

MAPPING IDEA & LITERATURE FORMAT | RESEARCH ARTICLE

Sportpreneurship as a Driver of Local Tourism Investment in the New World Era

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ABSTRACT

The transformation of tourism patterns in the post-pandemic era, following the global COVID-19 crisis, has encouraged the emergence of innovative sectors that integrate lifestyle, entrepreneurship, and tourism development. One emerging concept is sportpreneurship, which combines sports activities with entrepreneurial initiatives and tourism-based economic opportunities. This study aims to analyze the role of sportpreneurship in supporting sports tourism development, stimulating local investment, and contributing to regional economic growth in the new world era. This research employs a qualitative descriptive approach to explore the relationship between sportpreneurship, sports tourism development, and tourism-related investment. Data were collected through literature review, observation of sports tourism activities, and examination of investment developments in sports-based enterprises. The collected data were analyzed using descriptive and interpretative methods to understand the dynamics between sports entrepreneurship and tourism development. The findings indicate that sportpreneurship has become an important driver of tourism development by transforming sports activities into attractive tourism experiences. Sports events, recreational sports activities, and the development of sports facilities attract both domestic and international tourists while generating economic benefits for local communities. Furthermore, integrating sports and tourism creates new investment opportunities, particularly in sports infrastructure, tourism services, and recreational facilities. Overall, sportpreneurship contributes to tourism diversification, enhances destination attractiveness, and strengthens regional competitiveness. The study highlights that sportpreneurship can function as a catalyst for tourism investment and sustainable regional economic development. These findings provide insights for policymakers and tourism stakeholders on integrating sports-based entrepreneurship into tourism development strategies to support long-term economic growth and sustainable tourism.

Keywords: Sportpreneurship, Tourism Development, Sports Tourism, Local Investment, Entrepreneurship.

I. Introduction

The tourism sector has undergone a profound transformation in the aftermath of the COVID-19 pandemic. Global travel restrictions, social distancing measures, and the temporary closure of tourism



destinations significantly disrupted tourism activities worldwide. The pandemic not only reduced international and domestic tourist mobility but also reshaped travelers' preferences, behaviors, and expectations regarding safety, health, and outdoor experiences. As a result, tourism stakeholders—including governments, tourism entrepreneurs, and local communities—have been encouraged to adopt innovative strategies to revitalize tourism destinations and rebuild the tourism economy in the post-pandemic era. One emerging strategy for tourism recovery is the development of alternative tourism experiences that emphasize health, outdoor activities, and community-based economic opportunities. Within this context, sports-related activities have increasingly gained attention as a promising sector capable of revitalizing tourism and stimulating local economic development. Sports activities not only promote healthy lifestyles but also create opportunities for tourism destinations to diversify their attractions and develop new market segments. Consequently, sports tourism has become an important driver of tourism recovery and regional economic resilience. Sports tourism is widely recognized as one of the fastest-growing segments of the global tourism industry. It encompasses a wide range of activities, including international sporting events, regional competitions, recreational sports activities, sports training camps, and visits to sports facilities or venues. These activities attract domestic and international tourists while generating substantial economic impacts through tourist expenditures, infrastructure development, hospitality services, and local business activities. The growth of sports tourism also contributes to destination branding, international visibility, and long-term tourism competitiveness. In recent years, the integration of sports activities and entrepreneurial initiatives has given rise to a new concept, sportpreneurship. Sportpreneurship refers to the entrepreneurial process of transforming sports-related activities, services, and events into economic opportunities that create value for both the sports industry and the tourism sector. This concept emphasizes innovation, business development, and investment in sports-based enterprises, including sports event management, recreational sports tourism packages, sports academies, sports facilities, and adventure tourism businesses.

