LONG-TERM EFFECT OF MEGA SPORTS EVENT ON HOST COUNTRY'S TOURISM: EVIDENCE FROM THE JAKARTA-PALEMBANG 2018 ASIAN GAMES

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Long-term Effect of Mega Sports Event on Host Country's Tourism: Evidence from the Jakarta-Palembang 2018 Asian Games[*]

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Abstract

The 2018 Asian Games is the biggest sports event in the history of Asian Games in terms of contested sports as well as the participating athletes. Considering the massive scale of the event, it is imperative that the benefits generated by the 2018 Asian Games be measured. This study contributes to the extant body of literature on the long-term benefits of sports event on tourism and sports tourism sectors, with reference to the case of 2018 Asian Games in Indonesia. Using primary data collected through the survey during the event, the study found that hosting the 2018 Asian Games has increased favorable perceptions among event participants and visitors towards Indonesia; positively affected the propensity to repeat visitations to Indonesia in the future; increased the likelihood of giving positive referrals to Indonesia for tourism destination and future international sports event hosting. The academic and policy implications of the findings are discussed.

JEL Classification: L83; R19; Z32

Keywords

Asian Games — Sports Event — Sport Tourism — Tourism — Indonesia

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1. INTRODUCTION

Asian Games is a multi-branch sports event that involves all countries in the Asian Continent, as well as an official four-year agenda of the Olympic Council of Asia (OCA). Indonesia was selected to host the 2018 Asian Games, which was officially known as the 18th Asian Games Jakarta-Palembang 2018. The 2018 Asian Games took place from August 18 to September 2 in three provinces - DKI Jakarta and South Sumatra (of which Palembang is the capital city) as the host regions while Jawa Barat served as a supporting region.

The 2018 Asian Games was the biggest in the history of Asian Games, with 11,478 participating athletes from 45 Asian countries, including Indonesia. The athletes competed in 40 sports and 465 sports events, exceeding the participating athletes in 2014 Incheon Asian Games (South Korea), Guangzhou 2010 (China) or Doha 2006 (Qatar), and being comparable to the 2016 Rio de Janeiro Olympics (Brazil) which featured 11,238 athletes. Further, 1,149 foreign country officials from participant countries also took part, adding to the hundreds of OCA officials and representatives of international sports federations from various sports branches.

To ensure that the grand event would run successfully, no less than 13 thousand local committees were involved, which comprised of the Indonesia Asian Games Organizing Committee (INASGOC) and its volunteers, excluding task forces from various government institutions and community organizations that helped smooth the event. Moreover, the 2018 Asian Games successfully attracted international attention beyond the Asia Region. The event was covered by more than 10 thousand international journalists from printed and online media from around the globe. The event also attracted nearly 79 thousand foreign tourists who came to Indonesia with main intention to watch the games.

As the massive event was mostly funded by the state budget and that Indonesia envisions to host other international sports events in the future, the need to capture the benefits generated from the event remains of paramount importance. Such benefits may be channeled directly to various sectors through the expenditures incurred by participants and tourists of the sports event. In addition, there are other potential benefits that can be reaped in the long-term, such as repeated visitations to Indonesia in the future, amongst others. However, there remains a minuscule amount of literature body that provides a comprehensive explanation on long-term benefits to the tourism sector which are generated from hosting a sports event, whereas none of them specifically refers to Indonesia as the country of interest. This study directly contributes to such limitations, by focusing

on the long-term impact of hosting of 2018 Asian Games towards the tourism sector and particularly sport tourism in Indonesia.

This paper is organized as follows. Section 2 provides brief review of the extant literatures on sports tourism and the impact of sports tourism to the broader economy. The third section explains the data and methodology employed by this study. It will then be followed by the fourth and the fifth sections, which provide detailed descriptive statistics and estimation results on the impacts of 2018 Asian Games on tourism and sport tourism in Indonesia. Section 6 of the paper concludes and discusses the implications of the findings.

2. LITERATURE REVIEW

2.1 Sports Events and Sport Tourism

Sport tourism can be defined as a travel activity to take part in, to observe sports events or to visit sports attraction while staying in a tourist area (Delpy, 1998, as cited in Roche et al., 2013), defines. Sport tourism can then be divided into three subcategories: sports attraction visitation, sports event attendance and active participation. Gelsenkirchen (2007) asserts that sport tourism can be defined in broad and narrow terms. The broad definition refers to *"the appropriation of 'self'-participation in sports in the routine living environment under other/alien, non-familiar conditions outside of one's own living environment". Meanwhile, its narrow definition refers to "the expanded, quasi double conflict and appropriation of the participation of another sport which does not exist in the routine living environment, and under other, non-familiar conditions"*.

The sports tourism sector is a segment within the global travel and tourism industry, which is currently undergoing a significant growth. Currently, this industry is valued at around US$800 billion worldwide (Orbis, 2018). Sport tourism is also one of the largest and fastest-growing business within the global travel and tourism industry (Hritz & Ross, 2010). The growth of sports tourism has been spurred by the availability of various affordable travel means for middle and low-class spectators, as well as better ticketing system.

Within sports tourism, sports event has been an important segment in the last few decades (Roche et al., 2013). Likewise, in the sports spectator market, sports competitions or events have steadily become the main product (Fullerton & Mertz, 2008). Further, there have also been increasing active participation to compete formally or informally as teams or individuals. Growing leagues, tournaments and competitions in some sports disciplines have increased the number of participants and the frequency of participation and have contributed in promoting the development of these segments (Fullerton & Mertz, 2008).

Sports events, especially large-scale ones such as Asian Games, can provide valuable opportunities for the host country and its people in stimulating their local economy, and improving tourism facilities as well as community's image and reputation. According to Baloglu and Brinberg (1997), the economic benefits of sports events outweigh those of non-sports events because both the preparation and the main activities in the former can increase economic ac-

tivities more than the non-sport events. Besides, the impact on economic development can persist after the events are completed. Tourists may return to the host area in the future and therefore supporting the potential for a sustainable city development as the result of the sports event's media branding.

2.2 Participants and Tourists Expectation

Experience could be the main factor that could attract sport tourist to revisit the country. According to Zhang et al. (2014), a satisfactory experience resulting from attending sporting events would appear to be an important predictor of a fans' likelihood of attending future events. The study that conducted by Shonk (2006) showed that there is an overall perceived perception of sport tourism quality which significantly contributes to a tourist's perception of satisfaction. Moreover, satisfaction was found to significantly contribute to a tourist's decision to return to a sporting event and/or to a particular area.

Zhou (2015) argued out that there are five factors that constitute the main experience expectations for sports event tourists: efficiency and excitement, education, authenticity, socialization and convenience. Experience could also be derived from activities (Palrão & Filipe, 2017; Kurtzman & Zauhar, 2005; Hinch & Higham, 2001) and people (Hinch & Higham, 2001; Gammon & Rawshaw, 2013). Other studies reported that experience came from the place and interaction with the place (Palrão & Filipe, 2016; Standeven & Knop, 1999; Weed & Bull, 2004).

Tourist's background and culture also determine their satisfaction and experience. Zhou (2015) distinguished between Chinese (local) and foreign tourist groups while examining tourists' behavior during The ATP Masters 1000 in Shanghai. Both groups showed different attitude in evaluating the provided service, satisfaction and future intention.

2.3 Impact of Sport Tourism

Previous researches told that in longer term sports event brings benefits to the economy such as increased tourism and tourism-related employment, destination image, new infrastructures, improved public welfare, increased inward investment and event hosting experience (Roche et al., 2013; Kasimati, 2003; Müller et al., 2016; KPMG, 2018) . As the high proportion of sports fans live outside the hosting cities, sports event could generate tourism benefit to the areas. Ritchie and Adair (2004) found that sports events can increase visitation to a region, improve a destination's image or brand and reduce seasonal fluctuations in visitation.

Müller et al. (2016) argued that the demand stimulating effect of the sports events prevails in the hosting country's tourism before, during and after the event. In most cases, this effect results in increasing tourist's number as well as length of stay. Likewise, Roche (2013) found that sports event improves destination image and increase the numbers of visitors over time. Fourie and Santana-Gallego (2011) reported that mega-sport events could promote tourism, but the magnitude varies depending on the event type, the participating countries and whether the event is held during the peak or off-season.

