



The Impact of Sports Tourism Industry Types on Economic Sustainability

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Abstract:

This study aimed to analyze the impact of different types of the sports tourism industry on economic sustainability in light of the Kingdom of Bahrain Vision 2030. The study adopted a descriptive survey approach and used an electronic questionnaire as the primary data collection instrument. The study sample consisted of 144 participants working in the sports and tourism sectors, including a pilot sample of 20 participants and a main sample of 124 participants, selected using a random sampling technique. The findings revealed a clear diversity in the types of the sports tourism industry in the Kingdom of Bahrain, with a notable prominence of recurring small- and medium-scale sporting events, accompanying activities, and regional and international sporting events. Other identified types included training courses, scientific conferences, sports training camps, and sports rehabilitation tourism. The results also indicated that these types contribute to achieving economic sustainability by diversifying income sources, attracting investments, and developing infrastructure. Furthermore, a strong and statistically significant relationship was found between the types of the sports tourism industry and economic sustainability. Based on these findings, the study recommends continuing to support the hosting of sporting events and activities while expanding the implementation of selected types of sports tourism, such as scientific conferences, sports training camps, and sports rehabilitation tourism throughout the year. The study also emphasizes the importance of developing a comprehensive national database to measure the economic and social returns associated with this sector, enhancing investment in sponsorship and advertising channels, improving supporting infrastructure, and encouraging future research to assess the economic impact of different types of the sports tourism industry more accurately. The originality of this study lies in the fact that it is among the few studies that have examined the types of the sports tourism industry and their impact on achieving economic sustainability in light of the Kingdom of Bahrain Vision 2030. It contributes to filling a knowledge gap in the literature and provides a scientific framework that can serve as a foundation for future research.

Keywords: *Tourism; Sports Tourism; Sports Tourism Industry Types; Economic Sustainability; Kingdom of Bahrain.*

تأثير أنواع صناعة السياحة الرياضية على الاستدامة الاقتصادية

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ملخص:

هدفت هذه الدراسة إلى تحليل تأثير أنواع صناعة السياحة الرياضية على الاستدامة الاقتصادية في ضوء رؤية مملكة البحرين 2030، واعتمدت الدراسة على المنهج الوصفي المسحي، باستخدام الاستبانة الإلكترونية كأداة لجمع البيانات، وتكونت العينة من 144 مشاركاً من العاملين في القطاعين الرياضي والسياحي، شملت عينة استطلاعية مكونة من (20) فرداً وعينة أساسية مكونة من (124) فرداً، تم اختيارهم باستخدام أسلوب العينة العشوائية. أظهرت النتائج وجود تنوع واضح في أنواع صناعة السياحة الرياضية في مملكة البحرين، مع بروز ملحوظ للأحداث الرياضية الصغيرة والمتوسطة المتكررة، والأنشطة المصاحبة، والأحداث الإقليمية والدولية. كما شملت الأنواع الأخرى الدورات التدريبية، والمؤتمرات العلمية، والمعسكرات الرياضية، وسياحة التأهيل الرياضي. وأشارت النتائج أيضاً إلى أن هذه الأنواع تسهم في تحقيق الاستدامة الاقتصادية من خلال تنوع مصادر الدخل، وجذب الاستثمارات، وتطوير البنية التحتية. علاوة على ذلك، وجدت علاقة قوية ودالة إحصائية بين أنواع صناعة السياحة الرياضية والاستدامة الاقتصادية. وفي ضوء هذه النتائج، توصي الدراسة بالاستمرار في دعم استضافة الفعاليات والأنشطة الرياضية، مع التوسع في تطبيق بعض أنواع صناعة السياحة الرياضية مثل المؤتمرات العلمية، والمعسكرات الرياضية، وسياحة التأهيل الرياضي على مدار العام. كما تؤكد الدراسة أهمية تطوير قاعدة بيانات وطنية شاملة لقياس العوائد الاقتصادية والاجتماعية المرتبطة بهذا القطاع، وتعزيز الاستثمار في قنوات الرعاية والإعلان، وتحسين البنية التحتية الداعمة، وتشجيع البحوث المستقبلية لتقييم الأثر الاقتصادي لأنواع صناعة السياحة الرياضية بصورة أكثر دقة. تتمثل الأصالة العلمية في أنها من الدراسات القليلة التي تناولت أنواع صناعة السياحة الرياضية وأثرها في تحقيق الاستدامة الاقتصادية في ضوء رؤية مملكة البحرين 2030، مما يسهم في سد فجوة معرفية في الأدبيات وتقديم إطار علمي يمكن البناء عليه في مستقبلاً.

