



## RESEARCH ARTICLE

## To Compare the Development of Social Relationships Between Individuals Who Perform and Who Do Not Perform the Leisure Sports Activities and Impact of Leisure Sports Activities on Social Health

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**ABSTRACT**

The study aims to see how sports tourism affects the health of both people who participate in sports and those who don't. We're interested in understanding if it positively impacts the well-being of individuals in our community and also in examining how sports tourism affects the local economy and how people in the area think about it. We want to see if it brings in money and if people generally support it. The study focuses on the recent promotion of sports exclusive to small towns, which possess unique attributes, including remarkable biology, contemporary coordination, and recognizable characteristics. To investigate the research hypotheses, various regression examinations are employed for validation. While social impacts demonstrate an overall effect on enhancing tourism, it is notable that independent factors such as ecological and monetary effects also exert considerable influence. Analyzing the outcomes of the T-test, it becomes evident that the impact of residents' attitudes on the enhancement of sustainable trail-based tourism needs to exhibit a discernible contrast. In conclusion, the study underscores the necessity for a comprehensive understanding of the intricate relationship between social, environmental, and economic factors in improving the domestic health sector and impacting those who perform and those who do not perform leisure sports activities.

**INTRODUCTION**

In a comprehensive exploration of the intriguing intersection between urban development and sports and recreation within small towns (Adams and Klobodu, 2017), this study examines a field gaining increasing significance in an era characterized by rapid urbanization and globalization. The growth of smaller networks anticipates a newfound importance,

shedding light on the dynamic interplay of three seemingly unrelated elements: urban expansion, sports, and leisure, and how they collectively shape the character, prosperity, and economy of small towns. Social health encompasses an individual's ability to fulfil lifelong goals, such as meeting familial roles as a child, parent, spouse, friend, or citizen proficiently and harmoniously while ensuring the preservation of a stable and secure social and ecological environment

for others. Each of these roles comes with distinct responsibilities and risks. Effective communication is essential for all of them, enabling a reciprocal exchange of information. Unilateral approaches need to establish healthy relationships. The satisfaction of human needs related to love, intimacy, and a sense of belonging plays a crucial role in achieving social well-being. Individuals deprived of these fundamental needs may display behaviours that jeopardize their physical and mental well-being, placing them in the realm of anomy, deviance, and social pathology (Rusu and Colomeischi, 2008).

Social well-being encompasses various factors, including providing an optimal living environment, adequate nutrition, and ample opportunities for socialization through interactions with acquaintances, educational institutions, friends, and family members. Presently, many health issues stem from socio-economic determinants, which, nonetheless, hold the potential for modification through constructive collective engagement and labour. The primary objective of health education is to enhance individuals' understanding of the potential impact of their behaviour and surroundings on their overall well-being. Health education transcends age limitations. The primary goal of this initiative is to organically enhance "human well-being" and provide effective strategies for disease prevention by emphasizing the importance of proper nutrition and a healthy lifestyle. This approach equips individuals in contemporary society to effectively cope with stressful circumstances that may disrupt their physical equilibrium.

Small towns, as active hubs enriched by sports and leisure activities, present a compelling avenue for investigation (Tarhini et al., 2017). This study scrutinizes the theoretical underpinnings supporting the integration of sports and leisure into the tapestry of small-town development. The study aims to find the theoretical frameworks that stress how important this integration is. It will look at both humanistic perspectives that look at community attachment and social collaboration and economic perspectives that look at the expected rise in tourism and community groups.

Nonetheless, this appeal transcends abstract concepts and delves into the practical application of strategies

supporting the harmonious coexistence of urban expansion and athletic events in small towns. Contextual assessments of various communities serve as instructive models, showcasing successful examples of sporting infrastructure, public spaces, and leisure activities that have spurred positive transformations (Bisharat et al., 2017). This research equips urban planners, policymakers, and stakeholders with vital tools to promote sustainable growth while upholding residents' high quality of life by gathering insights from these real-world scenarios. Thus, the objective of this study is to examine and compare the impact of social, environmental, and economic factors on tourism, particularly in the context of sports tourism, and its potential to enhance the domestic health sector among individuals who engage in leisure sports activities and those who do not.

## THEORY OF MODELS

### Integration of sports and leisure

*Humanistic theories:* Humanistic theories emphasize the importance of local attachment and social collaboration in small-town development. The work of scholars like Jane Jacobs, who championed community-oriented urban design, supports the idea that fostering a sense of community and attachment to the local area enhances the quality of life. In small towns, integrating sports and leisure activities can promote a sense of belonging and community engagement, which aligns with humanistic urban planning principles.

