

The Role of Sport in the Development of Tourism: A Study on Awareness, Opinion, Preference and Selected Stakeholders Contribution by Sport Tourists and Non-Sport Tourists in Bangkok and Pattaya City

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Abstract

Thailand is a developing country that depends heavily on the tourism industry; therefore for the development of Thailand in the long run, it is crucial for Thailand to understand the sport tourism market as sport tourism. Sport tourism is a growing market. This study aims to analyze and determine the role of sport towards the development of tourism through understanding awareness, opinion, preference and selected stakeholders contribution by sport tourists and non-sport tourists in Bangkok and Pattaya city. This study has a total of 400 respondents; 200 sport tourists and 200 non-sport tourists. The data were collected from five major sport events and sport facilities in Bangkok and Pattaya city using non-probability sampling (quota, judgmental and convenience). Descriptive and inferential statistics were applied to demonstrate the relationship between the variables. Independent sample *t*-test and SPSS statistics analysis were applied as research method and measurement for this study. The result showed difference between sport tourists and non-sport tourists' demands and expectations towards sport tourism vary; out of six hypotheses, two hypotheses found items with significant differences which were related to the dependent variable "preferences" towards sport tourism in Thailand, and "the contribution of the General Public in Thailand Sport Tourism development". It can be concluded that sport tourists and non-sport tourists are different, but both are important components for sport tourism development

Keywords: awareness, general public, Ministry of Tourism and Sport, non-sport tourists, opinion, private tourism sector, preference, sport tourists

Introduction

Tourism is one of the most important global industries, allowing travelers to explore new cultures, languages, traditions and ways of life. The most common type of tourism that interested tourists was leisure tourism. Nowadays, there are many other types of tourism that have emerged including sport tourism which is the focus of this study. This study focuses on