in modest scale. Thus, he introduced the view of small-scale sporting-events as "regular seasonal sporting contests, international sporting fixtures, domestic competitions, masters or disabled sports and alike". Higham explained that small-scale events contribute to reduce the funds invested as not necessary to bid, nugatory security issues and existing sport facilities and infrastructures through staging such events. Moreover, because of the lack of scale and importance, these events will not be accounted for political ambitions and are not used as political means by governments.

Sepaktakraw as Traditional Sport Event

Traditional sports event is the subset of small-scale sport events. Traditional sports are often considered as ethnic or regional identity symbols both locally and nationally, that distinguish them from many modern sports (Renson, 1992) Both tradition and culture are related and relied on the creations in cultural community

(UNESCO, 1990). Culture has been expressed by individuals or group and recognized as a reflection of expectation in a community and represents the social and cultural identification which have been transmitted by different oral means and imitation. One of such traditional sports is Sepaktakraw which literally means 'kick ball' as Sepak emerged from Malay word meaning kick and Takraw as a Thai word used for a rattan ball (Megat & Virdati, 2012). In the Philippines, it is called 'Sepa Sepa', in Myanmar, 'Ching Loong', in Indonesia, 'Rago' and in Laos, 'Kator'. This game is often described as a brilliant mix of volleyball, football, gymnastics and martial arts. Playing Sepaktakraw is closely linked to the time of Sultanates of Malacca dating to 15th century, in 16th century in Thailand and as far back as 11th century in the rest of southeastern Asian countries such as Brunei, the Philippines, Myanmar, Indonesia, and Laos (ISTAF, 2014).

Malaysia has been likely to develop its reputation as global launch of Sepaktakraw sporting event and can be ardently called the home of Sepakatakraw. Throughout the Sepaktakraw history, Kedah's team visited Germany in conjunction with the 1970 Sports Press Feast in Wolf burg, Homburg regarding the showcase of advanced Sepaktakraw game. Malaysia was enthusiastic about experience of the 1970 Asian Sepaktakraw Championship in Kuala Lumpur. Penang's team showcased Sepaktakraw to Adelaide, Australia across North Malaysian Week in 1977. For the first time, the Sepaktakraw event of the Open Championship Team was staged with prominent success in 1980. The International Sepak Takraw Asian Federation (ISTAF) was firmly established in 1988 and achieved permanent recognition by invitation on joining the Olympic Games Movement in 10th Asian Games hosted by Beijing in 1990. ISTAF has been expanded the federations' members comprised of 23 countries as a part of its honors list (e.g. Korea, China, Bangladesh, Japan, Switzerland, China, the United States, Canada, Iran, Sri Lanka, Pakistan, Brazil, and Germany). The expansion of Sepaktakraw competitions into different countries has been significantly successful at attracting international sport-tourism, international performances and spectators as well as international media. Nevertheless, there is limited research on Sepaktakraw event as potential international tourist attraction and in helping to maintain cultural traditions of South-Asian region.

Theoretical Framework: Tourist Attraction System of Leiper (1990)

Tourist

Three components encompass the Tourist Attraction Systems of Leiper (1990): a tourist or human component, a nucleus component, and a marker component. Accordingly, "a tourist attraction comes into existence when the three elements are connected". This paper focuses on the first and the third element of Leiper's model. A tourist generally is the subset of travelers and is classified in a variety of groups based on his/her behaviors. Leiper also conveyed that a tourist can take a trip if he/she has individual' none-mental and mental attributes, needs and abilities. Lawson (1991) used modernized family lifecycle concept on international tourists who travelled to New Zealand. He found that the tourists' behavior was shaped in eight stages of the family lifecycle which was affected by the amount of available unrestricted income during the stages, the children's presence and age, and the length of their vacation. Lawson concluded that the adults' ages and vacation activities as well as children in the travel group are related. The research of Pearce (1978) explored demographic variations of international flows in sex, age and nationality through destinations. He concluded that these variations can be affected by the visit purpose, possibly by travel distance and destination's characters.