*Economic theories:* Economic theories support the notion that the integration of sports and leisure can have a positive impact on local economies. For instance, the economic concept of the multiplier effect suggests that investments in sports and leisure infrastructure can stimulate local businesses and employment. This aligns with the idea that a vibrant sports and leisure sector can contribute to the prosperity of small towns.

### Social and well-being theories

According to Robert Putnam and others' development of the social capital theory, trust within a community, community engagement, and social networks all contribute to its well-being. The integration of sports and leisure activities can facilitate social interaction,

enhance community bonds, and increase social capital in small towns, which is vital for residents' overall health and happiness.

*Maslow's hierarchy of needs:* Abraham Maslow's hierarchy of needs theory posits that individuals have a hierarchy of needs, including physiological, safety, social, and self-fulfilment needs. Sports and leisure activities can contribute to fulfilling these needs by providing opportunities for physical health and safety through community building, social interaction, and personal growth. This aligns with the idea that these activities can enhance the well-being of small-town residents.

*Environmental psychology:* Environmental psychology explores the relationship between individuals and their physical environment. It emphasizes the importance of creating environments that support well-being. Integrating sports and leisure into small-town development can provide residents with opportunities to connect with nature, engage in physical activity, and improve their mental and emotional well-being, all in line with the principles of environmental psychology.

### **The significance of the study**

This study holds significance for metropolitan planners, policymakers, and community stakeholders, offering valuable insights into fostering sustainable growth while enhancing residents' quality of life. By drawing knowledge from practical experiences, we aim to equip decision-makers with the tools to cultivate thriving small towns.

### **Objectives of the study**

- To investigate how sport tourism's social effects affect public support for tourist development.
- To evaluate the environmental effects of sport tourism and their connection to encouraging tourism growth.
- To examine the development of social relationships among individuals, specifically comparing adults who engage in leisure sports activities with those who do not participate in such activities.

## **LITERATURE REVIEW**

### **Background of the study**

A thorough investigation of the important role that sports and leisure activities play in fostering

the growth and necessity of these networks is encompassed by the focus on theoretical and practical research regarding the improvement of small towns, emphasizing sports and leisure (Yu and Ma, 2022). This study explores how sports and leisure might spur good change in small communities dealing with financial, social, and infrastructure issues. This study hopes to shed light on creative approaches that can enhance general well-being, support local economies, and promote local area attachment in small towns by combining theoretical knowledge with practical contextual investigations.

To understand the harmonious relationship between sports, leisure, and the growth of small towns, this study uses local area improvement, metropolitan planning, and humanistic structures (El-Masri et al., 2015). The theoretical justification emphasizes how important interest in sports offices, sporting venues, and social amenities can boost the social fabric of small towns, leading to increased occupant fulfilment and outside visitors' fascination. Placemaking and social capital hypotheses (Evans, 2016) further illuminate the potential for sports and leisure to create communal spaces that foster a sense of belonging, strengthen municipal commitment, and foster social communication.

In addition to the theoretical analysis, the review incorporates actual research by looking at contextual analyses from several small towns that have successfully used sports and leisure as growth catalysts. The review will identify the systems, structures, and associations that have contributed to the outcome of these drives by examining actual models (Chen and Xiong, 2019). Contextual studies could look at converting deserted contemporary areas into sports facilities, developing ecotourism focused on outdoor activities, or establishing local sports organizations that promote social stability and physical well-being. These experimental encounters will provide important illustrations and best practices that can be modified and reworked to suit the distinctive environments of diverse small towns (Li, 2019; Bariscil, 2017).

The study of how small towns could develop by fusing sports and leisure activities is this endeavour's main theoretical and practical focus to close the gap between academic experiences and meaningful

practices (Mahadeen et al., 2016). By examining the theoretical underpinnings and using successful real-world examples, the research seeks to offer small towns a comprehensive manual for addressing the potential of sports and leisure as drivers of all-encompassing growth. The results of this study help lawmakers, city planners, and local leaders understand the many advantages of putting money into sports and recreation for the growth of small towns' economies (Swagemakers et al., 2019).