Hinch and Higham (2011) divide sport tourism event into two types, elite and non-elite. Elite sports event such as

Olympic serves as an effective destination promotion while in non-elite sports event such as the National Sport Festival for the Elderly (Japan) the participants tend to engage in a wide range of tourist activities, particularly sightseeing and visiting hot spas both during and following the completion of the event (Chogahara & Yamaguchi, 1998, as cited in Hinch & Higham, 2011).

There have been few studies done on large-scale sports event that are being held in Indonesia, with the exception of Revindo et al. (2019). In particular, the study investigates the spending behavior of both participants and the tourists, while also empirically identifying the determinants of spending levels incurred by these visitors. The study finds that, for example, non-ASEAN participants tend to spend higher amounts than their ASEAN counterparts. Other aspects that are found to be correlated with visitors' spending levels include types of respondent (being visitors, officials or athletes), age, length of stay, previous visits to Indonesia, satisfaction on the quality of the internet, information provision, perception on security and lastly, venue of the competition. The study also highlights several policy implications that are needed to enhance participants' spending, which include formulating specific promotional strategies, better arrangement of competition schedules, and improving the internet connection.

This study aims to fulfill the literature gap by specifically investigating the long-term impacts of hosting a large-scaled international sports event in Indonesia, which has so far been missing from the extant literature. In this paper we ask whether any such benefits from the hosting of such event might not only occur in terms of spending in the local economy, but also from potential revisits and tourism recommendations in the long-run.

3. METHODOLOGY

3.1 Data

The study employs both primary and secondary data. The primary data includes the socio-demographic characteristics of Asian Games participants and visitors, the propensity of respondents in returning to Indonesia for travel and tourism, the propensity of respondents in recommending Indonesia as a tourism destination and the propensity of respondents in recommending Indonesia as the host for other future international sports events. The primary data was collected through the survey using structured questionnaire.

The secondary data includes the actual number of the national and international athletes, country officials, organizing committees' officials (OCA and INASGOC), international sport federations officials, and international journalists from 45 participating countries (including Indonesia as the host) in 40 sports (63 sport branches), provided by the INASGOC and other official sources. The secondary data was then used as the basis of sampling method for the survey.

3.1.1 Sampling

This study confines to international participants and visitors of 2018 Asian Games. The sampling was designed to ensure that the proportions of the respondents simulate the population. The proportional sampling method was applied

to international athletes and country officials by country of origin rather than sport disciplines on the base that the spending varies more across countries rather than sports. For OCA and international sport federations (IF) officials, convenience sampling method was applied due to the difficulties in arranging survey appointments.

In absence of population list, the survey on international journalist and spectators applied quota sampling method with which the sampled respondents were surveyed conveniently until a targeted maximum number of respondents from a single country was filled. In total there were 1,914 international respondents interviewed in the survey. The population and obtained responses for each international respondent category is provided in Table 1.

3.1.2 Questionnaire

A specific questionnaire is developed for each of the five international respondent categories including International Athletes (IA), Olympic Council of Asia and International Sport Federations Officials (OCA & IF), Foreign Country Officials (CO), International Journalists (IJ) and International Spectators (IS). The first section of the questionnaire inquires respondent's identity including name, nationality, age, gender and contact details. There are additional questions regarding arrival and departure dates to/from Indonesia, the experience in participating or attending international sports events and previous experiences of visiting Indonesia.

A section of the questionnaire is devoted to evaluating the Asian Games hosting by asking the level of satisfaction of respondents to the provision of sports facilities and venues, transportation arrangement, accommodation and food, safety and security, match schedules, information provision, and telecommunications and internet services. The respondents were also asked to rate their satisfaction to the local culture and the hosting cities.

A section of the questionnaire explores respondent's possibility of returning to Indonesia and the likelihood to recommend Indonesia as a tourist destination to their respective colleagues and relatives. For CO and OCA & IF respondents, there are additional questions whether they are willing to recommend Indonesia as a host of future international sports events and as a training location for their respective sport teams.

The draft of questionnaires underwent development and validation through: (1) piloting to several national athletes and sport federations; (2) field training of the enumerators to the national and international athletes, officials and committees found around the venues a week before the opening ceremony.

3.1.3 Data Collection

The questionnaires were transformed into the Computer Assisted Personal Interview (CAPI) program. CAPI program allowed the survey team obtaining the survey results in real time, giving feedback, verifying the coordinates of survey locations and voice recordings. The field survey teams consisted of six supervisors and 40 enumerators who were trained for four days on the interview process, CAPI system, comprehension of questionnaires, and practice interviews both in Indonesian and English. The survey of 2018 Asian Games was carried out on August 19 to September 4 in

Table 1. Number of Respondents Population and Obtained Survey Responses

Type of Respondents	Total Population	Respondents
Athletes (Including Indonesia)	11,478	1,268
Foreign Country Officials	1,149	261
International Journalists	10,621	121
International Spectators	78,854	218
OCA & IF Officials	Unknown	46
Total		1,914

Source: LPEM FEB UI Survey (2018), Bappenas (2018), and INASGOC (2018)
Note: Each spectator can watch more than one game.
The number in the table refers to the number of spectators.
The survey also collected data from national respondents, but the spending behaviours of national respondents are beyond the scope of this study

Jakarta and Palembang as well as several cities in West Java that participated in hosting the event.

3.2 Profile of Respondents

Based on the country of origin, most international athlete respondents came from China (77 respondents) as the second largest contingent in Asian Games 2018 (859 athletes) after Indonesia. Based on sports, it was mostly dominated by athletes from Athletics (87 respondents). The sampled respondents of foreign country officials were slightly dominated by Japan (19 respondents). As for Bhutan, Turkmenistan, and Cambodia, only one country official was taken from each country as part of the samples. For the international spectators, the country with the highest number of respondents was Japan (27 respondents). For the international journalists, Japan accounted for most respondents with 12 responses. For the OCA & IF, a significant number of respondents came from non-Asian countries (11 respondents).

The average age of respondents varied by categories of respondents. International athlete respondents have the youngest average age of 24 years, followed by international journalists (34 years), international spectators (38 years), country officials (42 years), while OCA & IF respondents have the oldest average age of 50 years. Based on gender composition, there were more male respondents found in every group of international respondents, especially among international journalist respondents (85.9%) and country official respondents (84.7%). The highest percentage of female respondents was found in international spectator respondents (40.4%).

3.3 Data Analysis

This study used logistic regression model to analyze the determinants of propensity to repeat visitation to Indonesia and willingness give positive referrals to Indonesia. This econometric tool is used to predict the probability of an outcome given the value of independent variables. The Multinomial Logit Model (MNL) to predict the propensity to repeat visitation is formulated as the following. The MNL model is coded as three possible outcomes of repeating the visitation (1 = 'No'; 2 = 'Maybe'; and 3 = 'Yes'). The MNL model is given as follows:

$$Prob(Revisit_i = j) = \frac{e^{\beta_j x_i}}{\sum_{m=0}^{2} e^{\beta_j x_i}}, j = 1, 2 \ or \ 3$$

where β_j is a vector of parameters of independent variables, x_i is the probability of $Revisit_i = j$.

The binary logit model is used to estimate the probability to give positive referrals to Indonesia, and is summarised as follows:

$$P_i = E(REFERRAL_i = 1) = \frac{1}{1+e^{-Z_i}}$$

where $REFERRAL_i$ is respondent i's willingness to give positive referral, which is equal to 1 if 'Yes' and equal to 0 if 'No'; P_i is respondent i's estimated probability of giving positive referrals (high value of P_i implies a high probability to give positive referrals); and Z is a vector of independent variables including sociodemographic variables, tourist variables and psycho-graphic variables.

Table 2 provides the description and the expected sign of the independent variables.