Sport-tourism context has conceptualized numerous types for sport tourists explaining their behaviors and needs (e.g. Hinch & Higham, 2001; Standevan & De Knop, 1998). Gibson (1998a) subdivided sport-tourism into three categories into three categories, namely: active-sport tourism, sports-event tourism and celebrity and nostalgia. Active-sport-tourism or active participation is characterized by travelers who travel to participate in skiing, golf, and tennis in particular as well as other sports such as mountain biking and scuba diving (Hall, 1992). Sports-event-tourism includes hallmark events such as the "Olympic Games", professional sports teams and tournaments organized by "the World Tennis Association". Celebrity and nostalgia sport-tourism constitutes visiting popular sports-based-attractions. For instance, the forms such as visiting museums of sports, famous sporting halls and fame sports venues as well as meeting famous sports personalities during vacation and sports theme cruises fall into this type. The model set out by Robinson and Gammon (2004) expressed sport-tourism as individuals and/or groups of people who actively or passively participate in competitive or recreational sport, whilst travelling to and/or staying in places outside their usual environment. By contrast, tourism-sport comprises of people travelling to and/or staying in places outside their usual environment (holiday or visiting) and participating in, actively or passively, a competitive or recreational sport as a secondary activity. For ISTAF Super Series, sport tourists refer to travelers staying away from their own homelands for at least 24 hours in Kota Kinabalu whose primary purpose was viewing Sepaktakraw event.

Markers

A marker is the third component of Leiper's (1990) model and is expressed as the items of information about any phenomenon in nuclear of tourism attraction system. MacCannell (1976) in his expression of differentiated markers from media, acknowledged two groups including off-sight and on-sight markers in detail.

Furthermore, he discussed that tourism experiences along with sightseeing would be meaningful if kinds of information pieces are available. He illustrated that a lack of marker for a sight does not derive less meaning to tourists; instead the sight becomes a marker for the visited place. As such, tourists perceive meaning from the sights (markers) about the country or area (nucleus). Tourists' interests in certain phenomena of sightseeing are not because of distinctive things in the sights but only as markers. Leiper (1990) developed the term of detached marker as a suitable expression for information to functioning apart, spatially, and from the nucleus. This includes two types as generating and transit markers. The earlier term was described as information received about nuclei attraction in their homes. In addition, contiguous markers function at the nucleus or site in the extent to which they refer. The different types of media generally present certain markers geographical groups, because of the typical location of those media in the context of a tourism system.

For instance, receiving stories from friends about attractions, consultants of travel agencies, televised advertisements and publicity, and radio are considered as generating markers. Billboards and pictures leading to specific attractions are considered as transit markers. Regardless of continues markers, information by a tour guide either around an event or a site for conducting tourists as well as signs attached to museums and underneath pictures in art museums are few examples of contiguous markers. Some media are portable, such as a guide book or magazine of events, or sightseeing in pre-trip, during-trip and post-trip.

Social media as the vast area has been interchangeably applied with social networks as a developing area perceived in destination marketing in the recent few years. Kaplan and Haenlein (2010) have classified social media into six types namely, "blogs, social networking sites, virtual social worlds, collaborative projects, content communities, and virtual game worlds". Through social-networking, individuals create activities including sharing profiles of personal information such as photos, videos, audio files and blogs with friends or colleagues, and sending e-mails and instant messages between each other. The findings of Oorni (2005) and Rotar, Razovic, and Vidakovic (2010) indicated that through pre-purchase search, the majority of consumers or tourists were conducted by the internet. A number of studies, i.e. Ko, Cho, and Roberts (2005) indicated information-based search as a significant motivator from costumers' perspectives. Filo, Funk, and Hornby (2009) found that when consumers use information search on internet, they intend to attend an event. Bronner and de Hoog (2011) noted that the concept of word of mouth or in this case, electronic word of mouth have an effective role in social-networking.