Sportpreneurship is a strategic approach to tourism development that positions sports as an economic asset capable of generating tourism flows and stimulating local investment. Through the organization of sports events, the development of sports infrastructure, and the promotion of recreational activities, sportpreneurship can attract visitors, extend the length of stay, and encourage spending in local tourism economies. Furthermore, sportpreneurship initiatives can create employment opportunities, support small- and medium-sized enterprises, and foster collaboration among tourism stakeholders, sports organizations, and local governments. In many regions around the world, sports events and recreational sports activities have demonstrated their potential to strengthen tourism destinations and contribute to regional economic growth. Major sporting events often attract thousands of visitors, generate international media exposure, and stimulate investment in tourism infrastructure such as hotels, transportation systems, and recreational facilities. Even small-scale community sports events can contribute to local economic development by promoting destination attractiveness and supporting local businesses. Despite the growing recognition of sportpreneurship as a catalyst for tourism development, academic research examining the relationship between sportpreneurship, tourism investment, and regional economic transformation remains relatively limited. Most existing studies focus on sports tourism from the perspectives of event management or tourist motivation, while fewer examine the broader economic and investment implications of sportpreneurship in tourism destinations. Therefore, this study aims to explore the role of sportpreneurship in supporting tourism development and transforming local investment dynamics in the new world era. Specifically, the study investigates how sportpreneurship initiatives can stimulate sports tourism development, attract local investment, and ultimately contribute to regional economic growth. By examining these relationships, this research seeks to provide theoretical insights and practical implications for policymakers, tourism developers, and entrepreneurs seeking to strengthen tourism resilience and sustainable economic development through sports-based innovation.

II. Literature Review and Hypothesis Development



2.1. Sportpreneurship

Sportpreneurship refers to entrepreneurial activities centered on sports-related products, services, and experiences that generate economic value while promoting sports participation and tourism development. The concept combines principles of entrepreneurship with the sports industry, where individuals, organizations, and communities transform sports-related activities into sustainable business opportunities. Sportpreneurship encompasses a wide range of economic activities, including the development of sports facilities, organization of sports events, sports training academies, sports equipment businesses, sports tourism packages, and recreational sports enterprises. These initiatives often involve collaboration among private entrepreneurs, government institutions, tourism stakeholders, and local communities to create innovative sports-based economic ecosystems. From an economic perspective, sportpreneurship plays an important role in transforming sports into productive economic assets. Through entrepreneurial innovation, sports activities that were previously considered recreational or leisure-oriented can be commercialized into profitable industries that attract tourists, investors, and sports enthusiasts. For example, marathon events, cycling competitions, surfing championships, and adventure sports festivals can attract both domestic and international tourists while generating revenue for tourism destinations. Moreover, sportpreneurship encourages the development of supporting industries, such as hospitality services, transportation, sports equipment retail, and event management. As a result, the sportpreneurship ecosystem contributes not only to the development of the sports industry but also to broader tourism and regional economic growth. By promoting innovation and entrepreneurship in sports-based activities, sportpreneurship can catalyze sustainable tourism development and economic diversification in tourism destinations.

2.2. Sports Tourism

Sports tourism refers to travel activities in which sports serve as the primary motivation for visiting a destination. It includes both active participation in sports activities and passive involvement as spectators attending sporting events. Sports tourism has become one of the fastest-growing segments of the global tourism industry, driven by growing public interest in health, fitness, outdoor recreation, and international sporting events. Sports tourism can generally be categorized into three main types: event-based, active, and nostalgia-based. Event-based sports tourism involves travel to attend or participate in major sporting events such as international competitions, marathons, or regional sports festivals. Active sports tourism refers to tourists who travel to engage directly in recreational sports activities such as hiking, cycling, diving, surfing, and golf. Meanwhile, nostalgia sports tourism involves visiting sports museums, stadiums, or historic sports venues associated with famous athletes or teams. The development of sports tourism offers significant economic benefits for tourism destinations. Sporting events and recreational sports activities attract visitors who spend money on accommodation, transportation, food services, entertainment, and local products. This tourist expenditure generates income for local businesses and stimulates the development of tourism infrastructure such as hotels, transportation systems, and recreational facilities. In addition to direct economic benefits, sports tourism also contributes to destination branding and international exposure. Hosting sports events or developing sports tourism destinations can enhance a region's image and attractiveness, making it more competitive in the global tourism market. Furthermore, sports tourism promotes healthy lifestyles and sustainable tourism practices by encouraging outdoor activities and nature-based tourism experiences.