الكلمات المفتاحية: السياحة؛ السياحة الرياضية؛ أنواع صناعة السياحة الرياضية؛ الاستدامة الاقتصادية؛ مملكة البحرين.

1. Introduction

In recent years, sports tourism has emerged as one of the fastest-growing sectors within the global tourism industry, playing a crucial role in supporting economic growth and enhancing destination competitiveness. Its increasing importance is linked to its capacity to generate diversified revenue streams, stimulate investment, and create strong interconnections with sectors such as transportation, hospitality, and services. Evidence indicates that sports tourism contributes to sustainable destination development by activating local economies and enhancing long-term economic performance (Cheng et al., 2025). It also functions as a key driver of destination sustainability through increasing tourism demand and improving economic efficiency (Morfoulaki et al., 2023).

The economic value of sports tourism lies in its ability to generate multidimensional impacts that extend beyond traditional tourism activities. It contributes directly to increasing national income through visitor expenditure associated with sporting events and activities, while also creating indirect economic effects by stimulating related sectors such as accommodation, transportation, food services, and event management. In addition, sports tourism enhances investment opportunities and supports the development of infrastructure required to host events and activities. Empirical evidence indicates that sports tourism plays a significant role in supporting economic growth and attracting foreign investment, particularly in developing economies where tourism diversification is considered a strategic priority (Idrees et al., 2021). In this context, sports tourism has also been identified as an emerging sector capable of influencing economic expansion and supporting decision-making processes within developing tourism systems (Aldulaimi et al., 2024).

A key feature of the sports tourism industry lies in its structural diversity, which represents a fundamental source of its economic value. Rather than being limited to a single form, sports tourism encompasses a spectrum of activities that vary in scale, continuity, and economic function, including large-scale international events, recurring small- and medium-scale competitions, and complementary activities such as sports camps, training programs, scientific conferences, and sports rehabilitation tourism. The literature indicates that these forms differ in their economic contributions and their ability to stimulate regional development, depending on their structure and level of integration within the tourism system (Raso & Cherubini, 2024). Moreover, diversification of tourism offerings enhances demand continuity and reduces seasonality, thereby supporting more stable economic returns over time (Sudarmanto et al., 2025).

The economic implications of different sports tourism types have been widely examined, particularly in relation to the temporal nature of their impacts. Recurring international events, such as Formula 1 and similar competitions, are associated with strong short-term economic gains and extensive global media exposure, which contribute to increased tourism demand and immediate financial returns (Ramasamy et al., 2022). However, these benefits are not inherently sustainable, as long-term economic value depends on effective planning, the integration of events within broader tourism and economic systems, and the continued utilization of infrastructure beyond the event lifecycle (Crespo Sogas et al., 2021). In the absence of such integration, event-related investments may not achieve their full potential, and their economic impact tends to remain temporary and limited (Martins et al., 2024).

Accordingly, achieving economic sustainability in sports tourism requires moving beyond reliance on singular or large-scale events toward more diversified and integrated structures. Although mega-events generate substantial immediate returns, their effects often diminish over time unless supported by continuous and complementary tourism activities that sustain demand and enhance resource utilization. In this regard, sustained economic impact is more closely associated with

diversified tourism systems than with event scale alone (Sardi et al., 2025), as diversification allows for the distribution of economic benefits over time and across multiple sectors. This highlights the importance of viewing sports tourism as an integrated system of interconnected activities rather than a collection of isolated events.

Within this global perspective, countries have increasingly prioritized the development of sports tourism as part of broader economic diversification strategies. In this context, the Kingdom of Bahrain has placed growing emphasis on sports tourism within Bahrain Economic Vision 2030, which aims to build a diversified and sustainable economy based on productivity and competitiveness. Bahrain has made notable progress in positioning itself as a regional destination for hosting major sporting events, alongside organizing a range of regional and local activities that contribute to sustaining tourism demand and enhancing the continuity of the sector.

The sustainable development of sports tourism, however, depends not only on investment, infrastructure, and the hosting of sporting events but also on the organizational capabilities of the institutions responsible for planning and managing these activities. Strategic agility enhances the ability of sports organizations to adapt to changing tourism demands, improve institutional performance, and implement sports tourism initiatives more effectively. Likewise, strengthening institutional governance and digital readiness contributes to improving operational efficiency, supporting informed decision-making, and promoting the sustainable management of sports tourism activities (Alsandi et al., 2025; Sowaid, 2024).