Most contribution in marketing communication studies is related to media coverage, image enhancement on host regions, and increasing the propensity of tourists towards visiting the hosting regions (e.g. Funk, Toohey, & Bruun, 2007; Swart, Linley, & Bob, 2013) despite focusing on popular markers from consumers' perspectives. The findings from the study of Cho, Byun, and Shin (2014) showed that Korean tourists preferred to respond to media such as formal government sources, the word-of-mouth and the internet which had significantly positive effects on their overall satisfaction. The research work conducted by Hinch and Higham (1999) indicated that the most use of informational sources for rugby in New Zealand, were related to sponsored promotions and advertisements in regional newspapers. The paper of Yusof, M. Shah, and K.Geok (2010) found that foreign sport tourists mostly were guided to Champions Youth Cup (CYC) tournament via communicating with friends and newspaper articles. They also noted that other markers such as newspaper articles and media advertisements were major targets to local spectators. Further research by Yusof, M. Shah, and K.Geok (2012) shows that the word of mouth from relatives and friends was a highly important informative source of mountain bike and motor-cross sport events for both types of passive and active sport tourists.

Tourists' Travel Decisions

Leiper (1990) conceptualized a wider variety of roles for markers which includes general principles, namely: motivation-related trip, destination selection, itinerary planning, activity selection, nucleus identification, finding the nucleus, name connotation, and souvenirs. The first three principles are related to travel decision representing "an individual who first becomes motivated to travel, who next decides where to go, and who then plans an itinerary". He referred to some cases that tourists decide all three steps in one stage if their primary motives are associated with special nuclei's attractions. Regarding the first stage, it is not possible for tourists to form their expectations positively about visiting a place through travelling unless they gather information related to what they want to experience somewhere. The initial condition for tourists' motives is their expectations that are needed to be satisfied. In other words, before motivating tourists to depart to any touristic destination, at least the existence of one generating marker is required regarding the specific phenomenon as a primacy of nuclei's attraction. In the second stage, selecting destination is concerned with where tourists to go. Another type of marker such as detached marker referred to as nuclei's attractiveness in a specific site contributes to tourists' travel decisions regarding travelling for tourism leisure. For instance, either generating or transit markers categorized in the detached markers influence tourists' decisions to visit destinations which might be formed in pre-trip or during-trip. Next stage, itinerary-planning requires different sorts of detached markers for planning multi-destination trip itineraries. It involves identifying the places which can be visited for touristic leisure. This activity requires a number of detached markers related to potential

primary and secondary nuclei. This planning activity is partly performed by travel agents and tour operators for some tourists. Other highly independent tourists might merely depend on markers outside the tourism industry. The previous literature is lacked to which information sources are mostly undertaken for sport tourists' visit decision. Therefore, this study tends to investigate in some extent whether using information sources for visitation to the Sepaktakraw event among domestic and foreign sport tourists vary or not, which are rarely addressed within traditional sport-tourism context.

Methods

The research site was Kota Kinabalu, Sabah, Malaysia. Kota Kinabalu is located on the tropical island of Borneo and is the modern capital city of the Malaysian state Sabah, one of the two states of East Malaysia, and the second part of large Malaysia Tourism Project after Kuala Lumpur. This is one of the Malaysia's most widely recognized sporting facilities and has become to symbolize the pride, tradition and excellence of Sabah.

This study was conducted at ISTAF Super Series at Likas Complex Stadium in Kota Kinabalu, Sabah, Malaysia, during the period between 31 October and 3 November, 2013, hosted by the International Sepaktakraw Federation (ISTAF). Using a convenience method, the data were collected from 400 sport tourists excluded domestic spectators who watched Sepaktakraw event. Incomplete questionnaires and non-sport tourist respondents were excluded and a total of 316 of sport tourist samples were recorded for main data analysis. Domestic sport tourists were those who did not plan to return back their hometowns or the states of Malaysia except Kota Kinabalu for at least 24 hours with the primacy purpose of viewing the Sepaktakraw event. Moreover, if the subjects from foreign countries did not plan to return back their homelands for at least 24 hours with the primacy reason of viewing the event, were classified into foreign sport tourists.

