

# Study Entrepreneurial In Sport Tourism: A Bibliometric Analysis

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**Abstract:** Bibliometric analysis provides valuable insights into developing entrepreneurial aspects in sports tourism. This study explores key research trends and themes in the intersection of sports tourism and entrepreneurship. The analysis of 200 articles using the keyword "entrepreneurial in sport tourism" reveals significant contributions to understanding sustainability, sports entrepreneurship, and adopting entrepreneurial behavior in developing countries. The study highlights the importance of considering sustainability in sports tourism development, identifying key areas in sports entrepreneurship, and understanding institutional factors influencing entrepreneurial opportunities. Additionally, the research emphasizes the role of entrepreneurial intentions in shaping tourism business activities, particularly in surf tourism. The findings suggest a gap in research linking tourism entrepreneurs with sports tourism and its impact, presenting opportunities for future research to bridge this gap and contribute to a more comprehensive understanding of the entrepreneurial landscape in sports tourism.

**Keywords:** Developing countries; Entrepreneurship; Sports tourism Sustainability; Surf tourism.

## Introduction

Sport and tourism are two distinct fields but deeply connected (Mollah et al., 2021). Sports means all kinds of bodily actions to improve fitness and health, obtain mental relaxation, and develop social relationships (Mashuri, 2023; Standeven, 1998). Tourism is people's away-from-home environment for a variety of reasons including vacations, sports, businesses, medical, culture, or other motives (Mashuri, 2023; Radicchi, 2013). Collaboration for sports tourism development must be carried out massively because sports tourism is highly fragmented and involves various stakeholders (Kennelly & Toohey, 2014, 2016; Lim & Patterson, 2008; Wäsche, 2015; Wäsche & Woll, 2010). Sustainable sports tourism collaboration must be considered for development because it is not a one-time activity

(Kennelly & Toohey, 2014). Collaboration in sports tourism was only associated with major sporting events in research when it was first conducted in this field (Ahmed et al., 1996).

Sports and tourism are closely linked, with countries tending to make more money through innovation in both sectors (Pereira et al., 2015). Sports tourism can potentially contribute to economic, social, psychological, and political empowerment among the population (Zarei & Ramkissoon, 2021). Economists in developing countries increasingly focus on sports tourism as a productive industry for job creation and entrepreneurship (Heydari et al., 2022). Organizing sports tourism events is one of the strategies to increase foreign tourist visits to Indonesia, thus becoming a momentum for the revival of Indonesia's tourism and creative economy sectors (Putra et al., 2021).

## How to Cite:

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The literature on entrepreneurship has snowballed over the past few decades and continues to receive attention in leading management journals (Ivanycheva et al., 2024). A comprehensive literature review on the development of entrepreneurial aspects in sports tourism through bibliometric analysis reveals significant insights. (Jiménez-García et al., 2020) Conducted a study focusing on "sports tourism and sustainability" using Web of Science, SciMAT, and VOSviewer tools, contributing to the understanding of the intersection between sports tourism and sustainability. This study sheds light on how sports tourism can be developed by considering sustainability aspects, which is important in the current global context that demands more environmentally friendly practices. Furthermore, (Huertas González-Serrano et al., 2020) explored "sports entrepreneurship" through bibliometric analysis in the Web of Science Core Collection, providing valuable insights into this emerging field. The research helps identify key areas and trends in sports entrepreneurship, offering new perspectives for future research directions. This marks the importance of understanding entrepreneurial dynamics in the context of sports tourism to drive innovation and growth. Moreover, (Heydari et al., 2022) investigated the "adoption of entrepreneurial behavior in sports tourism in developing countries," offering a fresh perspective on institutional factors influencing entrepreneurial opportunities in sports tourism. This research enhances our understanding of how entrepreneurial behavior can drive innovation and development in the sports tourism sector, emphasizing the importance of institutional environments that support it.

Additionally, Ratten, (2018) studied the "entrepreneurial intentions of surf tourists," linking lifestyle entrepreneurship with surf tourism and emphasizing the role of entrepreneurial intentions in shaping tourism business activities. This research highlights the importance of an entrepreneurial mindset in driving creativity and business development in the context of surf tourism, showing how hobbies and passions can be turned into sustainable entrepreneurial initiatives. In conclusion, the synthesis of this bibliometric analysis provides a deeper understanding of the entrepreneurial landscape in sports tourism. By examining trends, patterns, and emerging themes in this field, researchers can gain valuable insights to inform future studies and contribute to sustainable growth and innovation in sports tourism.

## Method

This research utilizes bibliometric analysis, a valuable method for evaluating and visualizing bibliographic materials. This method is used to gain a

deeper understanding of trends, patterns, and networks in scholarly literature. Data is obtained using the Publish or Perish and VOSviewer applications. In the Publish or Perish application, the keyword "entrepreneurial in sport tourism" was used, resulting in 200 related articles. To conduct an accurate analysis of sport entrepreneurship as a research field, a bibliometric analysis based on the visualization of similarities (VOS) technique (van Eck et al., 2006; van Eck & Waltman, 2009) has been used together with a systematic literature review protocol (Tranfield et al., 2003).