Despite this progress, the contribution of sports tourism to economic sustainability remains influenced by several structural and contextual factors that shape its overall effectiveness. Existing evidence indicates that challenges such as limited integration between tourism-related activities and the underutilization of available resources may constrain the ability of the sector to achieve sustained economic outcomes (Aldulaimi et al., 2024). In addition, variations in stakeholder perceptions toward different types of sporting events suggest that these forms are not equally valued in terms of their economic contribution and long-term sustainability (Sowaid et al., 2025). This reflects the complexity of the sports tourism sector, where the economic impact is not uniform but varies depending on the nature, organization, and strategic integration of different tourism activities.

Nevertheless, despite the growing recognition of sports tourism as a strategic economic sector, there remains a clear lack of studies that examine its different types in a detailed and differentiated manner, particularly within the context of Arab countries and the Kingdom of Bahrain. Much of the existing literature addresses sports tourism from a general perspective, without sufficiently distinguishing between its various forms and their specific economic contributions. This gap limits the ability to fully understand how different sports tourism types contribute to economic sustainability and restricts the development of targeted and effective strategies in this field. Accordingly, the problem of this study lies in analyzing the impact of sports tourism industry types on economic sustainability in the Kingdom of Bahrain in light of Vision 2030. Specifically, the study seeks to examine how the structural diversity of sports tourism contributes to achieving sustainable economic outcomes, including income diversification, investment attraction, infrastructure development, and the creation of a long-term economic legacy.

2. Methodology

2.1 Study Design:

This study employed a descriptive survey design, as it is appropriate for examining the current phenomenon and achieving the study objectives.

2.2 Population and Sample:

The sample was randomly selected from the target population, which comprised employees working in sports organizations and the Ministry of Tourism. The total sample consisted of 144 participants, including a pilot sample of 20 individuals and a main sample of 124 individuals. Data were collected using an electronic questionnaire administered to the participants. Table (1) presents the frequencies and percentages of the main study sample.

Table (1): Distribution of the Main Study Sample According to Demographic Variables (n = 124)

Variable	Level	Frequency	Percentage (%)
Years of Experience	Less than 5 years	20	16.1%
	5–10 years	55	44.4%
	More than 10 years	49	39.5%
	Total	124	100%
Type of Sports and Tourism Organization	Ministry of Tourism	36	29.0%
	General Authority for Sports	26	21.0%
	Sports Federations	43	34.7%
	Olympic Committee	19	15.3%
	Total	124	100%

2.3 Instrument, Validity, and Reliability:

A quantitative instrument, in the form of a structured questionnaire, was used to collect data from the study sample regarding the impact of sports tourism industry types on economic sustainability in light of Bahrain Vision 2030. The questionnaire was developed based on a comprehensive review of relevant literature and previous studies to ensure adequate coverage of the study variables. To establish content validity, the initial version of the questionnaire was reviewed by a panel of 10 experts specialized in sports and recreational management, who evaluated the relevance of the dimensions, clarity of the items, and suggested necessary modifications. Based on their feedback, minor revisions were made, including rewording certain items, and the level of agreement on the suitability of the items ranged between 90% and 100%, indicating acceptable content validity. To assess reliability, Cronbach's alpha coefficient was calculated, yielding a value of 0.927, which reflects a high level of internal consistency. In addition, Pearson correlation coefficients were computed between each item and its corresponding dimension, with values ranging from 0.819 to 0.943, all of which were statistically significant at the 0.01 level, further supporting the validity and reliability of the instrument.