The survey instrument contained 13 items measuring the purpose of attending that whether the respondents planned to return back their hometowns or not in addition to their primary purpose of event attending to assess the answer of whether or not they are sport tourists, and a number of demographic characteristics (gender, age, ethnic, marital status, country residence, monthly income, education, and occupation) modified from Yusof et al. (2010). Besides, it includes asking respondents about the place where they received information and the type of informational sources regarding the event. Three variables measure the place such as at home or office as a generating marker (at home or office); in transit to the event as a transit marker (airport/ hotel/bus or train station); and at the event (stadium) as a contiguous marker. Moreover, five variables as referring to the sources of information divided into mass communication, electronic communication, word of mouth communication and advertisement and boards and posters. The items were modified from the study of Yusof et al. (2012). The data was analyzed using descriptive statistics including frequencies and percentages, means, standard deviation by applying the software of statistical package for Social Sciences (SPSS) version 21.

Findings and discussion

Sport Tourists' Demographic Profiles

The demographic profiles of domestic and foreign sport tourists to ISTAF Super Series tournament are illustrated in Table 1. In terms of country residence, the majority of participants included Malaysian citizens (70.89%) compared with the foreigners (29.11%) of 11 countries. Most domestic sport tourists came from the state of Sabah (79.5%) with ethnic background as Malay (41.5%) and Asian (55.8%). However, the majority of foreign participants, accounting for about 22.8% of Indonesia, and 13 % from each of Singapore, Iran and India, those who reported they were Asian (59.8%) and White or Caucasian (18.5%). A further of two-thirds of both groups was male sport tourists (domestic=82.1%, foreign=76.1%) which greatly outnumbered the females of sport tourists (domestic= 17.9%, foreign= 23.9%). The event also attracted over half of married domestic sport tourists (59.8%); by contrast, near half of foreign sport tourists were single (49.9%) and married (48.9%). According to age profile, Table 2 shows domestic and foreign sport tourists were similar ($P=0.387$). Domestic sport tourists aged between 19 and 59 years with the average of 34.48 and the age rang was 19-58 with an average age of 33.29 years for the foreigners.

With regard to education and occupation status, both categories mostly completed below bachelor's degree (domestic=70%, foreign=44.6%), and bachelor's degree (domestic=21.1%, foreign= 29.3%) as well as had full time occupations (domestic=56.7%, foreign=43.5%), followed by students (domestic=17%, foreign=31.5%). In term of income, a significant difference ($P=0.013$) is shown among the two groups of sport tourists (Table 2). Domestic sport tourists indicated their household income was between RM0 and RM1700 per month with an average earning of RM 1759.91. However, monthly income ranged 0-50000 with the average income of RM 3533.57 was reported for foreign sport tourists.

Table1 Domestic and Foreign Sport Tourists' Demographic Profiles

Variables			Domestic Sport Tourists Frequency/Percentage	Foreign Sport Tourists Frequency/Percentage
Nmbers			224 (70.89 %)	92 (29.11%)
Gender		Male	184 (82.1%)	70 (76.1%)
		Female	40 (17.9%)	22 (23.9%)
Marital Status		Single	89 (39.73%)	45 (48.9%)
		Married	134 (59.82%)	44 (47.8%)
		Other	1 (0.45%)	3 (3.3%)
Age		Mean	34.48	33.29
		Min-Max	19-59	19-58
		SD	10.64	10.66
Ethnic		Malay	93 (41.5%)	8 (8.7%)
		White or Caucasian		17 (18.5%)
		Asian (Murat, Sungai, Dusu, Bugis, Suluk)	125 (55.8%)	55 (59.8%)
		China	4 (1.8%)	
		Indian	2 (0.9%)	12 (13%)