2.3. Sportpreneurship and Tourism Investment

The development of sportpreneurship has significant implications for tourism investment and regional economic development. As sport-based entrepreneurial activities grow, they create new investment opportunities in tourism infrastructure, sports facilities, and recreational services. Investors, local

governments, and tourism developers increasingly recognize the economic potential of integrating sports and tourism industries. Sportpreneurship stimulates tourism investment in several ways. First, establishing sports facilities such as stadiums, sports complexes, training centers, and adventure parks requires capital investment that contributes to local infrastructure development. Second, organizing sports events and competitions encourages investment in event management services, hospitality, and tourism promotion. Furthermore, sportpreneurship contributes to diversifying tourism products within a destination. By offering sports-based tourism experiences such as cycling tours, surfing tourism, marathon tourism, or adventure sports, tourism destinations can attract new market segments and extend tourists' length of stay. This diversification strengthens tourism competitiveness and reduces dependence on traditional tourism attractions. The presence of sportpreneurship initiatives also enhances destination attractiveness by creating unique tourism experiences that combine sports, recreation, and cultural engagement. When sports tourism is integrated into local tourism development strategies, it can stimulate public and private sector investment in tourism infrastructure and services. Ultimately, the growth of sportpreneurship and sports tourism can lead to broader regional economic impacts, including job creation, business development, and increased government revenue from tourism-related industries. Therefore, understanding the relationship among sportpreneurship, tourism investment, and economic development is essential for policymakers and tourism planners seeking to build resilient, competitive tourism destinations in the post-pandemic era.



Figure 1. Conceptual Framework

III. Research Method

This study employs a qualitative descriptive research design to analyze the role of sportpreneurship in tourism development and its contribution to investment growth and regional economic transformation. A qualitative approach is appropriate for this research because it enables an in-depth understanding of complex social and economic phenomena, particularly the interactions among sports-based entrepreneurial activities, tourism development, and investment dynamics within regional economies. The descriptive qualitative method enables the researcher to explore how sportpreneurship initiatives contribute to the development of sports tourism and stimulate economic opportunities in tourism destinations. Rather than focusing on statistical measurement, this research emphasizes interpretative analysis to understand patterns, relationships, and the broader implications of sportpreneurship activities within the tourism sector. The research examines how sports-based entrepreneurial activities, such as sports event organization, development of recreational sports facilities, sports tourism services, and sports-related businesses, can stimulate tourism flows and attract investment. These activities are analyzed in relation to their ability to enhance destination attractiveness, generate tourism demand, and support the growth of tourism-related economic sectors.

Data collection in this study was conducted using several qualitative data sources. First, a literature review was conducted to examine previous studies, academic journals, policy reports, and theoretical frameworks related to sportpreneurship, sports tourism, and tourism investment. This literature review provides the conceptual foundation for understanding the role of sportpreneurship within the broader tourism development framework. Second, observational analysis was used to examine various sports tourism activities that contribute to tourism development. Observations focus on how sports-related events, recreational sports activities, and sports-based tourism experiences are organized and promoted within tourism destinations. This observational approach helps identify patterns of interaction between sports

activities, tourism services, and visitor participation. Third, this research also examines tourism-related investment developments associated with sportpreneurship initiatives. This includes the analysis of investments in sports infrastructure, recreational facilities, tourism accommodations, and other supporting services that arise from sports tourism activities. Such investments reflect the economic potential generated by sportpreneurship and its influence on local economic development. The collected data were analyzed using descriptive and interpretative analytical approaches. Descriptive analysis was applied to systematically organize and present information related to sportpreneurship activities, sports tourism development, and investment trends. Meanwhile, an interpretive analysis was used to explore the underlying relationships among sportpreneurship initiatives, tourism growth, and investment expansion. Through this analytical process, the study aims to develop a comprehensive understanding of how sportpreneurship functions as a catalyst for tourism development and investment stimulation. The findings of this research are expected to provide insights for tourism policymakers, regional governments, investors, and tourism entrepreneurs in designing strategies that integrate sports-based entrepreneurship into sustainable tourism development.

