

Introduction to Philosophy of Sports Tourism

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Abstract

The Indonesian government has prioritized cultural and agricultural tourism. In Indonesia, administrators disregard the policies regarding sports tourism. Numerous nations rely on sports tourism for economic growth. Thus the economic worth of sports tourism is, without a doubt, remarkable. This investigation seeks to identify the beliefs that contribute to sports tourism. The research also seeks to assess the influence of sports' moral, ethical, and aesthetic philosophy on Indonesia's sports tourism culture. Respondents' primary data were collected for the study's findings. The studies revealed that ethical, moral, and aesthetic beliefs substantially impacted sports tourism. This study is motivated by a vacuum in the existing literature and aims to provide a comprehensive introduction to sports philosophy. Thus, this study has significant theoretical ramifications and contributes significantly to the literature on sports tourism. Similarly, the research's practical implications provide a path forward for the Indonesian government to acknowledge these sports ideologies to promote sports tourism. In its conclusion, the study has considered the key future areas that scholars must pursue to contribute additional material to the body of knowledge.

Keywords. Sports philosophy, sports tourism, sports culture, tourism promotion, sports value

1. Introduction

The philosophy of sports tourism is essential to comprehend due to the paucity of literature analyzing it critically (Perić, Durkin, & Vitezić, 2018). The importance of sports culture in promoting sports tourism is significant (Chersulich Tomino, Perić, & Wise, 2020). Indeed, sports events and the marketing of sports directly impact sports tourism (Markus et al., 2019). In the present era of globalization, the culture of sports tourism has grown because people have access to knowledge about sporting events and may quickly go to their destinations in pursuit of a sports aesthetic experience (Jiménez-García et al., 2020). In this manner, the sports tourism culture grows over time. However, industrialized nations have long-term sports tourism promotion strategies (Perić, Vitezić, & Badurina, 2019). In contrast, the Indonesian government makes minimal efforts to encourage sports (Cooper & Alderman, 2020). Without a doubt, sports tourism can deliver more economic benefits to the government of Indonesia, given that developed nations are reaping the benefits of sports tourist marketing (Jeong, Kim, & Yu, 2019). In conventional working policies on tourism culture, the Indonesian government focuses solely on agriculture and location-based tourism. Still, sports tourism is not regarded as a more effective means of economic development (Rauf et al., 2021).

Understanding the idea of sports tourism is crucial because it is subdivided into numerous categories (Hemmonsbey

& Tichaawa, 2018). The aesthetic sports concept plays a vital part in tourism development since it motivates fans of different teams to support their teams in various sporting events (Yang et al., 2020b). Therefore, their travel and support for their team is a form of tourism at sporting events (Perić, 2018). In addition, the ethical concept of sports motivates fans to travel the globe to cheer on their favorite team (Cho, Joo, & Chi, 2019a). The sports culture has grown due to the dissemination of information through numerous media (Pouder, Clark, & Fenich, 2018). When individuals are allowed to support their teams, sports culture is enhanced. Additionally, the moral philosophy of sports evolves with time since followers of different teams are morally motivated to support other teams in various sporting events (Wicker, 2020).

Mozolev et al. (2020) found that the culture of sports tourism is growing because people with the means to travel to support their favorite teams at various tournaments. Moreover, the research conducted by Gibson et al. (2018) revealed that sports tourism rose as people acquired more rational connections regarding sporting events and traveled internationally to support their favorite teams. According to Poulianiti, Havenith, and Flouris's (2019) study, the promotion of sports, such as the World Cup of Football, has a positive effect on the culture of sports tourism. Also, González-García et al. (2018) found that sports tourism would be an effective means of promoting sports if people had easy access to sporting events. Indeed,

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Sato et al. (2018) concluded that the role of sports tourism could not be ignored in the context of government support because if the government does not encourage fans to travel to different destinations to cheer on their favorite team, then it would be pointless for them to do so. These studies have undoubtedly addressed the various facets of sports tourism, but none of them have discussed the philosophy of sports tourism.

