



Athlete's Perspective on Sport Tourism's Impact

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ABSTRACT

Three general types of sports tourism exist in Malaysia: spectator sports, traditional sports and adventure sports. The purpose of this of this paper to examine a participative sport event, SUKIPT's athlete, in order to illustrate the relations between athlete and the events to which they travel. Research method used was qualitative, quasi-experiment approach to examine a participative sport event, SUKIPT's athlete. The impact is based on Gibson (1998), increased urbanization, civilization process, means for economic development, concern with health and well-being, advancement in "high tech" sports equipment, and advancement in communication and technological development.

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Introduction

Sport tourism throughout the world was one of the fastest growing tourism niche markets. Within this niche market, sport event tourism plays a significant role, as an increasing number of host destinations incorporate sport events into their marketing mix (Chalip & Leyns, 2002; Gratton & Taylor, 2000; Higham & Hinch, 2003). Research suggests that both large-scale and small-scale sport events can attract participants, spectators and tourists, increase media attention, and create a positive image among community residents, as well as visitors.

Malaysia offers its tourists a wide selection of sports. Malaysia's cities offer some sporting events, including international contests, but it is in participatory sports that the country shines. Golf courses dot the country, its seas and forests offer numerous pursuits for the outdoor-inclined, and Malaysia is home to its own particular style of martial arts. A visitor could tack a game or a hike onto vacation plans, or build an entire trip around perfecting their game or diving in the South China Sea.

Within the sport tourism industry, we can identify many people who are sport tourists. We can distinguish them by activity, by demographic group, by the characteristics of their sport and by their performance level. Sport tourists can be either participants or spectators. Different events have different ratios of one to the other. And of course, the spectators at many community level events are the family members of the participants.

As athlete being confident, teammates and skills is vital for sports performance. Having confidence will give an athlete as positive attitude and help athlete visualize and achieve success. If not confident that it can make athlete beat opponents or improve upon previous performance, negativity may prove that athlete right. Confidence is "is the single most important mental factor in sports," so athlete should not overlook this factor.

Many sports are just as much a mental game as they are a physical one, so strategic thinking is an important factor for success. Thinking strategically means athlete understands how they interact on the field or court and how athlete can

employ plays that will help athlete defeat their opponents. By anticipating the moves of their opponents and reacting to plays as they develop, athlete can greatly improve their chances of winning.

As an athlete exerts energy when exercising in hot environments, his or her core temperature will rise greater than if the individual was exercising at a moderate temperature. This effect may be a possible explanation for decreased athletic performance when environmental temperatures continue to rise, due primarily to excessive fluid loss and impaired thermoregulation in extreme environments. In warm environments, exercising induces a rise in core temperature, sweating rate, and progressive dehydration (Özgünen et al., 2010).

As observed by Otten (2009), one way to decrease the chances of an athlete choking under pressure is to introduce pressure scenarios in order to increase confidence. Coaches need to know that the players can handle the pressure and still perform at optimal levels.

Literature Review

Sport Tourism

Sport is about an experience of physical activity and tourism is about an experience of travel and place. Sport and tourism industry, both industries are received interest from people around the world. Intersection of both industries was facing by athletes, judges, coaches, supporter, volunteer and others people who is interested with sport and tourism attraction, who is classify by two categories which is travel to participate in sport and travel to observe sport. Furthermore about the intersection of both industries, sport tourism has become a prevalent and growing phenomenon (Stendeven and Knop, 1999).

Gibson (2002) define that sport tourism refers to the experience of travel to engage in or view sport-related activities. Sport tourism also describe as all form of active and passive involvement in sporting activity, participated in casually or in an organized way for non-commercial or commercial (business) reasons, that necessitate of travel away from home or work locality.

There is generally recognized that there are three types of sport tourism which is Sport Event Tourism, Active Sport Tourism, and Nostalgia Sport Tourism.