4. DESCRIPTIVE STATISTICS

4.1 Evaluation on 2018 Asian Games and Perception on Indonesia

To measure the long-term economic impacts of the 2018 Asian Games, the perspective of the people who participated in the event is pivotal. The impression that people had regarding the success of Indonesia as the host country for a major sporting event such as Asian Games needs to be accounted for and evaluated. The majority of international respondents had a positive response when asked about the sports facilities and venues provided for this 2018 Asian Games (see Figure 1). More than 90% of respondents in all types of respondents stated that Indonesia provided 'Excellent' or 'Good' facilities and venues for the Asian Games. Most criticism (despite less than 10%) came from OCA & IF officials.

Differently, there was a number of respondents who stated that some improvements could be made for the transportation and traffic management aspect (see Figure 2). International athletes, country officials, and OCA & IF officials had special transportation arrangement for their event-related activities, hence they were mostly satisfied with the arrangement. However international journalists had much higher mobilization while international spectators did not have any special arrangement provided by the organizing committee. Therefore, more than 20% of them gave poor rating on transportation and traffic management aspect.

Several groups of international respondents had their food and accommodation provided by the organizing committees. Country officials and international athletes generally stayed at the Athlete Village in each host-city, despite

Table 2. Definition and Expected Signs of the Independent Variables

| Variable	Description	Priori Sign
Socio-demographic Variables		
Age	Age of the respondent at the time of the survey	+
Male	Gender of the respondent (with 1 indicating male; 0 otherwise)	+
ASEAN	The respondent's country of origin (with 1 indicating ASEAN; 0 for Non-ASEAN)	+/-
Tourist Variables		
Jakarta	The venue location in which the respondent was interviewed (with 1 indicating Jakarta; 0 indicating Palembang)	+/-
LOS	Length of stay of the respondents, in days	+
Experindo	Respondent's previous visitation experience to Indonesia (with 1 indicating 'at least once'; while 0 indicating 'never')	-
Experevent	Respondent's previous visitation experience to an international sports event (with 1 indicating 'at least once'; while 0 indicating 'never')	-
D˙CO	Respondents from 'Country Officials' category (with 1 indicating CO respondents, 0 for otherwise)	+/-
D˙IS	Respondents from 'International Spectators' category (with 1 indicating IS respondents, 0 for otherwise)	+/-
D˙IJ	Respondents from 'International Journalists' category (with 1 indicating IJ respondents, 0 for otherwise)	+/-
D˙OCA	Respondents from 'Olympic Committee of Asia & International Federation' category (with 1 indicating OCA respondents, 0 for otherwise)	+/-
Psychographic Variables		
RTICT	Respondent's evaluation on aspects of telecommunication and internet networks (Likert scale of 1-4, in which 1 indicates 'very poor' and 4 indicates 'excellent')	+
RTTRANS	Respondent's evaluation on aspects of transportation arrangement (Likert scale of 1-4, in which 1 indicates 'very poor' and 4 indicates 'excellent')	+
RTSAFSEC	Respondent's evaluation on aspects of safety and security (Likert scale of 1-4, in which 1 indicates 'very poor' and 4 indicates 'excellent')	+
RTINFO	Respondent's evaluation on aspects of provision and access to information (Likert scale of 1-4, in which 1 indicates 'very poor' and 4 indicates 'excellent')	+
RTCUL	Respondent's evaluation on local culture (Likert scale of 1-4, in which 1 indicates 'very poor' and 4 indicates 'excellent')	+
RTCITY	Respondent's evaluation on Indonesian cities (Likert scale of 1-4, in which 1 indicates 'very poor' and 4 indicates 'excellent')	+
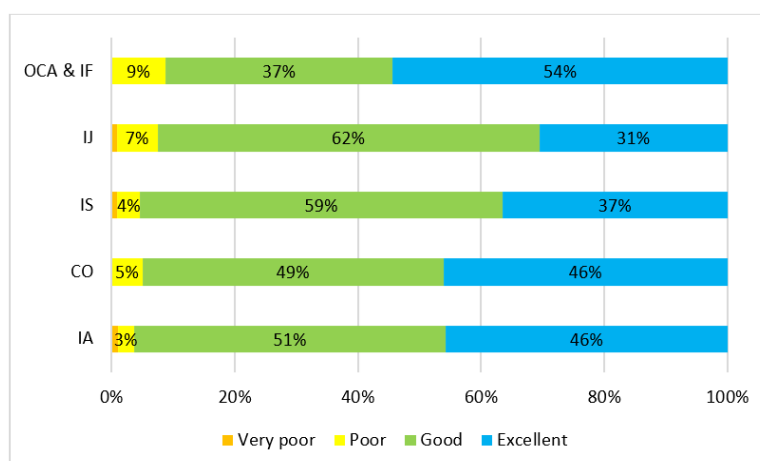
Figure 1. International Respondents' Evaluation on Sports Facilities and Venues
Source: LPEM FEB UI Survey (2018)

some officials and athletes who competed at the venues outside Jakarta and Palembang stayed at the nearby hotels, while the OCA & IF officials were given rooms at the hotels selected by the organizing committees. By contrasts, international journalists and international spectators had to manage their own food and accommodation. The survey showed that the provision of food and accommodation by the organizing committee generally satisfied the respondents, despite some criticism on the food variation and room size in the athlete village by international athletes and country officials (see Figure 3).

Regarding the aspect of safety and security, Indonesia was generally thought as successful in securing the procession of Asian Games 2018. Figure 4 shows that most of the international participants and visitors gave either good or very good rating for the security aspect of the Asian Games 2018.

In evaluating the competition schedule, around 10% of country officials and international spectators encountered problems (see Figure 5). However, in general, the majority of international respondents positively rated the competition schedule, with about 90% of respondents rated the scheduling as 'excellent' or 'good'.

The majority of international respondents had positive reviews regarding the provision of information (flyers, booklets and information counters) during the 2018 Asian Games (see Figure 6). More than 90% of international athletes, country officials, and OCA & IF officials stated that access to information was 'good' or 'excellent'. However, it is worth noted that international spectators and international journalists happened to have more issues regarding access to information with more than 15% of them rated the access
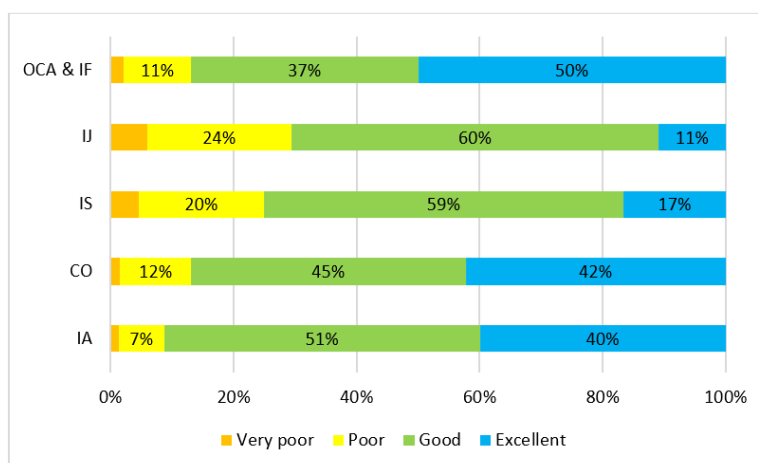
Figure 2. International Respondents' Evaluation on Transportation and Traffic Management
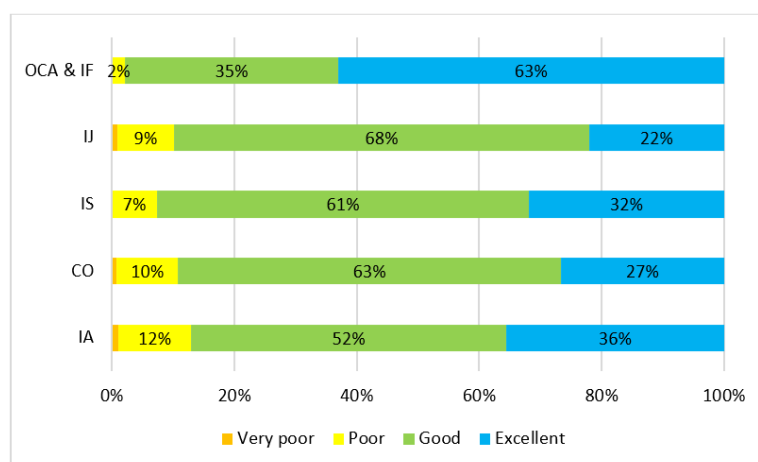Source: LPEM FEB UI Survey (2018)