Based on this vacuum in the existing literature, this study aims to identify the philosophies that contribute to sports tourism. In addition, this study intends to assess the influence of sports' moral, ethical, and aesthetic philosophy on the culture of sport tourism. This study aimed to address a new gap in the literature in a significant manner to provide a proper introduction to sports philosophy. Indeed, this study has managed a significant gap in the literature, and its findings contribute to our understanding of sports tourism. Thus, this study has significant theoretical ramifications and contributes significantly to the literature on sports tourism. Similarly, the research's practical implications provide a path forward for the Indonesian government to acknowledge these sports ideologies to promote sports tourism. In conclusion, the study has considered the key future areas that scholars must pursue to contribute further material to the body of knowledge.

2. Review of Literature

People from one country travel to another country to celebrate their team's sporting events, giving rise to the contemporary notion of sports tourism (Xu, Yang, & Ren, 2020). The culture of sport tourism has evolved due to globalization and people's access to many tools for enhancing their sports culture and philosophy (Boonsiritomachai & Phonthanakitithaworn, 2019). The moral philosophy of sports is significant since everyone has the right to support any team based on their likings and dislikes (Malchrowicz-Moško & Poczta, 2018). The fans of the major teams are morally knowledgeable about the sports culture, and they view visiting to watch their team play as a culture of tourism (Kiani, Nazari, & Shahbazpour, 2019). In the meantime, other nations are arranging various sporting events because they feel that the tourism industry can be enhanced based on these events (Cho et al., 2019b). Various governments view sports tourism as a means of economic growth and intend to enhance the tourist industry (Jeong et al., 2019). The Indonesian government is also affected by advanced nations hosting various sports events essential to developing sports tourism and its advancement to an advanced degree (Yang et al., 2020a).

Furthermore, sports tourism is viewed as a moral and ethical method of promoting sports because this industry significantly impacts the public's minds (Finlay, Tinnion, & Simpson, 2022). Perić et al. (2018) assert that sports culture can be improved by increasing the sports sector's tourism and facilitating the dissemination of sports culture among the public. The role of sports tourism in a nation's economic growth can be overlooked. Many nations are concentrating on enhancing sports tourism for the benefit of people, cultural exchange, and sports promotion (Chersulich Tomino et al., 2020). Because they are intimately related to the culture of sports and provide a means for promoting sports tourism, the importance of moral philosophy in the people's aesthetic experience cannot be disregarded (Markus et al., 2019).

The ethical philosophy of sports is crucial to promoting sports tourism (Jiménez-García et al., 2020). Indeed, athletes and teams labor ethically to promote sports, but sporting events draw spectators within the context of sports tourism (Perić et al., 2019). In the name of sports tourism, there is a growing desire to build an ethical interaction with other communities, advancing tourism's culture (Cooper & Alderman, 2020). Tourism culture is suitable for achieving wealth since, based on sports tourism, various actions are conducted for its promotion (Jeong et al., 2019). The culture of sports tourism would be enhanced if people were given a chance to develop their work ethic in promoting sports (Rauf et al., 2021).

Additionally, ethical tourism promotion through sports is achievable when fans can go to other locales to cheer on their favorite team (Hemmonsby & Tichaawa, 2018). When every event is evaluated ethically, and people believe in the culture and promotion of sports, sports tourism cannot be damaged (Yang et al., 2020b). The sports culture must be effectively enhanced because, without sports development, there would be no amusement for those who are greatly dependent on sports tourism (Perić, 2018). The culture of tourism at sporting events has grown in European nations, and the sports-related tourism industry is expanding as a result (Cho et al., 2019a). Additionally, sports tourism in Indonesia is on the rise, although it does not draw visitors from all over the world (Pouder et al., 2018). The government of Indonesia must try to enhance the sports sector for the good of the sports sector (Wicker, 2020). When tourists are expected to visit a destination to promote sports culture, the ethical promotion of sports is conceivable (Mozolev et al., 2020). European nations are promoting sports tourism since the sports tourism industry generates substantial cash for these nations (Gibson et al., 2018). The ethical activities of the fans encourage the players to enhance their sports tourism intentions, resulting in travel for the love of sports (Poulianiti et al., 2019).