Table (2): Pearson Correlation Coefficients Between Each Item and Its Corresponding Dimension

Sports Tourism Industry Types		Economic Sustainability	
Item No.	Correlation Coefficient	Item No.	Correlation Coefficient
1	.900**	1	.909**
2	.879**	2	.912**
3	.882**	3	.943**
4	.891**	4	.920**
5	.884**	5	.914**
6	.819**	6	.930**
7	.882**	7	.876**
8	.869**	8	.872**
9	.894**	9	.922**
10	.915**	10	.919**

Table (3): Internal Consistency Reliability Using Cronbach's Alpha

Dimension	Number of Items	Cronbach's Alpha
Sports Tourism Industry Types	10	.880
Economic Sustainability	10	.918
Total Instrument	20	.927

Table (4): Statistical Criterion for Interpreting Mean Scores

Mean Score Range	Level
1.00 – 1.79	Very Low
1.80 – 2.59	Low
2.60 – 3.39	Moderate
3.40 – 4.19	High
4.20 – 5.00	Very High

3. Results and Discussion

This section presents the results obtained from the study based on the responses of the participants to the study questions, as follows:

3.1 Results Related to the First Question: What are the types of sports tourism industry in the Kingdom of Bahrain?

Table (5): Means and Standard Deviations of Sports Tourism Industry Types (n = 124)

Item No.	Statement	Mean	Std. D.	Rank	Level
1	Hosting regional and international sporting events	4.10	0.732	3	High
2	Hosting small- and medium-scale sporting events	4.37	0.621	1	Very High
3	Hosting sporting events for people with disabilities	3.90	0.645	5	High
4	Hosting international beach sports competitions of various types	3.88	0.711	6	High
5	Hosting international multi-sport races (e.g., rallies, cycling, triathlon)	3.81	0.715	7	High
6	Organizing various accompanying activities for sporting events	4.29	0.689	2	Very High
7	Organizing training courses in sports sciences in cooperation with international organizations	4.03	0.736	4	High
8	Organizing specialized scientific conferences in physical education and sports sciences	3.50	0.778	9	High
9	Sports camps tourism	3.22	0.727	10	Moderate
10	Sports rehabilitation and physical therapy tourism	3.60	0.775	8	High
Sports Tourism Industry Types (Overall)		3.87	0.712		High

The results presented in Table (5) indicate that the mean scores of the items ranged from 3.22 to 4.37, with levels of agreement varying from moderate to very high. The item related to hosting small- and medium-scale sporting events ranked first with a very high level, while sports camps tourism ranked last with a moderate level. Overall, the findings reflect a high level of diversity in sports tourism industry types in the Kingdom of Bahrain. This can be attributed to the country's strategic orientation toward investing in the sports sector as a driver of tourism and economic development, as Bahrain has increasingly emerged as a regional destination for hosting a wide range of sporting events at both regional and international levels. This is evident in the organization of major events such as Formula 1 races, as well as events for people with disabilities, in addition to the continuous hosting of small- and medium-scale events that contribute to sustaining sports tourism activity. Furthermore, Bahrain hosts various international competitions such as rallies, cycling events, and triathlons, alongside accompanying cultural and entertainment activities that enhance the overall experience of sports tourists. This strategic approach extends beyond event hosting to include the organization of training courses and specialized scientific conferences, reflecting ongoing efforts to diversify and develop sports tourism patterns.

These findings are consistent with previous literature emphasizing the role of sporting events in stimulating tourism demand and enhancing destination attractiveness. For instance, Sowaid et al. (2025) highlighted a clear preference for hosting international sporting events due to their economic and social benefits and their contribution to strengthening destination image. Similarly, Abdollahi et al. (2024) confirmed that hosting sporting events is a key driver of sports tourism through its ability to attract international visitors and increase demand for related services. From a behavioral perspective, Jeong et al. (2020) demonstrated that participation in sporting events, even at smaller scales, positively influences tourists' intentions to travel and engage in similar experiences, explaining the global expansion of event-based sports tourism. Furthermore, Sowaid and Al-Salawi (2026) reported that hosting major sporting events strengthens community engagement, promotes cultural interaction, and reinforces participants' sense of belonging, thereby enhancing the social and cultural attractiveness of host destinations. In addition, Malchrowicz-Moško and Poczta (2018) showed that participation in medium-scale events enhances social interaction and a sense of belonging, while Ramasamy et al. (2022) emphasized that recurring international events such as Formula 1 represent a prominent form of modern sports tourism due to their substantial economic and media impacts.

Moreover, the findings highlight the importance of complementary and non-competitive forms of sports tourism in enhancing the overall tourism experience and ensuring sustainability. Dong (2023) demonstrated that accompanying cultural and entertainment activities significantly enhance visitor experience and increase both length of stay and tourism expenditure. In parallel, the development of sports camps tourism and sports rehabilitation tourism reflects a broader trend toward diversifying tourism offerings beyond competitive events. Gharibzadeh et al. (2023) emphasized that training camps represent an important non-competitive form of sports tourism that supports year-round utilization of sports facilities and attracts international athletes. Likewise, Strelnikova et al. (2023) identified sports rehabilitation tourism as part of health and wellness tourism, contributing to improved quality of life and inclusive tourism development. Furthermore, AlKhalifa and Collison (2022) highlighted the importance of educational and training initiatives in sports tourism, noting that collaboration with international organizations enhances human capital development and supports sustainable sports development.