Figure 3. International Respondents' Evaluation on Food and Accommodation
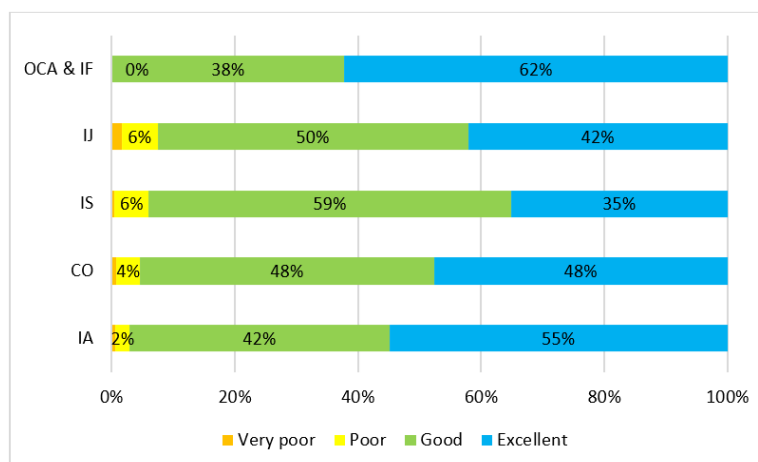Source: LPEM FEB UI Survey (2018)

Figure 4. International Respondents' Evaluation on Security and Safety
Source: LPEM FEB UI Survey (2018)

to information as 'poor' or 'very poor'.

Telecommunication and internet services were one aspect that had been complained more than other aspects of the 2018 Asian Games organization (see Figure 7). Many of the respondents compared the services in Indonesia with the telecommunication and internet services provided in their home countries. Hence, while in general the majority of respondents still gave good ratings on telecommunications and internet services during the Asian Games 2018, there were some percentages of respondents in each group who gave poor ratings. The poorest ratings were given by international journalists with almost 20% of them gave a 'poor' or 'very poor' rating.
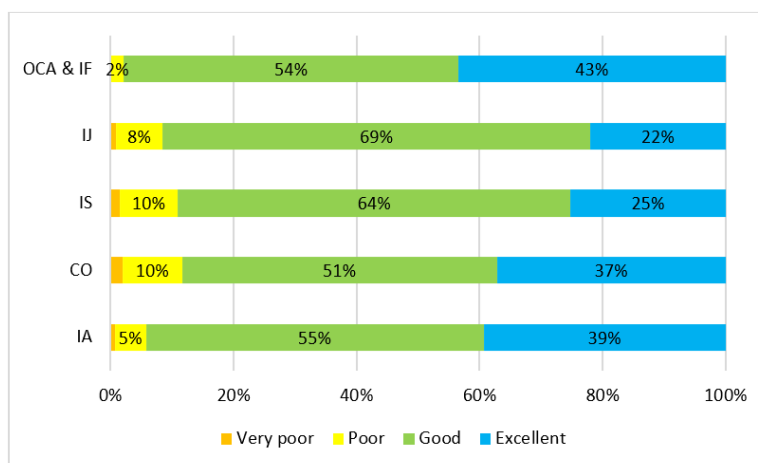
Figure 5. International Respondents' Evaluation on Competition Scheduling
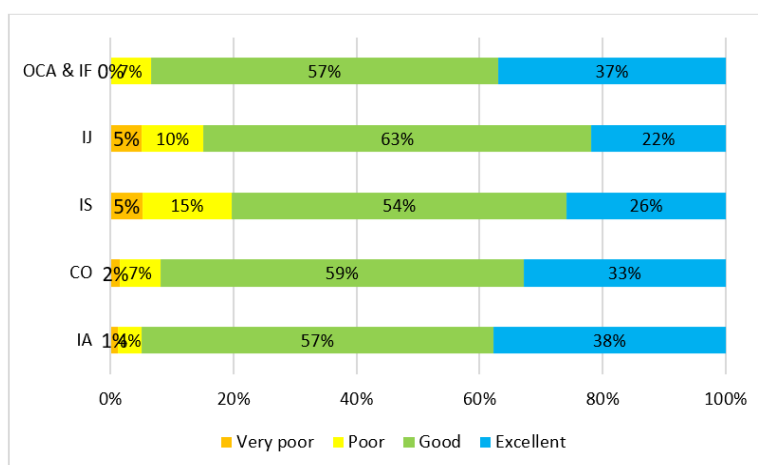Source: LPEM FEB UI Survey (2018)

Figure 6. International Respondents' Evaluation on the Provision of Information
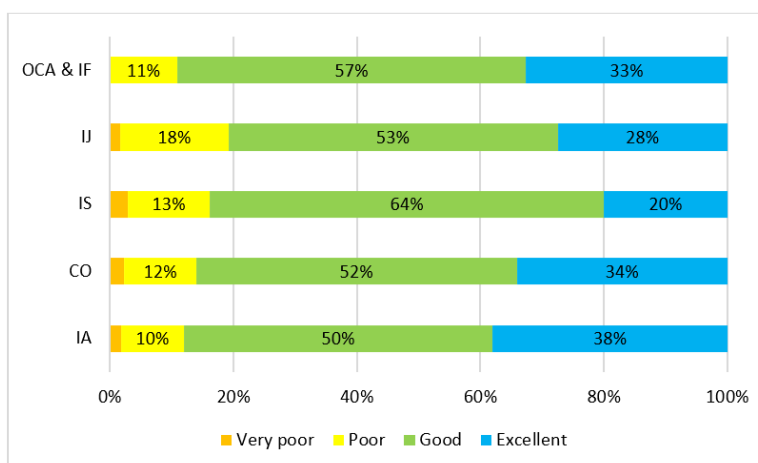Source: LPEM FEB UI Survey (2018)

Figure 7. International Respondents' Evaluation on Telecommunication and Internet Services
Source: LPEM FEB UI Survey (2018)

4.2 Changes of View towards Indonesia

In general, a majority of international respondents rated that they really liked and liked the Indonesian culture, which is further specified as the Indonesian people, their hospitality and Indonesian culinary appeal (see Figure 8). There were at least 97% of respondents in each category that liked and really liked Indonesian culture. This result means that Indonesia is well-liked by the international respondents and is quite advanced in selling and developing its cultural-related aspects' image so that they can appeal to a wider public with a large variety of individuals.

A slightly different case applies to international respondents' evaluation of Indonesian cities (see Figure 9). Despite at least 73% of international respondents in every respondent group stated that they either liked or really liked Indonesian cities (based on public service, traffic, and view),
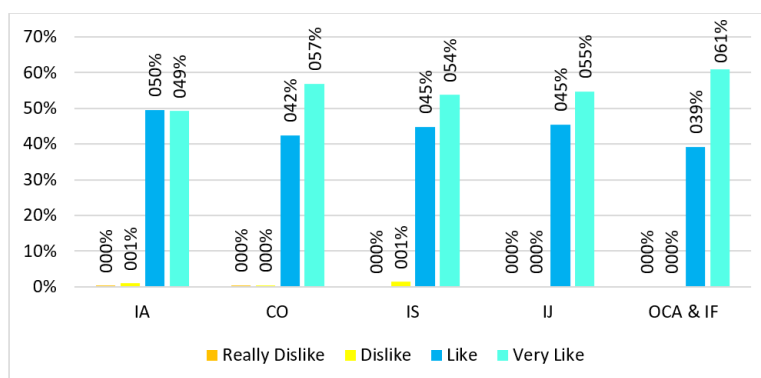
Figure 8. International Respondents' Opinion on Indonesian Culture (People, Hospitality, Culinary)
Source: LPEM FEB UI Survey (2018)

there is a relatively high percentage of respondents who voiced their dislike for Indonesian cities—with at least 10% of respondents in each category admitted to their dissatisfaction of Indonesian cities. This result means that there is still room for improvement for the host cities to represent the best international standards and practices better to ensure the comfort of international visitors staying in Indonesia. It is also interesting to note that the international journalist group respondents showed the highest displeasure of the Indonesian cities based on the percentage (21.19%), possibly related to their poor review on transportation/traffic since international journalists required proper timing in transportation to perform their tasks.