Individuals' aesthetic sensibility inhibits their comprehension of cultural values and concepts (González-García et al., 2018). The aesthetic sense plays a significant role in people's lives since decisions about their life are enhanced based on this sense (Sato et al., 2018). People with an aesthetic appreciation for sports are extremely motivated to travel great distances to attend sporting events of their preferred teams (Xu et al., 2020). Similarly, the culture of sport tourism grows when individuals can participate in various sports activities in different nations for a more aesthetic experience of the sports activities (Boonsiritomachai & Phonthanukitithaworn, 2019). Moreover, the people's aesthetic experience in relation to sports activities motivates the governments and administration of any sport to build a way for the people to better their manner of promoting sports tourism (Malchrowicz-Mosko & Poczta, 2018). The aesthetic philosophy of the people represents their way of life regarding sports, as this aesthetic experience enables them to move from one corner of the globe to another in pursuit of their sporting goals (Kiani et al., 2019). The people's aesthetic experience motivates them to develop their sports philosophy since their sports philosophy is altered as a result of this aesthetic experience (Cho et al., 2019b). Some individuals are driven to participate in sports by the desire to learn more and observe the teams while playing by their aesthetic experience (Jeong & Kim, 2020). Indeed, the artistic playing of the players encourages supporters to travel to the sites of sporting events, fostering the interaction between players and fans (Yang et al., 2020a). The aesthetic philosophy is a source of inspiration for those who are inspired to engage in various sports marketing activities (Finlay et al., 2022). The people's aesthetic experience makes them better travelers with a passion for attending sporting events because these events significantly impact the players' personalities (Chersulich Tomino et al., 2020). In addition, the

aesthetic experience of the participants about sports enhances their perspective of sports, and this feature can be utilized positively to promote sports culture (Yang et al., 2020b).

Hypothesis 1: *Moral philosophy has an impact on sports tourism.*

Hypothesis 2: *Ethical philosophy has an impact on sports tourism.*

Hypothesis 3: *Aesthetic philosophy has an impact on sports tourism.*

3. Methodology

The research on sports tourism found in the academic literature was based on "primary data" from respondents. People who are inspired by sports performance or participate in sports-related activities are the subjects of studies about sports. This study also investigated collecting data from those interested in sporting events. To comprehend the philosophy of sports tourism, this "population" is deemed suitable for data collection for this study's conclusions. Rarely is research on sports tourism ideologies discovered in the literature; consequently, the "scale items" for this study were developed by the researchers. After operationalizing the "research constructs" and considering their literary definitions, these "scale items" are constructed. In addition, the "research scholars" recommend the "scale items" of this study because these things were provided to them to evaluate the "face validity." This validity is assessed to determine the applicability of these "scale items" in the context of this study. Researchers have finalized these "scale items" to collect data for this study. These "scale items" contribute significantly to the body of literature. Our study has generated significant data collection items listed in Table 1.

Table 1

Measurement Scale

"Constructs"	Description
Aesthetic Philosophy	I like to participate in sports activities based on my aesthetic sense. I like to play games based on my aesthetic sense. The aesthetic sense of sports encourages me to support my favorite player. Sports performance can be improved with aesthetic philosophy. I am willingly participating in sports activities. I believe sports tourism is the best source of learning.
Ethical Philosophy	I believe in ethical values in sports. Participation in sports should be ethical. The ethical values of sports encourage me to go for it. Sports are ethical games with rules. My participation in sports events is based on ethical standards. The sports with ethics encourage me to travel across countries to watch.
Moral Philosophy	I believe fairness should be practiced in sports. The integrity of sports activities is essential for its ethical standards. Sports without ethical values are not accepted. The moral participation of players in the game is fair. The team captain should behave morally with other members. The moral support to the players motivates them for better performance.

“Constructs	Description
Sports Tourism	I think sports tourism should be promoted. The promotion of tourism in sports is the best way to generate more revenue. Sports tourism helps to learn the values of other cultures. Sports tourism is beneficial for sports fans. The interaction with other communities is productive with sports tourism. Sports tourism access should be available to everyone. Sports tourism should be promoted to welcome fans to watch their favorite games.”

Moreover, the researchers finished a questionnaire, and a "sample size" of 384 was chosen for this research; as per the "Morgan Table," when the "population" of a study is more significant than "10,000,000," data should be collected from 384 respondents to generalize the findings of the study. In this manner, the questionnaire for this study is "surveyed," and the pertinent data from respondents is collected. In the meantime, the "demographic information" of the respondents is not considered because most of them requested anonymity.