3.2 Results Related to the Second Question: What are the dimensions of economic sustainability of the sports tourism industry in the Kingdom of Bahrain?

Table (6): Means and Standard Deviations of Economic Sustainability Dimensions (n = 124)

Item No.	Statement	Mean	Std. D.	Rank	Level
1	Diversification of national income sources	4.42	0.795	2	Very High
2	Attracting foreign investment to the Kingdom of Bahrain	4.36	0.783	5	Very High
3	Expected growth in the tourism and sports tourism industry	4.30	0.659	7	Very High
4	Economic returns from sponsorship and advertising	4.08	0.673	10	High
5	Providing employment opportunities through sports tourism with long-term sustainability	4.10	0.697	9	High
6	Development of sports and tourism infrastructure supporting economic sustainability	4.25	0.735	8	Very High
7	Strengthening Bahrain as an ideal destination for hosting sports and tourism events	4.50	0.702	1	Very High
8	Enhancing economic returns of services such as food, transportation, and communications associated with events	4.33	0.672	6	Very High
9	Achieving sustainable economic returns for hotels and tourism resorts through sports activities	4.38	0.687	4	Very High
10	Achieving sustainable economic legacy after sports and tourism events	4.40	0.693	3	Very High
Overall Mean		4.31	0.709		Very High

The results presented in Table (6) indicate that the mean scores of the items ranged from 4.08 to 4.50, reflecting levels of agreement from high to very high. The item related to strengthening Bahrain as an ideal destination for hosting sports and tourism events ranked first with a very high level, while economic returns from sponsorship and advertising ranked last, although still at a high level. Overall, the findings demonstrate a very high level of economic sustainability associated with the sports tourism industry in the Kingdom of Bahrain ($M = 4.312$), reflecting participants' strong awareness of the sector's vital role in supporting the national economy and enhancing its competitiveness.

The prominence of destination positioning as the highest-ranked dimension highlights its central role as a key driver of economic sustainability, given its impact on attracting tourists and investments and increasing event-related expenditure. This interpretation aligns with Morfoulaki et al. (2023), who emphasized that sports tourism contributes to destination sustainability by stimulating local economic activity and increasing demand for services. Similarly, Mohammed et al. (2023) noted that the tourism sector in Bahrain plays a significant role in supporting economic development through revenue generation and economic diversification, while Aldulaimi et al. (2024) identified sports tourism as a promising sector for attracting investment and generating sustainable economic returns.

Furthermore, the high scores associated with income diversification, foreign investment attraction, infrastructure development, and economic legacy indicate that sports tourism contributes to broader and long-term economic impacts beyond immediate event-related revenues. This supports findings by Raso and Cherubini (2024) who argued that sports tourism promotes regional economic development by stimulating investment and expanding related economic activities, as well as Cheng et al. (2025) who highlighted its role in enhancing sustainable development through economic activation and diversification.

In contrast, the relatively lower ranking of sponsorship and advertising returns suggests a gap in fully leveraging the commercial potential of sports tourism. This can be interpreted in light of Martins et al. (2024) who emphasized that maximizing the economic impact of sporting events requires strategic integration of marketing and commercial dimensions rather than focusing solely on event organization. Similarly, the comparatively lower position of employment opportunities indicates that the job creation potential of sports tourism may remain limited unless it is developed within a structured and sustainable framework, as highlighted by Mirzaie et al. (2022) who demonstrated that sports tourism contributes to both direct and indirect employment when effectively planned and implemented.

3.3 Results Related to the Third Question: Is there a statistically significant relationship between sports tourism and economic sustainability in the Kingdom of Bahrain?