The view towards Indonesian culture and cities may have a significant role in determining the long-term impact of the Asian Games. Hence the experience of participating or attending Asian Games may change international respondents' opinions about Indonesia. In general, most International Respondents changed their opinions positively in regards to Indonesia after experiencing the 2018 Asian Games with an average of 88% of respondents per respondent group (see Figure 10). Among those categories, some respondents had no change of opinion with 12.38% of respondents in the International Spectator category and 11.36% in the OCA & IF category did not feel that their opinions have changed. Additionally, there are slightly more OCA & IF respondents (4.55%) who had a negative change in opinion compared to other categories. Nonetheless, the general result is still positive with country officials as the respondent group with the most positive change of opinion about Indonesia (91.45%).

4.3 Propensity to Repeat Visitation

Table 3 shows the descriptive statistics (frequency and chi-square tests) of the variables that are employed to estimate the propensity to repeat visitation. The table shows that the proportion of international respondents' that plan to return to Indonesia is higher if they are male, participated in the event in Jakarta or Jawa Barat, came from the ASEAN countries, never visited Indonesia before, and older, as compared to their respective counterparts. In addition, the proportion of country officials that plan to revisit was higher than other types of respondents. By contrast, the proportion of respondents that plan to revisit Indonesia did not vary significantly across length of stay and previous international sports event experience.

Despite the differences in the tendency to repeat visitation, in general most of all types of international respondents stated that they would return to visit Indonesia. Figure 11 shows that only less than 6% in each respondent category clearly stated that they would not be returning.

It is intriguing to note that many of the respondents who declared wanting to return had already determined which tourist destinations they wanted to visit, signifying their seriousness in planning to return to Indonesia for tourism purpose (see Figure 12). OCA & IF officials had the highest percentage of respondents who had determined which destinations to visit (88.89%), which also suggests that they have looked up information on these locations. Meanwhile, the international athlete category had the smallest percentage of respondents who had determined their destinations despite their plan to revisit Indonesia.

Besides asking about their planned tourist destinations, international respondents who already had a plan to return to Indonesia were also asked about their planned length of stay period for the next trip. The survey result shows that there is a large variation of the planned length of stay for each type of respondent groups. The longest average planned length of stay found among international spectators with an average of 14.24 days. Meanwhile, the average figure for international journalists is the shortest with 8.47 days. Nevertheless, it can be observed that these average length of stay exceed the Indonesia's national figure of 8.2 days.

The survey further explored the reason for not coming back to Indonesia for those who said they would not return to visit Indonesia (see Figure 13). There are two main reasons for the refusal to return to Indonesia. The first one is the respondents' desire to visit as many countries as possible (averaging to 34.4% in every category except OCA & IF officials). Meanwhile, the other large part of the answers includes varied reasons (averaging to 36.4% in every category except OCA & IF officials). These reasons include having no time for a visit, no fund allocation for a visit, and the perception that Indonesia has hot and humid weather which causes discomfort. In addition, the international journalist respondents were critical about Indonesia's density (44.4%) and country official respondents were critical about pollution and cleanliness (20%).
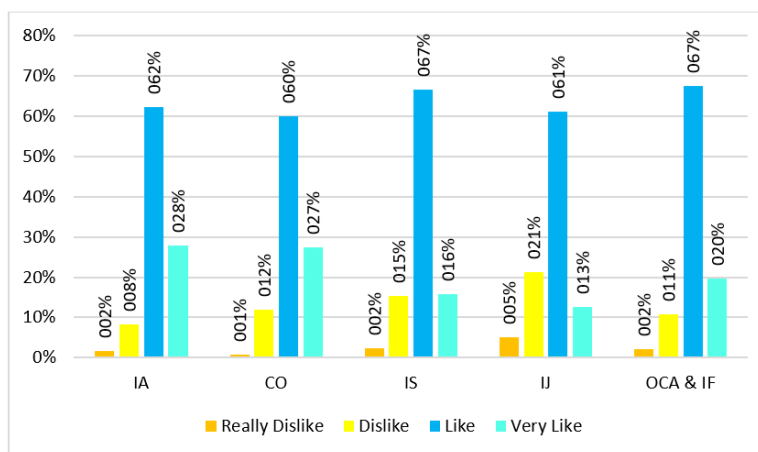
Figure 9. International Respondents' Opinion on Indonesian Cities (Public Service, Traffic and View)
Source: LPEM FEB UI Survey (2018)
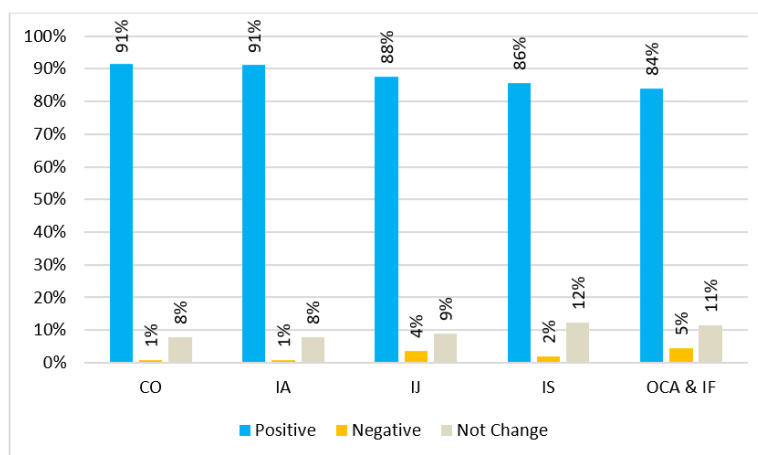
Figure 10. International Respondents' Change of Opinion on Indonesia
Source: LPEM FEB UI Survey (2018)
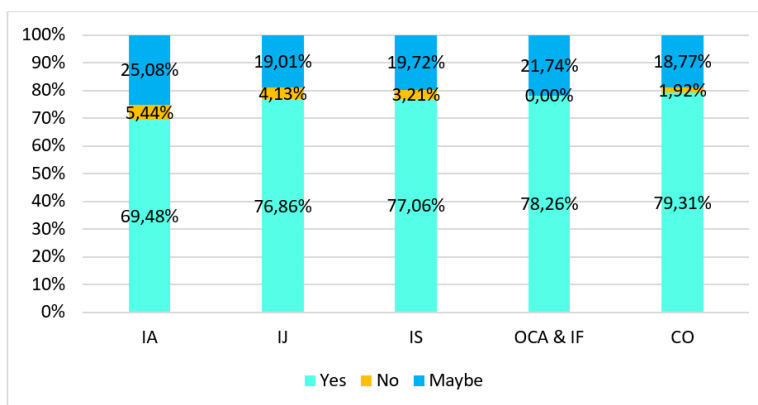
Figure 11. International Respondents' Plan to Revisit Indonesia
Source: LPEM FEB UI Survey (2018)

4.4 Positive Referral to Indonesia

Table 4 shows the descriptive statistics (frequency and chi-square tests) of the variables that are employed to estimate the willingness to give positive referrals to Indonesia (recommend Indonesia as a tourist destination). The table shows that the proportion of international respondents' that are willing to give positive referrals is higher if they are male, never visited Indonesia before, previously participated in international sports events, older and stay longer as compared to their respective counterparts. By contrast, the proportion

of respondents that plan to revisit Indonesia did not vary significantly across hosting city location and country of origin.