4. Findings

This research has determined the “reliability & validity” at the first stage. The study has relied on “Cronbach’s alpha (α).” “Composite reliability (CR),” “and average variance

extracted (AVE)” for validity and reliability. According to [Wolff and Preising \(2005\)](#), “factor loading shows how well an item represents the underlying construct, and it must be over 0.70.” According to [Tavakol and Dennick \(2011\)](#), “Cronbach’s alpha ($\alpha > 0.70$) is a measure of internal consistency, that is, how closely related a set of items are as a group. It is considered to be a measure of scale reliability.” According to [Raykov \(1997\)](#), “composite reliability (CR > 0.70) is a measure of internal consistency in scale items, much like Cronbach’s alpha.” Furthermore, according to [dos Santos and Cirillo \(2021\)](#), “average variance extracted (AVE > 0.50) is a measure of the amount of variance that is captured by a construct about the amount of variance due to measurement error.” The findings of “reliability & validity” are presented in [Table 2](#).

Table 2

Reliability and Validity

Constructs	Indicators	Factor Loading	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Aesthetic Philosophy	AP1	0.865	0.927	0.943	0.734
	AP2	0.874			
	AP3	0.887			
	AP4	0.891			
	AP5	0.882			
	AP6	0.732			
Ethical Philosophy	EP1	0.876	0.952	0.961	0.806
	EP2	0.895			
	EP3	0.904			
	EP4	0.927			
	EP5	0.913			
	EP6	0.870			
Moral Philosophy	MP1	0.897	0.951	0.961	0.804
	MP2	0.900			
	MP3	0.901			
	MP4	0.884			
	MP5	0.892			
	MP6	0.907			
Sports Tourism	ST1	0.896	0.962	0.968	0.813
	ST2	0.900			
	ST3	0.894			
	ST4	0.903			
	ST5	0.918			
	ST6	0.927			
	ST7	0.874			

In addition, the research's "discriminant validity" is evaluated. According to [Ab Hamid, Sami, and Sidek \(2017\)](#), "discriminant validity tests whether concepts or measurements that are not supposed to be related are unrelated." According to [Ab Hamid et al. \(2017\)](#), "cross-loading is to establish discriminant validity at the item level

means there is a high correlation between items of the same construct and a very weak correlation between items of a different construct." In addition, the Heteritrait-Monotrait (HTMT) test is utilized. HTMT is a measure of similarity between latent variables, according to [Ab Hamid et al. \(2017\)](#).

Table 3*Cross-loadings*

	Aesthetic Philosophy	Ethical Philosophy	Moral Philosophy	Sports Tourism
AP1	0.865	0.861	0.828	0.556
AP2	0.874	0.847	0.818	0.539
AP3	0.887	0.869	0.865	0.604
AP4	0.891	0.841	0.823	0.606
AP5	0.882	0.811	0.811	0.603
AP6	0.732	0.591	0.614	0.722
EP1	0.823	0.876	0.865	0.622
EP2	0.829	0.895	0.849	0.578
EP3	0.867	0.904	0.849	0.619
EP4	0.863	0.927	0.868	0.582
EP5	0.844	0.913	0.846	0.606
EP6	0.815	0.870	0.821	0.598
MP1	0.836	0.839	0.897	0.700
MP2	0.810	0.836	0.900	0.595
MP3	0.818	0.849	0.901	0.590
MP4	0.829	0.846	0.884	0.663
MP5	0.844	0.856	0.892	0.647
MP6	0.824	0.865	0.907	0.642
ST1	0.687	0.611	0.648	0.896
ST2	0.647	0.576	0.613	0.900
ST3	0.666	0.588	0.625	0.894
ST4	0.702	0.650	0.666	0.903
ST5	0.669	0.601	0.645	0.918
ST6	0.692	0.627	0.687	0.927
ST7	0.671	0.572	0.631	0.874

Table 4*HTMT*

	Aesthetic Philosophy	Ethical Philosophy	Moral Philosophy	Sports Tourism
Aesthetic Philosophy				
Ethical Philosophy	0.811			
Moral Philosophy	0.785	0.794		
Sports Tourism	0.731	0.699	0.745	

The study examined the conclusions of "path relationships." The research determined that the moral philosophy of sports influences sports tourism, thereby confirming the first hypothesis. In addition, this study revealed that sports tourism is influenced by

the ethical concept of sports, establishing the first premise. Thirdly, the researchers determined that the aesthetic philosophy of sports influences sports tourism, thereby confirming the first hypothesis. [Table 5](#) summarizes the results.