Table (7): Simple Linear Regression Analysis of the Impact of Sports Tourism on Economic Sustainability

Model	Sum of Squares	df	Mean Square	R	R Square	F-value	Sig.
Regression	2.127	1	0.236	0.939	0.882	94.542	0.000
Residual	0.285	122	0.002				
Total	2.412	123					

The results presented in Table (7) indicate a statistically significant effect of hosting sporting events on economic sustainability at the 0.01 significance level ($p = 0.000$). The coefficient of determination ($R^2 = 0.882$) shows that hosting sporting events explains 88.2% of the variance in economic sustainability, reflecting a strong and statistically significant relationship between the

variables. These findings suggest that hosting sporting events represents a fundamental pillar for supporting economic sustainability in the Kingdom of Bahrain. This form of sports tourism contributes to stimulating economic activity through direct revenues and indirect effects on sectors such as transportation, accommodation, services, and marketing, thereby enhancing sectoral integration and generating economic effects that support sustainability in the medium and long term.

These findings are consistent with previous research emphasizing the positive relationship between tourism and economic development. For example, Al-Shanfari (2023) identified a strong and statistically significant relationship between tourism activity and economic development in Oman, reflected in improved GDP, job creation, and foreign investment attraction. Similarly, Crespo Sogas et al. (2021) demonstrated that investment in sporting events generates positive economic and social returns, reinforcing the importance of such activities as a tool for economic growth within the framework of sports tourism.

Furthermore, the results are supported by studies examining the broader economic impact of sporting events and activities. Sardi et al. (2025) showed that the economic effects of sporting events can extend beyond the event period, particularly when linked to long-term planning and effective use of infrastructure, thereby enhancing sustainability. In the same vein, Idrees et al. (2021) found that sports tourism positively influences economic growth in developing countries through its contribution to GDP and stimulation of related economic activities, while Rómulo Jacobo et al. (2022) highlighted its role in promoting sustainable development through combined economic and social impacts on host destinations.

Overall, these findings indicate that the relationship identified in this study between sports tourism industry types and economic sustainability is not merely statistical but reflects a substantive economic linkage. Sports tourism activities, along with their associated services and investments, represent a practical pathway for supporting local economic development and enhancing sustainability over the medium and long term.

4. Conclusion

The present study highlights the significant role of sports tourism industry types in promoting economic sustainability in the Kingdom of Bahrain. The findings demonstrate a high level of diversity in sports tourism patterns, alongside a very high level of perceived economic sustainability associated with this sector. Moreover, the results confirm a strong and statistically significant relationship between sports tourism and economic sustainability, indicating that the expansion and diversification of sports tourism activities represent a key driver for enhancing economic performance and supporting long-term development.

These findings underscore the importance of adopting a comprehensive and integrated approach to developing sports tourism, one that goes beyond the organization of individual events to include diversified and complementary activities such as training programs, scientific conferences, sports camps, and rehabilitation tourism. Such an approach contributes to extending the economic impact of sports tourism, strengthening sectoral linkages, and generating sustained economic benefits. At the same time, the study highlights existing gaps, particularly in maximizing returns from sponsorship and advertising, which require more strategic planning and effective commercialization efforts.

From a practical perspective, the study provides valuable insights for policymakers and stakeholders by emphasizing the need to enhance investment in diversified sports tourism offerings, improve infrastructure, and strengthen strategic planning frameworks. It also contributes to the existing literature by providing empirical evidence from the Bahraini context, demonstrating how sports tourism can function as a sustainable economic pathway. Future research is encouraged to further examine the long-term economic impacts of different sports tourism types and explore additional variables that may influence their effectiveness in achieving sustainable development.

5. Recommendations

1. Continue supporting the hosting of sporting events at various levels, given their demonstrated role in stimulating economic activity, while maximizing their benefits through long-term strategic planning and stronger integration with tourism and service sectors.
2. Expand the implementation of underutilized sports tourism types, such as scientific conference tourism, sports camps tourism, and sports rehabilitation tourism, by incorporating them into year-round programs to reduce seasonality and enhance the continuity of economic returns.
3. Develop a comprehensive national database for sports tourism industry types, including detailed information on hosted events, as well as their economic, social, and cultural impacts, to support evidence-based decision-making and improve future planning.
4. Enhance the development of sports and tourism infrastructure to meet the requirements of diverse sports tourism types, including facilities, accommodation, transportation, and services, thereby improving hosting efficiency and visitor experience.
5. Strengthen the investment in sponsorship and advertising channels associated with sporting events by adopting more effective marketing strategies and expanding partnerships with the private sector to maximize economic returns.
6. Encourage future research focusing on measuring the actual economic impact of sports tourism industry types and examining additional variables such as event type, scale, frequency, and target groups, in order to deepen scientific understanding and support policy development.

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