The table also shows the extent to which of these international respondents are eager to recommend Indonesia as a tourist destination to their friends and family members. With the lowest percentage of positive answer in the respondents' willingness to recommend Indonesia as a tourist destination to be 95% and the highest percentage of positive answer is up to 100% in OCA & IF respondent group, it can be con-

Table 3. Summary Statistics of Propensity to Repeat Visitation

Variables	Categories	Plan to Revisit						Total		Chi-sq. Stat
		Yes		Maybe		No				
		n	%	n	%	n	%	N	%	
Gender	Female	444	68.40%	170	26.20%	35	5.40%	649	100%	**7.800****
	Male	943	74.40%	274	21.60%	51	4.00%	1268	100%	
Location	Palembang	351	69.10%	134	26.40%	23	4.50%	508	100%	4.105
	Jakarta	1036	73.50%	310	22.00%	63	4.50%	1409	100%	
Country of Origin	Non-ASEAN	1066	71.20%	358	23.90%	74	4.90%	1498	100%	**6.098****
	ASEAN	321	76.60%	86	20.50%	12	2.90%	419	100%	
Previous Visit to Indonesia	Never	476	78.30%	119	19.60%	13	2.10%	608	100%	**20.231*****
	At least once	911	69.60%	325	24.80%	73	5.60%	1309	100%	
Previous International Sports Event	Never	851	71.90%	281	23.80%	51	4.30%	1183	100%	0.753
	At least once	536	73.00%	163	30.40%	35	4.80%	734	100%	
Types of Respondents	Int. Athletes	881	69.50%	318	25.10%	69	5.40%	1268	100%	**20.037****
	Int. Country Officials	207	79.30%	49	18.80%	5	1.90%	261	100%	
	Int. Spectators	168	77.10%	43	19.70%	7	3.20%	218	100%	
	Int. Journalists	93	76.90%	23	19.00%	5	4.10%	121	100%	
	OCA & IF	38	77.60%	11	22.40%	0	0.00%	49	100%	
Age Group	Below 19	111	68.10%	40	24.50%	12	7.40%	163	100%	**30.45*****
	19–25	485	66.80%	43	5.90%	198	27.30%	726	100%	
	26–30	312	75.90%	85	20.70%	14	3.40%	411	100%	
	31–40	226	75.80%	63	21.10%	9	3.00%	298	100%	
	41–50	122	80.30%	27	17.80%	3	2.00%	152	100%	
	51–60	88	75.90%	24	20.70%	4	3.40%	116	100%	
	Above 60	43	84.30%	7	13.70%	1	2.00%	51	100%	
Length of Stay	0-7 days	305	71.80%	100	23.50%	20	4.70%	425	100%	**7.86****
	8–14 days	646	72.90%	199	22.50%	41	4.60%	886	100%	
	15–21 days	348	70.30%	126	25.50%	21	4.20%	495	100%	
	22–28 days	56	81.20%	9	13.00%	4	5.80%	69	100%	
	>28 days	32	76.20%	10	23.80%	0	0.00%	42	100%	

Source: Authors' calculation based on the LPEM FEB UI's survey data
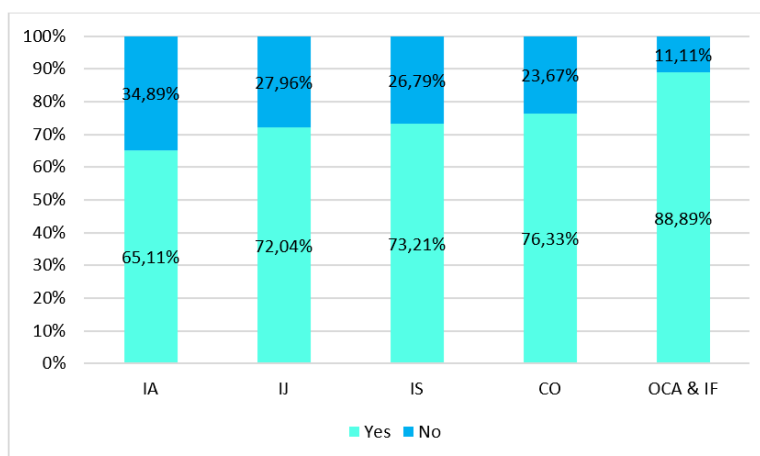

Figure 12. Plan to Revisit with Planned Destination
Source: LPEM FEB UI Survey (2018)

cluded that most of the respondents were eager to promote Indonesia as a tourist destination after their experience in Asian Games 2018.

In addition, the 2018 Asian Games also had the potential to boost Indonesia's sports tourism in the future as well as to strengthen the branding of Indonesia globally. This potential can be heightened through the positive evaluation of both OCA & IF officials who are likely to be involved in the future sports event-related decision-making. Figure 14 shows the extent to which OCA & IF officials and foreign country officials were willing to recommend Indonesia as a host to future international sports activities, either single-

event, and multi-events. From the result, it can be seen that OCA & IF officials and country officials gave encouraging response for a future sports event in Indonesia.

Furthermore, most international country official respondents were willing to recommend Indonesia as a training location for their respective countries' team (see Figure 15). They reasoned that some venues were already sufficient in meeting the required international standards, such as velodrome for cycling. Additionally, the hot climate of Indonesia can help athletes in increasing endurance in handling heat stress.
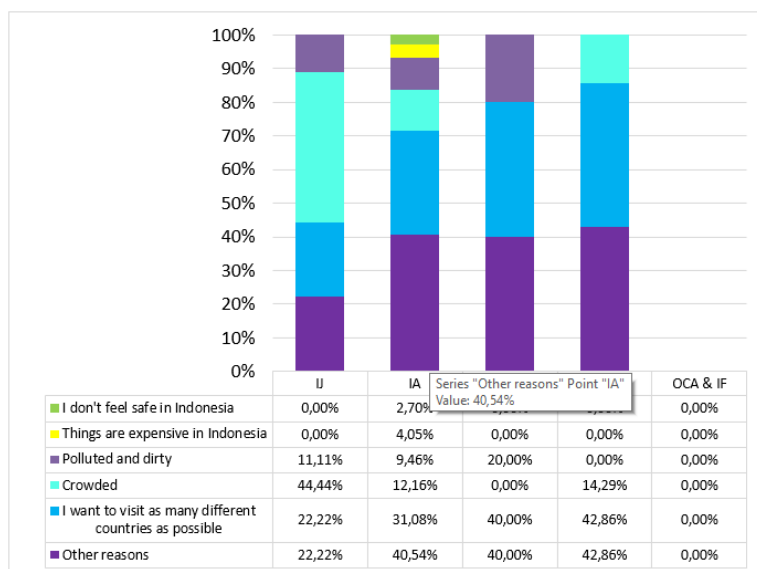
Figure 13. Reasons for not Planning to Revisit Indonesia
Source: LPEM FEB UI Survey (2018)

Table 4. Summary Statistics of Willingness to Give Positive Referrals

Variables	Categories	Positive Referral				Total		Chi-sq. Stat
		Yes		No				
		n	%	n	%	N	%	
Gender	Female	566	87%	83	13%	649	100%	**7.353*****
	Male	1156	91%	112	9%	1268	100%	
Location	Palembang	461	91%	47	9%	508	100%	0.641
	Jakarta	1261	89%	148	11%	1409	100%	
Country of Origin	Non-ASEAN	1339	89%	159	9%	1498	100%	1.465
	ASEAN	383	91%	36	9%	419	100%	
Previous Visit to Indonesia	Never	558	92%	50	8%	608	100%	**3.700***
	At least once	1164	89%	145	11%	1309	100%	
Previous International Sports Event	Never	1052	89%	131	11%	1183	100%	**2.747***
	At least once	670	91%	64	9%	734	100%	
Types of Respondents	Int. Athletes	1099	87%	169	13%	1268	100%	**41.933*****
	Int. Country Officials	249	95%	12	5%	261	100%	
	Int. Spectators	210	96%	8	4%	218	100%	
	Int. Journalists	115	95%	6	5%	121	100%	
	OCA & IF	49	100%	0	0%	49	100%	
Age Group	Below 19	137	84%	26	16%	163	100%	**26.51*****
	19–25	638	88%	88	12%	726	100%	
	26–30	363	88%	48	12%	411	100%	
	31–40	280	94%	18	6%	298	100%	
	41–50	144	95%	8	5%	152	100%	
	51–60	110	95%	6	5%	116	100%	
	Above 60	50	98%	1	2%	51	100%	
Length of Stay	0-7 days	380	89%	45	11%	425	100%	**7.985***
	8–14 days	789	89%	97	11%	886	100%	
	15–21 days	445	90%	50	10%	495	100%	
	22–28 days	66	96%	3	4%	69	100%	
	>28 days	42	100%	0	0%	42	100%	

Source: Authors' calculation based on the LPEM FEB UI's survey data

5. ESTIMATION RESULTS

5.1 Propensity to Repeat Visitation to Indonesia

Table 5 shows the outputs of multinomial logistic regressions on respondents' propensity to revisit Indonesia in the future. The dependent variable, the plan to revisit, is a categorical variable ranging from 1 (No), 2 (Maybe) to 3 (Yes) answers in the survey. Specifically, the 'No' answer was chosen as the base outcome for the more meaningful interpretation of the estimation results. As such, we are able to shed light on the avenues with which these visitors' willingness to revisit can be amplified. From the regression results, it can be inferred that several variables, including previous visitation to Indonesia, ratings of transportation arrangement, telecommunications network, culture, and cities influence respondents plan to revisit Indonesia in the future.