The data obtained was then analyzed using the VOSviewer application for bibliometric analysis. Several studies have utilized tools like VOSviewer and Publish or Perish to conduct bibliometric analyses in various fields. For example, Shi et al., (2022) conducted a bibliometric analysis using VOSviewer, Publish or Perish, and SciMAT to evaluate materials related to digital transformation. Similarly, Al-Ghani, (2021) focused on BiFeO<sub>3</sub> nanoparticle research, utilizing Publish or Perish and VOSviewer for computational mapping in bibliometric analysis, emphasizing the important role of nanotechnology in scientific and technological advancement. Vahendra & Dani Nandiayanto, (2022) used Publish or Perish to collect publication data and VOSviewer for computational mapping analysis in their study on graphene-based SERS, demonstrating graphene's applications in sensor technology. Additionally, Julia et al., (2020) utilized Publish or Perish and VOSviewer for bibliometric analysis stages, highlighting the importance of bibliometric analysis in education (Wellfren & Lajuni, 2022). Highlighted various software available for bibliometric analysis, including Publish or Perish and VOSviewer, showcasing the variety of tools that can support bibliometric research. Daud & Nordin, (2023) used Publish or Perish for citation metrics and VOSviewer for data visualization in their entrepreneurship study, emphasizing how bibliometric analysis can enrich the understanding of entrepreneurship. The integration of VOSviewer and Publish or Perish in bibliometric analysis has proven effective in evaluating publication data, visualizing bibliographic materials, and identifying trends and research directions in various fields. Through the use of these tools, researchers can lay a solid foundation for future research, understand current research dynamics, and formulate strategies to explore untapped research areas.

## Result and Discussion

In this study, data was accessed using the Publish or Perish application on March 17, 2024. A total of 200 articles were obtained, and published within the last five

years from 2019 to 2024, using the keyword "entrepreneurial in sport tourism." This data was searched on Google Scholar.

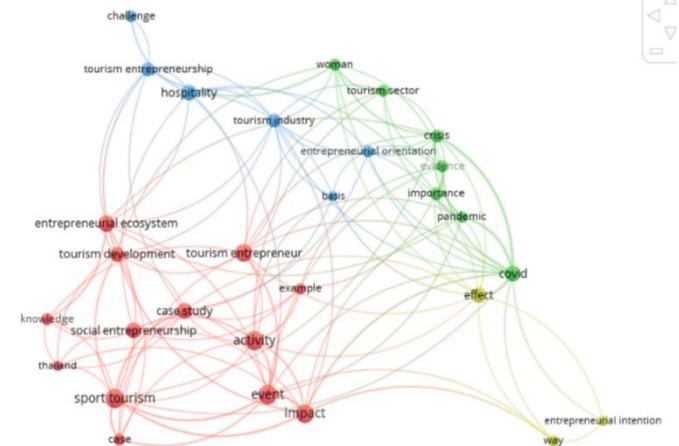
**Tabel 1.** Citation Matrix

Citation Metrics	Information
Publication years	2019-2024
Citation years	5 (2019-2024)
Papers	200
Citations	13003
Cites/year	2600.60
Cites/paper	65.02
Cites/author	6569.58
Papers/author	95.68
Authors/paper	2.71
h-index	60
g-index	104
hI, norm	38
hI, annual	7.60
hA-index	29
Paper with ACC >= 1,2,5,10,20,187, 184, 171, 114, 48	

The data obtained from the Publish or Perish application was analyzed using the VOSviewer application, which aims to visualize bibliographic materials and determine trends and research directions. This process is crucial in scientific studies. All studies on entrepreneurship in sports tourism are presented in Figure 1, revealing research that has been globally developed by researchers into five groups. The information obtained from the figure indicates the division of 29 research items into four thematic groups: The first group consists of thirteen items covering topics such as activities, cases and case studies, entrepreneurial ecosystems, events, examples, impacts, knowledge, social entrepreneurship, sports tourism, Thailand, tourism development, and tourism entrepreneurs. These items emphasize various aspects of tourism and entrepreneurship, including specific case studies and the development of ecosystems supporting entrepreneurial initiatives in the tourism sector.

The second group contains seven items focused on the COVID-19 situation with subtopics including crisis, evidence, importance, pandemic, tourism sector, and women. This highlights the pandemic's impact on the tourism industry, as well as its relevance and response from the sector to the global health crisis, including gender roles in this context. The third group, with six items, relates to fundamentals or foundations, challenges, entrepreneurial orientation, hospitality, tourism entrepreneurship, and the tourism industry. This group appears to explore basic concepts and challenges faced in implementing entrepreneurial practices in tourism. The fourth group, the smallest with three items, focuses on effects, entrepreneurial

intentions, and methodology or approaches in tourism entrepreneurship. These items may discuss the impact of entrepreneurial intentions and how these can be realized in business strategies and practices. Overall, this information offers an overview of diverse research topics in the context of tourism and entrepreneurship, highlighting areas that have received researchers' attention and indicating key issues in current academic discourse.



**Figure 1.** Overview of Entrepreneurship Studies in Sports Tourism

There appears to be a separation between the concept of "tourism entrepreneur" and "sports tourism" and "impact". This indicates that in this network analysis, there is no direct connection established or there is not enough literature evidence connecting tourism entrepreneurship directly with sports tourism or its impact. Tourism Entrepreneur, this node stands alone and does not show any direct relationship in the network map with "sports tourism" or "impact". This may indicate that in the context of the study represented by this map, there is not much research or literature directly linking entrepreneurs in the tourism sector with sports tourism or its resulting impact. Sport Tourism also stands as a separate node and is not directly connected with "tourism entrepreneur" in the network map. This can be interpreted to mean that sports tourism, while recognized as part of the tourism industry, has not explored the specific role of tourism entrepreneurs in the literature or studies underlying this network map. The "impact" node is also not directly connected to "tourism entrepreneur", which could mean that while the impact of tourism on various aspects (economic, social, environmental) may have been studied, the relationship between these impacts and entrepreneurial activities in tourism has not been sufficiently examined or is not displayed in this analysis. The network map indicates a gap in existing research,



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