IV. Result and Discussion

The findings of this study indicate that sportpreneurship has emerged as a significant driver of tourism development in many tourism destinations. The integration of entrepreneurial activities within the sports sector creates new opportunities for tourism growth by transforming sports-related activities into attractive tourism experiences. Sport-based initiatives, such as sports competitions, recreational activities, and the development of sports facilities, have demonstrated strong potential to attract both domestic and international tourists. Sports events, for instance, play an important role in generating tourism flows and stimulating local economic activities. Regional and international sports competitions often attract athletes, officials, spectators, and media representatives who travel to the host destination. These visitors contribute to increased demand for accommodation, transportation, food services, and other tourism-related businesses. Consequently, sports events generate a multiplier effect on the local economy by supporting various sectors directly and indirectly related to tourism. In addition to competitive sporting events, recreational sports activities also contribute significantly to tourism development. Activities such as cycling tours, marathon running, hiking, surfing, diving, and other outdoor sports have become increasingly popular among tourists seeking active and healthy travel experiences. These activities not only enhance the attractiveness of tourism destinations but also encourage longer tourist stays and higher tourism expenditures. As a result, tourism destinations that successfully integrate sports-based activities into their offerings can strengthen their competitiveness. Another important finding of this study highlights the role of sportpreneurship in generating economic opportunities for local communities. Sport-based entrepreneurial initiatives often involve small- and medium-sized enterprises that provide services such as sports equipment rental, tour guiding, event organization, sports training programs, and recreational tourism packages. These businesses contribute to job creation and income generation within tourism destinations, thereby supporting community-based economic development.

Furthermore, integrating sports and tourism creates new investment opportunities in the sector. The growth of sportpreneurship encourages both public and private sector investment in sports infrastructure, tourism facilities, and recreational services. Investments in sports stadiums, training facilities, adventure parks, cycling tracks, water sports facilities, and other recreational infrastructures enhance the capacity of tourism destinations to host sports-related events and attract tourists. In addition to infrastructure development, investment opportunities arise in developing sports tourism products and services. Tourism entrepreneurs increasingly develop specialized tourism packages that combine sports activities with cultural and leisure experiences. For example, sports tourism packages may include participation in marathon events, cycling tours across scenic landscapes, golf tourism experiences, or water sports activities combined with cultural tourism attractions. These integrated tourism products allow destinations to diversify their tourism offerings and appeal to broader market segments. Tourism diversification is particularly important in strengthening

destination resilience in an increasingly competitive global tourism market. Destinations that rely solely on traditional tourism attractions, such as cultural heritage or natural landscapes, may struggle to sustain tourist interest over time. By incorporating sports-based tourism, destinations can introduce innovative products that offer unique and engaging experiences for visitors. The development of sports tourism also enhances destination attractiveness and branding. Hosting sports events or developing sports tourism facilities enables destinations to position themselves as dynamic, active tourism destinations. International sports competitions, for example, can generate global media exposure and increase the visibility of tourism destinations in international markets. This exposure can enhance destination reputation and attract future tourists, investors, and tourism-related business opportunities.