We found that previous visitation to Indonesia to significantly increase the respondents' risk to not revisit Indonesia.
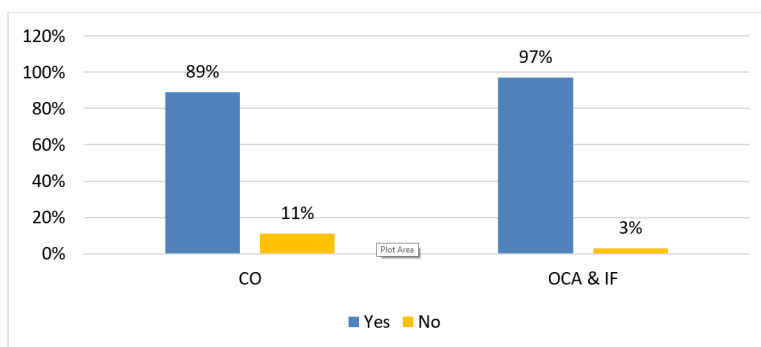
Figure 14. Willingness to Recommend Indonesia as a Host for Future International Sports Events
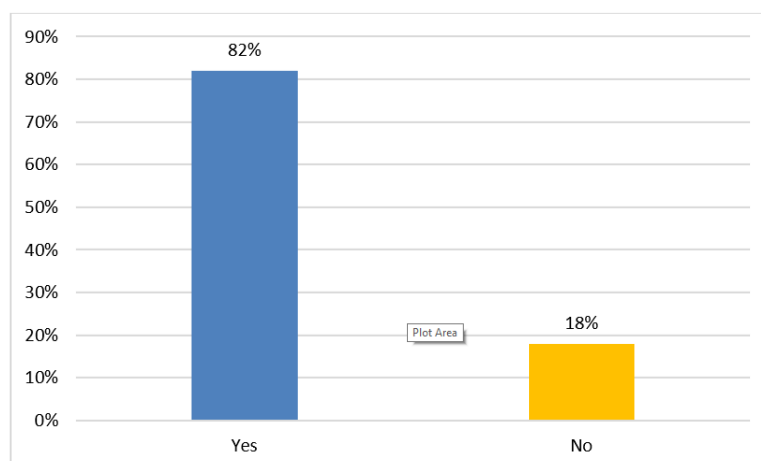Source: LPEM FEB UI Survey (2018)

Figure 15. Willingness of Country Official Respondents to Recommend for Indonesia as Training Location for Their Respective Teams
Source: LPEM FEB UI Survey (2018)

Therefore, such respondents may well be less likely to repeat visitation to Indonesia in the future. This is intuitive, considering that respondents who have previously visited Indonesia may have diminishing utility of experiencing Indonesia and they may want to visit other countries and be in places they have never been before. Additionally, as the risk ratio is lower for outcome 'Yes' than to that of outcome 'Maybe' (albeit at lower significance level for outcome 'Maybe'). This implies that previous visit experience to Indonesia relatively increases her relative risk of being in a position to not revisit in the future as compared to having ambivalent opinion towards making such repeated visitations.

The respondent's positive assessment on hosting aspects of transportation arrangements and telecommunication networks, unsurprisingly, were found to significantly increase respondents' relative risk of making repeated visitations to Indonesia in the future than to not do so. Respondents may consider transportation arrangement as an important quality, which is particularly needed by international athletes, country officials and journalists as they have relatively tighter schedules. Convenient transportation arrangements may enable them to be punctual to these schedules.

In a global context of developing communications infrastructure and growing dependence on these networks, respondents may well grow to regard telecommunications, especially internet connections, as an important need during their stay in Indonesia. Hence, an increase in respondents'

rating of telecommunication network provision was found to significantly increase the relative risk of making repeated visitations in the future.

The respondent's positive assessment on aspects of local culture and cities being visited, unsurprisingly, were also found to significantly increase respondents' relative risk of making repeated visitations to Indonesia in the future than to not do so, or in other words, influence their decision to revisit Indonesia in a positive manner. Whenever respondents appreciated the local cultures, these might increase their enjoyment during their stay and further attract them to repeat visitations to Indonesia in the future. Yusuf (2016) proposed that sport tourism provides an opportunity for showcasing local cultures, thereby promoting local entrepreneurships. Our finding complements those of his, in that we found that visitors also benefit from enjoying local culture. These visitors may potentially make repeated visitations in the future, creating further reciprocities in the longer term.

Rating of Indonesian cities, above all, produces the largest magnitude of effect towards visitors' decision to repeat visitations. Holding all other variables constant, an increase in one's rating of Indonesian cities increases her likelihood of revisiting Indonesia in the future by a factor of 2.01, relative to not doing so.

However, in addition to the aforementioned variables, we found that demographic characteristics, including types of international respondents, gender, age, country of origin (ASEAN or non-ASEAN) and other variables such as

Table 5. Multinomial Logistic Regression Results on Propensity to Repeat Visitation

Number of Observation	1684
Log likelihood	1082.76
LR chi2(34)	178.99
Prob > chi2	0
Pseudo R2	0.0763

Base Outcome	Yes vs No				Maybe vs No			
Revisit	RRR	Std.Err	z	P> |z|	RRR	Std.Err	z	P> |z|
male	1.229	0.324	0.78	0.434	1.104	0.304	0.36	0.719
age	1.002	0.016	0.1	0.922	0.993	0.017	-0.44	0.658
asean	1.538	0.548	1.21	0.227	1.215	0.45	0.53	0.599
los	1.011	0.021	0.54	0.59	1.015	0.022	0.69	0.488
jakarta	1.029	0.297	0.1	0.921	0.782	0.234	-0.82	0.412
experindo	0.427**	0.149	-2.43	0.015	0.533*	0.193	-1.74	0.083
experevent	0.906	0.236	-0.38	0.706	0.898	0.244	-0.4	0.693
rttrans	1.477**	0.288	2	0.046	1.113	0.227	0.53	0.599
rtsafsec	1.198	0.279	0.78	0.437	0.962	0.234	-0.16	0.873
rtinfo	0.798	0.181	-0.99	0.32	0.863	0.205	-0.62	0.535
rtict	1.548**	0.291	2.32	0.02	1.231	0.242	1.06	0.291
rtcul	1.976***	0.487	2.76	0.006	0.953	0.245	-0.19	0.852
rtcity	2.004***	0.403	3.46	0.001	1.777***	0.378	2.7	0.007
d_CO	2.336	1.307	1.52	0.13	1.877	1.090	1.09	0.278
d_IS	2.062	0.98	1.52	0.128	1.260	0.629	0.46	0.644
d_IJ	1.618	0.888	0.88	0.381	1.000	0.585	0	1.000
_cons	0.019***	0.023	-3.31	0.001	1.410	1.724	0.28	0.778

Source: Authors' calculation based on the LPEM FEB UI's survey data

Note: Dependent variable: Categorical values, where 1 = No plan to revisit, 2 = Maybe, 3 = Yes (will revisit).

(*), (**) and (***) represent 10%, 5%, and 1% significance levels, respectively.