Table 5*Path Findings*

Path	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Moral Philosophy -> Sports Tourism	0.487	0.470	0.190	2.561	0.011
Ethical Philosophy -> Sports Tourism	0.590	0.576	0.192	3.074	0.002
Aesthetic Philosophy -> Sports Tourism	0.854	0.858	0.147	5.823	0.000

5. Discussion

These researchers have examined the philosophies of sports based on data analysis and empirical facts. Therefore, the research concluded that the hypotheses generated by this study are of crucial importance. The findings of this study indicated that the moral philosophy of sports had a favorable effect on sports tourism. To determine the integrity of these results, the researchers compared them to those of previous studies. Today, people go to other nations to celebrate their teams' sporting successes, giving rise to sports tourism (Finlay et al., 2022). A culture of sport tourism has developed due to globalization and people's increasing access to resources for strengthening their sports culture and philosophy (Yang et al., 2020a). Since it is everyone's prerogative to support whichever team they choose based on personal preferences, the moral philosophy of sports is vital (Jeong & Kim, 2020). They see traveling to see their team play as a component of the tourism sector (Cho et al., 2019b). In the meantime, numerous nations are arranging various athletic events since they believe the tourism business may be enhanced by utilizing them (Kiani et al., 2019). Various governments view sports tourism as a method of economic growth and a strategy for advancing the travel and tourism business (Malchrowicz-Moško & Poczta, 2018). The advanced nations have also influenced the Indonesian government's choice to organize several athletic events crucial to the growth of advanced-level sports tourism (Boonsiritomachai & Phonthanakitithaworn, 2019). Sports tourism is also viewed as a moral and ethical way to promote the sport, given the industry's enormous influence on public opinion (Xu et al., 2020). The sports culture can be improved when the sports tourist sector expands, and more people are exposed to sports culture to promote it (Sato et al., 2018). Numerous nations are attempting to enhance sports tourism for the benefit of their population and the promotion of global culture and sports (González-García et al., 2018). Since moral philosophy is strongly tied to the culture of sports and provides a method for promoting sports tourism, its impact on how people perceive beauty cannot be disregarded (Poulianiti et al., 2019). Consequently, the comparison with prior research demonstrates that significant findings support the study's initial hypothesis. In addition, the outcomes of this study revealed that the ethical concept of sports positively influences sports tourism. Similarly, to verify the validity of these findings, the research has compared them to earlier studies published in the academic literature. Sports morality significantly influences the marketing of sports tourism

(Gibson et al., 2018). The sportspeople and teams promote sports morally, while the sporting events attract tourists through sports tourism (Mozolev et al., 2020). Tourism culture is expanding due to people's desire to develop moral relationships with other communities in the name of sports tourism (Wicker, 2020). Since numerous measures are taken to promote sports tourism, the culture of tourism is conducive to financial success (Pouder et al., 2018). When individuals are allowed to develop their work-related attitudes regarding the promotion of sports, the culture of sports tourism will be enhanced (Cho et al., 2019a). Additionally, when individuals can go to different regions to cheer for their favorite team, ethical tourism marketing is made possible through sports (Perić, 2018). When every event is considered responsible, and people have ideals regarding the culture and promotion of sports, sports tourism cannot be harmed (Yang et al., 2020b). Since those who rely primarily on sports tourism lack entertainment, if sports culture is not positively promoted, sports culture must be positively encouraged (Hemmonsbey & Tichaawa, 2018). The tradition of visiting sporting events has increased in European nations, resulting in the expansion of the sports tourism sector (Rauf et al., 2021). In addition, sports tourism in Indonesia is developing, although it is not attracting international visitors (Jeong et al., 2019). The Indonesian government must attempt to improve the sports sector for the sports industry (Cooper & Alderman, 2020; Perić et al., 2019). Ethical sports promotion is possible when visitors intend to travel to an area to promote sports culture (Jiménez-García et al., 2020). Promoting sports tourism is a priority for European nations because this industry generates substantial revenue (Perić, 2018). The ethical behavior of spectators stimulates players to build their sports tourism ambitions, which ultimately results in travel for the love of sports. As a result, the comparison with prior research demonstrates that significant findings support the second hypothesis of this study.