Moreover, sportpreneurship plays an important role in strengthening regional competitiveness in the tourism sector. Regions that actively promote sports tourism often differentiate themselves from competing destinations by offering distinctive tourism experiences. The presence of high-quality sports infrastructure, well-organized sporting events, and professional sports tourism services can significantly enhance a destination's appeal to sports enthusiasts and recreational tourists. From a broader economic perspective, tourism development supported by sportpreneurship contributes significantly to regional economic growth. The economic impacts generated by sports tourism include increased tourism revenue, business expansion, job creation, and infrastructure development. These economic benefits not only support the tourism sector but also stimulate growth in other related industries such as transportation, hospitality, retail, and local creative industries. In the long term, sportpreneurship can serve as a strategic tool for sustainable regional development. By integrating sports activities with tourism development strategies, governments and tourism stakeholders can create economic ecosystems that encourage innovation, investment, and community participation. Such integration helps ensure that tourism development generates inclusive economic benefits while maintaining the sustainability of tourism destinations. Therefore, the findings of this study highlight the important role of sportpreneurship as a catalyst for tourism development, investment growth, and regional economic transformation. The effective integration of sports entrepreneurship and tourism strategies can create dynamic tourism destinations that attract visitors, stimulate economic activities, and strengthen regional competitiveness in the global tourism industry.

V. Conclusion

Sportpreneurship plays a strategic role in supporting tourism development and transforming investment patterns in the new world era. In the context of rapid global economic change and the recovery of the tourism sector after the COVID-19 pandemic, innovative approaches are required to revitalize tourism destinations and create sustainable economic opportunities. Sportpreneurship represents one of the most promising approaches by integrating sports activities with tourism development and entrepreneurial innovation. The integration of sports, tourism, and entrepreneurship creates a dynamic economic ecosystem in which sports-related activities are transformed into tourism attractions and commercial opportunities. Through sportpreneurship initiatives, sports events, recreational sports activities, and sports-based tourism services can be developed into tourism products that attract both domestic and international visitors. These activities not only enhance tourism experiences but also help diversify tourism products within destinations. Furthermore, sportpreneurship contributes significantly to the development of sports tourism as an emerging segment within the global tourism industry. Sports tourism attracts visitors interested in participating in sports, attending sporting events, or experiencing recreational sports in tourism destinations. As a result, the growth of sports tourism increases tourist arrivals, extends visitor length of stay, and stimulates higher tourism expenditures. Another important contribution of sportpreneurship lies in its ability to stimulate investment development within tourism destinations.

The growth of sports tourism often requires the development of supporting infrastructure, including sports facilities, recreational parks, stadiums, training centers, and tourism-related services. These developments encourage both public and private sector investments in tourism infrastructure and supporting

industries. Investment in sports facilities and tourism services not only enhances destination capacity but also creates new economic opportunities for local communities. In addition to investment growth, sportpreneurship also generates significant socio-economic benefits for local communities. The development of sports tourism creates employment opportunities in various sectors, including event management, hospitality services, transportation, sports training, equipment rental, and tourism guiding services. Small and medium-sized enterprises can also benefit from the growth of sports tourism by providing local products, food services, and tourism experiences for visiting tourists. Moreover, sportpreneurship contributes to strengthening destination competitiveness in the global tourism market. Tourism destinations that successfully integrate sports-based activities into their strategies can create unique, distinctive experiences that set them apart from competitors. The organization of sports events, development of recreational sports facilities, and promotion of active tourism experiences can significantly enhance destination attractiveness and international visibility.

From a broader regional development perspective, sportpreneurship can catalyze sustainable economic growth. The multiplier effects generated by sports tourism activities contribute to the expansion of tourism-related industries, increased government revenue, and improved regional economic performance. In the long term, integrating sportpreneurship and tourism development can help build resilient local economies capable of adapting to changing tourism trends and global economic challenges. Therefore, policymakers, tourism planners, and industry stakeholders should recognize the strategic importance of sportpreneurship in tourism development strategies. Governments and tourism authorities can support the development of sportpreneurship by facilitating investment in sports infrastructure, promoting sports tourism events, encouraging entrepreneurial innovation in sports-related businesses, and strengthening collaboration between sports organizations, tourism operators, and local communities. By incorporating sportpreneurship into tourism development policies and strategies, tourism destinations can create sustainable tourism ecosystems that generate long-term economic benefits, enhance destination competitiveness, and improve the overall well-being of local communities.

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