OCA respondents were excluded from the regression analysis due to lack of variation of their responses (none of them said that they have no plan to revisit Indonesia).

length of stay, location (Jakarta or Palembang), assessment on safety-security and provision of information did not seem to exert significant influence on the decision to revisit Indonesia in the future.

5.2 Positive Referral to Indonesia

Table 6 shows the logistic regression results on the likelihood of the respondents giving Indonesia positive referrals to their colleagues and relatives. The dependent variable is a binary categorical variable, with outcomes of 0 and 1 indicating "No" and "Yes" answers, respectively. From the table it can be inferred that respondents' rating of several aspects, including transportation arrangements, availability of information, and overall rating of Indonesian cities (albeit at 10% significance level) exert significant influence on their willingness to provide positive recommendations to close counterparts. The relationship is positive, in which an increase in each of these perceived ratings will lead to increase in the likelihood of giving positive referrals.

Transportation arrangement is regarded by visitors as an important quality, determining the likelihood of giving positive referrals to visit Indonesia. Such aspect might be very important to these respondents as they might have the need to travel between places during their stay in Indonesia. Availability of information (information desk, booklet, flyers, board) is also an important aspect in determining the likelihood of giving positive referrals. Considering that these respondents were new to the destination's surrounding environment, they might find the availability of information to be crucial, as it informed them nearby grocery stores, entertainment or tourism sites that they might like to visit. Among other ratings, rating on Indonesian cities stands out by producing the largest effect towards the tendency to give positive referrals. This sheds light on the importance of

improving public services, reducing traffic congestion and increasing the number of tourist attractions in Indonesian cities to improve tourists' perceptions on these cities, which may further increase positive referrals given by the tourists.

Again, these ratings might well serve as proxy of enjoyment during their stay in Indonesia. The enjoyment that was felt during their time of stay may compel them to promote Indonesia and encourage other prospective tourists to also visit, in line with Koo (2013). Certainly, increasing the qualities of the aforementioned aspects will pay huge dividend to Indonesian tourism sector in the long-run.

Other important finding highlights the fact that types of international respondents have significant influence on their willingness to give positive referrals. Generally, the result indicates that the foreign country officials, international spectators, and international journalists are more likely to give positive referrals than their international athletes. Such phenomenon may be due to different enjoyment level experienced between these respondent groups, where the athletes had less time and opportunities to enjoy experience in Indonesia beyond training and competition venues. On average, athletes have tighter schedules due to trainings and matches they have to attend to. As such, they might have less time for travelling and sightseeing.

On the other hand, other types of respondents had relatively more flexible schedule, enabling them to do leisure activities whenever they see fit. In addition, the total average allowances of athletes were the lowest when compared to other types of respondents, resulting in less room for making additional purchase. These factors might contribute to the relatively low enjoyment levels experienced by the athletes. Intuitively, the highest likelihood of giving positive referrals was found in the international spectator respondents. On average, being an international spectator increases the

Table 6. Binary Logistic Regression of Positive Referrals to Indonesia

Number of obs.	1684				
LR chi(2)	83.91				
Prob. > chi2	0				
Pseudo R2	0.0807				
Log likelihood	-4.777.213				

Referral	Odds Ratio	Marginal Effect	Std. Err	z	P> |z|
male	1.135	0.01	0.207	0.69	0.489
age	1.002	0	0.012	0.14	0.887
asean	1.123	0.009	0.255	0.51	0.611
los	1.012	0.001	0.016	0.76	0.448
jakarta	0.77	-0.021	0.16	-1.250	0.21
experindo	0.83	-0.015	0.177	-0.88	0.38
experevent	1.122	0.009	0.21	0.61	0.539
rttrans**	1.422**	0.028**	0.195	2.560	0.01
rtsafsec	1.168	0.012	0.191	0.95	0.34
rtinfo*	1.299*	0.021*	0.203	1.680	0.094
rtict	1.130	0.01	0.154	0.9	0.371
rtcul	1.206	0.015	0.209	1.080	0.28
rtcity***	1.491***	0.032***	0.218	2.740	0.006
d_CO***	3.274***	0.094***	1.356	2.860	0.004
d_IS***	4.424***	0.118***	1.849	3.560	0
d_IJ***	4.118***	0.112***	2.093	2.790	0.005
Constant***	0.066***	-	0.055	-3.260	0.001

Source: Authors' calculation based on the LPEM FEB UI's survey data

Note: Dependent variable: Categorical values, where 1 = 'Yes' (giving positive referrals to Indonesia) and 0 = 'No' (not willing to give positive referrals).

(*), (**) and (***) represent 10%, 5%, and 1% significance levels, respectively.

OCA respondents were excluded from the regression analysis due to lack of variation of their responses (none of them said that they are not willing to give positive referrals to Indonesia).

probability of giving positive referral by 11.8% than athletes. This might be due to the fact that these spectators had more flexibility in managing schedules during their visit to Indonesia. As such, they might be able to allocate more of their time to travelling and sightseeing, resulting in higher enjoyment levels and increasing the likelihood of giving positive referrals.

6. CONCLUSIONS AND IMPLICATIONS

The 2018 Asian Games attracted hundreds of thousands of international participants and tourists worldwide as well as global media attentions. The event was expected to affect Indonesian tourism sector in general and sport tourism in particular, in the short-term as well as in the medium and long-term. In the short-term, the tourism sector was affected by participants and visitors, due to their spending during their stay in Indonesia, and some of them traveled to tourist attractions. In the medium-and long-term, the 2018 Asian Games, if successful, will enhance Indonesia's positive image to the rest of the world, which in turn attract international visitors in the future. Further, Asian Games participants and tourists' pleasant experience may affect their view on Indonesia. This in turn may affect their propensity to revisit Indonesia in the future and give positive referral to their respective relatives, colleagues and audiences.

The survey found that most international respondents considered the hosting of 2018 Asian Games was successful. Respondents' positive views were found almost equally in all aspects of the event including venues, accommodation and food, transportation arrangements, telecommunications and internet access, information availability, safety security and match scheduling. Respondents also had very positive

views on Indonesian culture (people, culinary and hospitality) and cities. These successfully changed their perception on Indonesia in a positive way. Pleasant experiences may to some extent affect international respondents' high propensity to revisit Indonesia and willingness to give positive referral on Indonesia.

The estimation results show that the aspects of event hosting that significantly affect propensity to returns are information and communication technology and transportation arrangement. Respondents were also significantly affected by their positive views on Indonesian culture and cities. Of the control variables, previous visit to Indonesia has significant and negative effect to revisit, which suggest that the more the respondents know about Indonesia, the less they are inclined to return. Most of the international respondents express their desire to return to Indonesia for traveling purposes, bringing families or colleagues with them on a long-stay plan. Most of them are also willing to recommend Indonesia as a tourist destination for colleagues and their families. In order to transform the respondents' positive view on Indonesia into positive referrals, there are a few more things to be considered including further improvements in transportation arrangement as well as culture attraction and performance.

Therefore, in line with Shonk (2006) and Vegara-Ferri et al. (2018), the findings above demonstrate that increase in visitors' satisfaction may well increase the likelihood of making repeated visitation. These findings suggest that the 2018 Asian Games may increase demands of tourist visitors to Indonesia in the future. However, the Government of Indonesia should appropriately respond and anticipate the potentially increasing demand of tourists to Indonesia by continually improving the quality of transportation, tourism-

related information, and ICT within tourism destinations, as well as excellent services to the tourists, for the purpose of increasing likelihood of repeated visitations in the future. Only then, any promised long-term benefits whatsoever towards the sport tourism and tourism sectors might be materialized.

The result is expected to emphasize the importance and benefit in hosting Asian Games in building up the international community's interest in visiting Indonesia. The measurement of the tendency to revisit and to give positive referrals can serve as an indicator of long-term economic benefits that Indonesia can reap based on its role as the Asian Games host.

In the long term, the 2018 Asian Games has the potential for generating positive impact on sport tourism activities in Indonesia, that is, by increasing the opportunity for Indonesia to become a host of other international sport events, both on a single or multi-event scale. In addition, there also remains the possibility of making Indonesia a training location for sports team from various countries and various sports branches.

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