The findings of this study indicated that the aesthetic philosophy of sports had a favorable impact on sports tourism. In addition, to verify the validity of these findings, the research has compared them to those of past investigations. Each individual's artistic sensibility suppresses their awareness of societal standards and personal convictions (Finlay et al., 2022). The significance of aesthetic sense in people's lives is substantial, as better judgments influencing people's lives are made due to this sense (Yang et al., 2020a). People with an artistic sensibility who appreciate sports are highly motivated to travel to any area to remember the sporting achievements of their favorite teams (Jeong & Kim, 2020). Similarly, the culture of sport tourism flourishes when individuals can participate in various attractive sports in different countries (Cho et al., 2019b). Moreover, the

people's aesthetic encounters with sports activities motivate the governments and administrations of all sports to build a path ahead for the populace to improve their way of promoting sports tourism (Kiani et al., 2019). Since this aesthetic experience of the people enables them to travel to various parts of the world to pursue their sporting ambitions, their aesthetic philosophy towards sports does symbolize their way of life (Malchrowicz-Moško & Poczta, 2018). People are motivated to improve their sports philosophy due to their aesthetic experiences since these aesthetic encounters have altered their sports philosophy (Xu et al., 2020). Some individuals are attracted to sports for the visual experience because they are intrigued and desire to see the teams compete (González-García et al., 2018; Sato et al., 2018). The artistic play of the players inspires the fans to travel to the venues of athletic events, strengthening the relationship between the players and the spectators. Aesthetic philosophy can motivate those motivated to engage in various ways to promote sports (Poulianiti et al., 2019). Because these events significantly impact athletes' personalities, aesthetic experiences help individuals travel to sporting events more effectively and enthusiastically (Gibson et al., 2018). Additionally, players' aesthetic encounters with sports improve their perceptions of those sports, which is beneficial for developing sports culture (Wicker, 2020). The comparison with prior research demonstrates that significant findings support the study's third premise.

6. Implications

Theoretically, this study has contributed a substantial amount of new information about sports tourism that was not addressed in previous research. The research in the literature did not address the philosophies of sports tourism, as their primary focus was on sports tourism promotion and other aspects. This research has examined three new sports philosophies in the context of sports tourism. The analysis begins with a discussion of the moral philosophy of sports, which is strengthening the fans' and government's support for sports tourism. However, substantial studies in the literature refuted this viewpoint. Second, the research has addressed the ethical philosophy of sports to improve fan and government support for sports tourism.

Nevertheless, substantial investigations refuted this philosophy in the literature. The research concludes with a discussion of the aesthetic philosophy of sports, boosting the fans' and government's support for sports tourism. Similarly, substantial investigations in the literature refuted this philosophy. Therefore, the research is a fresh addition to the information that has clarified the philosophies of sports tourism to expand the literature.

In addition, this research has significant practical ramifications based on its suggestions. The study revealed that sports philosophy is an important aspect that can contribute to promoting and developing sports tourism. The research showed that fans of any team morally committed to their teams are willing to travel anywhere to support them. In this approach, these fans are a source of sports tourism promotion. The Indonesian government must work on the sports tourism culture to target these fans by ethically incentivizing them to attend sporting events in Indonesia. In addition, the research revealed that fans of any team who morally support their teams for the improved athletic performance go from one location to another to obtain sports promotions. In this approach, the research revealed that the Indonesian government should cultivate a culture of sports tourism to promote sports to these enthusiasts. In addition, the study showed that the Indonesian government must promote sports tourism for those sports enthusiasts who have an aesthetic connection to sports. These supporters are always willing to go across the globe to support their favorite athletes and teams aesthetically. Consequently, this study has introduced the practical consequences of the sports tourism philosophy, which should be utilized effectively to promote sports culture in Indonesia and foster its economic growth.

7. Future Directions

This study has excellent theoretical ramifications and contributes significantly to the literature on sports tourism. Similarly, the research's practical implications provide a path forward for the Indonesian government to acknowledge these sports ideologies to promote sports tourism. Accordingly, the study has determined the essential future areas that scholars must pursue to offer further literature to the existing body of knowledge. Therefore, scholars should investigate this relationship. Second, there are no studies in the literature that examine the moderating role of access to sporting events in the relationship between sports fans' aesthetic enjoyment and sports tourism; therefore, this relationship should be investigated by scholars. The literature lacks research that examines the moderating influence of tourist marketing on the relationship between fans' tourism intention and sports tourism; consequently, this relationship should be investigated by scholars. The literature lacks research that examines the mediating effect of tourist promotion in the relationship between government sports funds and sports tourism in Indonesia; therefore, this relationship should be investigated by scholars.

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