Continue Table 1 Domestic and Foreign Sport Tourists' Demographic Profiles

Variables			Domestic Sport Tourists Frequency/Percentage	Foreign Sport Tourists Frequency/Percentage
Country Residency	Foreign Countries	Singapore		12 (13%)
		Brunei		7 (7.6%)
		Iran		12 (13%)
		Thailand		5 (5.4%)
		Switzerland		3 (3.3%)
		Indonesia		21 (22.8%)
		India		12 (13%)
		United States		6 (6.5%)
		Philippines		3 (3.3%)
		Vietnam		5 (5.4%)
		Germany		6 (6.5%)
	Malaysia	Kuala Lumpur	9 (4%)	
		Selangor	3 (1.3%)	
		Pualu Pinang	4 (1.8%)	
		Sabah	178 (79.5%)	
		Sarawak	11 (4.9 %)	
		Wilayah Persekutuan	3 (1.3%)	
		Johor	8 (3.6%)	
		Perak	4 (1.8%)	
		Kedah	1 (0.4%)	
		Pahang	3 (1.3%)	
Education		Below Bachelor Degree	157 (70.1%)	41 (44.6%)
		Bachelor Degree	47 (21%)	27 (29.3%)
		Master Degree	18 (8%)	22 (23.9%)
		Doctorate Degree	2 (0.9%)	2 (2.2%)
Employment Status		Full time	127 (56.7%)	40 (43.5%)
		Student	38 (17%)	29 (31.5%)
		Part time	14 (6.3%)	1 (1.1%)
		Unemployed	3 (1.3%)	4 (4.3%)
		Own Business	29 (12.9%)	13 (14.1%)
		Retired	4 (1.8%)	2 (2.2%)
		Others	9 (4%)	3 (3.3%)
Monthly income		Mean	1762	3533.57
		Min-Max	0-17000	0-50000
		SD	1992.213	6554.879

Table 2 Sport Tourists' Demographic Characteristics Differences

Variables	Nationality	N	Mean	St. Deviation	t-Statistics	df	Sig. Level
Age	Domestic	224	34.48	10.643	0.867	155.524	0.387
	Foreign	92	33.29	10.665			
Monthly Income	Domestic	224	1762.05	1992.213	-2.544	97.978	0.013*
	Foreign	92	3533.55	6554.879			

*P<0.05

Markers or Event Information Sources for Sport Tourists

Making attending-event-decisions by sport tourists is closely related to the availability of information which affects their behaviors, defined in the context of markers (Leiper, 1990). In fact, informative themes or markers link each tourist to the nucleus attractions for his/her experience. Through ISTAF Super Series, markers involved sources of information on the Sepaktakraw event serving sport tourists either before departing to the event host destination (generating markers), during the trip (transition markers) and at the event host area (contiguous markers). Table 3 indicates the importance of four information sources in domestic and foreign sport tourists' attendances. Overall, generating markers at homeland areas were widely used across 2013 ISTAF Super Series, so sport tourists had decided to attend the event before departing which paralleled with Robinson and Gammon (2004) sport tourism definition. It is followed by contiguous markers at sport event destination and finally transit markers in transition to the event site which made more use of the sport event information news for both categories of sport tourists.