Sports event tourism includes small scale events, mega and hallmark sport events such as the Olympic game and the World Cup soccer championships. Active sport tourism is those individuals who travel to participate in sporting events that will be wide variety of forms in a wide variety of sports. Climbing, skiing, hiking, golf, kayaking, tennis, fishing, snow-mobiling and traveling to famous sport-related attractions such as sports hall of fame, sport tourism tours, sport tourism museum, and famous stadia or facilities.

Sport Tourism in Malaysia

Three general types of sports tourism exist in Malaysia: spectator sports, traditional sports and adventure sports. Of the three, traditional sports and adventure sports are by far the most diverse and draw the most participants.

Adventure Sports

Malaysia offers a wide range of outdoor adventure sports. Peninsular Malaysia's east coast is on the Gulf of Thailand and Malaysian Borneo is on the South China Sea; both are packed with scuba diving opportunities. Borneo's rushing tropical rivers offer whitewater rafting, and jungle trekking is available across Malaysia. Frommer's described trekking in Peninsular Malaysia's Taman Negara, a national park enclosing a 130-million-year-old rain forest, as the country's best adventure. Other adventures include sailing, nature watching, caving and hunting for the stinky rafflesia, the world's largest flower.

Spectator Sports

In 1999, Malaysia opened the Sepang International Circuit outside of Kuala Lumpur and positioned itself as a venue for international motor sports championships. The course now hosts a Formula One event, the SuperGT Championship and the World Motorcycle Grand Prix. Malaysia also has a range of professional sports leagues, including cricket and basketball.

Sukipt

Ministry of Education (MOE) of Malaysia in collaboration with the Sports Councils IPT (Masum, MSP, MASKOM and told MASISWA) took the initiative to organize SUKIPT (Sports Institutions of Higher Education) began in 2012. Tournament is held biennially and interspersed with Carnival Games Educational Institutions Malaysia (SIPMA). For the organization of the third edition, contingent invitation to the tournament plus international guest involve countries in Southeast Asia, while also contesting some sporting event for athletes with disabilities (PWDs).

The organization of the Ministry of SUKIPT is an effort to develop and promote the sport at the university, national and international integration. Participation in sport is open to all athletes of IPT in Malaysia. Among the objectives of Sports Institutions of Higher Education are as follows:

1. 2016 SUKIPT ensure the organization can be achieved in accordance with the Sports Development Policy Higher Education Institutions (DPSIPT).
2. As a platform for athletes to compete at a higher level.
3. Improve national integration among students / students of educational institutions through sports.
4. Athlete talent and provide an opportunity to contest more competitive.
5. Sports culture among students / students in an effort to improve the health and quality of life, especially among the younger.

Based on the literature review of sport tourism which was studied by Gibson (1998), sport tourism is flourishing in many countries around the globe. The reasons are as follows:

1. Increased urbanization - where a wider variety of active leisure pursuits are open to all (De Knop, 1990)
2. Civilization process - where people learn to express emotion in a "controlled emotion" (De Knop, 1995) or in a "socially acceptable setting" (Elias and Dunning (1970)
3. Means for economic development - where apart from sport and tourism sectors, sport events encourage spillover benefits to other related industries (Jennings, 1996)
4. Concern with health and well-being - where education and knowledge have led people to adopt more healthy lifestyles (De Knop, 1987; Kurtzman and Zauhar, 1995).
5. Advancement in "high tech" sports equipment - where sport experiences are enhanced by the more updated usage of modern technology (Redmond, 1991).
6. Advancement in communication and technological development - where travel is no longer a time-consuming and costly pursuit to people of different walks of life (Kurtzman and Zauhar, 1995).

Conclusion

Sports tourism is an adventurous and exciting leisure desire. SUKIPT athlete's perspective on sport tourism's impact listed based on Gibson (1998), increased urbanization, civilization process, means for economic development, concern with health and well-being, advancement in "high tech" sports equipment, and advancement in communication and technological development.

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