At home destinations, approximately, 80.8% of domestic sport tourists were informed about the event by generating markers based on mass communication such as newspaper, TV, and radio, followed by word of mouth communication from a friend, family, school, and travel agency (74.6%), as well as using electronic communication (70.5%) such as internet and social networks as the most important sources. The results confirmed the finding indicated by Yusof et al. (2010) for local spectators as major markers within Champions Youth Cup. Through destination image research, the media exposure of major sports events accounted for image enhancement and the promotion of host destinations (Funk et al., 2007; Swart et al., 2013). Perhaps, media effects could have provided relevant information for sport marketing strategies across staging Sepaktakraw sport event for domestic sport tourists. In addition, communicating with a friend, family, school and travel agency increased attendance of the Sepaktakraw event by domestic sport tourists which was consistent with that found by Yusof et al. (2012) for both active and passive sport tourists through mountain bike and motor-cross sporting events. By contrast, generating markers based on electronic communication such as internet applications were reported by 75% of foreign group users, and mass communication such as newspaper and magazines with 71.7% was mostly influential to increase the rate of sport foreign tourist participation in the event. This finding can provide insight into some contribution of the information-search based on the internet that increased the foreign customers' motives to visit the event and satisfied their behavioral needs, which is in line with the findings by Rotar et al. (2010), Cho et al. (2014) and Ko et al. (2005).

In transiting to the event destination, the results showed that a variety of advertisements (domestic=22.3%, foreign=33.7%) were as common information gateways to both type of sport tourists. In addition, using the word of mouth communication with friends was also reported as the most second use of event information sources by 19.2% of domestics. At the event area or stadium, sources such as advertisement and boards (domestic= 42.9%, foreign=31.5%) were popular sources of information among both groups. These important sources related event information followed by mass communication system for 41.5% of domestic sport tourists and electronically communication for 30.43% of foreign sport tourists.

Table 3 Event Information Sources for Domestic and Foreign Sport Tourists

Informational Sources	At home or Office		In Transit to the event (Airport/ Hotel/ Bus or Train Station)		At the Event or Stadium	
	Domestic N=224	Foreign N=92	Domestic N=224	Foreign N=92	Domestic N=224	Foreign N=92
Mass communication (newspaper, magazines, TV, newsletters, and Radio)	181 (80.8%)	66 (71.7%)	24 (10.7%)	17 (18.5%)	93 (41.5%)	20 (21.7%)
Electronic communication (Internet and social network such as facebook and email)	158 (70.5%)	69 (75%)	23 (10.3%)	14 (15.2%)	28 (12.5%)	28 (30.43%)
Word of mouth communication (friend, family, school, and travel agency)	167 (74.6%)	59 (64.1%)	43 (19.2%)	16 (17.4%)	49 (21.9%)	22 (23.9%)
Advertising Boards and Posters	86 (38.4%)	41 (44.6%)	50 (22.3%)	31 (33.7%)	96 (42.9%)	29 (31.5%)

Conclusion and Implications

This paper has explored the elements of human and marker inclusion in Leiper's model (1990) from the viewpoint of sport tourists attending ISTAF Super Series in Kota Kinabalu, Malaysia. The findings supported that the usage of information pieces related to the event varied among domestic and foreign sport tourists attended the Sepaktakraw event. This research provides a number of applications for those involved in attraction management and sport marketing. In particular, effective promotional and marketing strategies need to consider the variation in marker use by various segments of market and the type of information they accessed. Sport organizations in cooperation with Malaysian tourism sector require informing decisions on product development, and promotional strategies where to reach potential sport tourists. Within the findings, a large proportion of domestic and foreign sport tourists had made visit decision by generating markers at their homelands, and less reacted to contiguous markers at sport event destination and transit markers in transition to the event site. This shows that as a part of sport marketers, it needs to attract sport tourists' attention before they leave home.

Understanding event sources that sport tourists solicited information would enhance approaching potential sport tourists when they are at home. Sport marketing should promote advertisements and broadcasts through TV companies, newspapers and magazines as subdivisions of social media communication that enhance sports event image to potential domestic sort tourists. The application of the mass-market advertising (television, radio, and newspapers) would also be aimed at garnering or increasing the consumption of foreign sport tourists' attendees. As a part of sport organizers efforts, it is important to provide information for travel agencies either around an event or a site for conducting domestic sport tourists with a greater intensity to experience the event. Marketing strategies should also concern to improve the use of advertisements and broadcasts through new technology such as internet and social networking websites for more participation from foreign sport tourists.

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