Jones et al. (2018) examined the theoretical aspects of how sports and leisure activities contribute to the progress of small towns. Their work, published in the *Journal of Metropolitan Planning and Development* (Obeidat et al., 2016), explores the positive relationship between these activities and the overall development of small communities. They underscored that investments in sports facilities and athletic spaces can enhance the social fabric of small towns, drawing from urban planning strategies and humanistic principles. The study highlights how such theoretical approaches can invigorate local economies and increase residents' income by attracting tourists. The study by Pan et al. (2018), which appeared in *Leisure Sciences*, adds a practical dimension to the discussion. The authors conducted an in-depth examination of the significant impact of sports facility development on the revitalization of small towns, utilizing a contextual study approach. By analyzing a specific instance of sports infrastructure implementation, the research demonstrates how well-conceived and firmly established sports facilities can provide sporting opportunities while also serving as catalysts for economic growth and tourism. The study underscores the multifaceted benefits of sports infrastructure in attracting visitors, supporting local organizations, and fostering a strong sense of satisfaction and community identity among residents. Another study of Swagemakers et al. (2019) contribute further depth to the body of literature. Their study centres on small towns and explores how placemaking intersects with recreational activities and sports. The researchers investigate how participation in sports and leisure activities can transform public spaces into communal hubs that promote social interaction, a sense of belonging, and the generation of social capital. The study emphasizes

how well-managed sports and recreation areas can significantly contribute to building relationships among residents and ultimately enhancing the community's fabric.

Tarhini et al. (2017) further contribute to this discussion. The authors focus on how sports and outdoor recreational activities can promote sustainable tourism and economic growth in small towns. The study demonstrates the powerful impact of well-organized sports and outdoor recreational activities in attracting tourists, generating revenue, and enhancing the overall economic landscape of small towns through a comprehensive contextual inquiry approach. The research underscores the importance of maintaining the environmental and social integrity of the town to ensure the sustainability of tourism development. It also highlights the necessity of strategic planning and collaboration among local stakeholders to harness the full potential of these activities.

Vratskikh et al. (2016) delved into the role of community engagement in sports initiatives within small towns while also expanding on the economic and tourism dimensions. The authors explored the key elements contributing to the success of sports initiatives promoting community development in small towns. Through the examination of case studies, they underscored how community engagement acts as a driving force for effective sports programs that facilitate social interaction, civic collaboration, and community pride through the examination of case studies. The study emphasized the importance of involving local residents in planning, executing, and managing sporting events to nurture a sense of pride and ensure long-term sustainability. Furthermore, it highlighted how sports can be leveraged to address broader community issues and foster a shared sense of identity and purpose.

According to Epuran (2011), social health plays a significant role in sports, as engagement in physical activities fosters social connections among individuals. The enjoyment of participating in aerobic exercises in a group setting, such as group jogging, cycling, skiing, and team sports, is widely acknowledged. Engaging in sports activities within a group setting can provide mental and physical stimulation while enhancing effective verbal and

non-verbal communication skills. As a result, this particular form of social well-being is linked to increased social interaction and overall contentment.

**Research hypotheses**

Speculation to assess the research model on the effect of sports tourism on supporting tourism improvement is as follows:

**H1:** Social factors fundamentally influence the public's help for tourism development.

**H2:** There is a measurably huge connection between ecological factors and backing for tourism development.

**H3:** Financial factors have a measurable impact on support for tourism improvement.

**H4A:** How sports tourism affects support for expansion varies significantly depending on gender.

**H4B:** The effect of sport tourism on tourism extension changes depending on age.

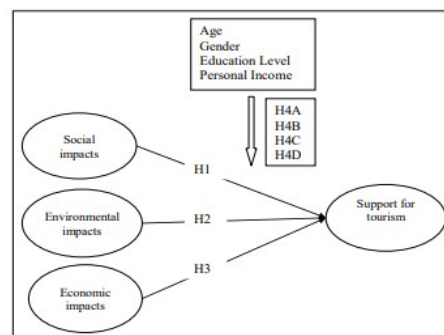
**H4C:** There is a huge variety in what sports tourism means for vacationer development because of the instructive level.

**H4D:** There is a huge variety in what sports tourism

means for vacationer improvement because of individual wealth.

**Research model**

The structure of this study underscores the importance of conducting preliminary theoretical or empirical research before the actual writing process. To clarify, this study integrated elements commonly found in executive hotel reports. An outline model is presented in Figure 1, illustrating the independent factors, dependent variables, and their proposed relationships. This study has developed a robust framework to emphasize the significance of preliminary research, laying the foundation for the subsequent writing process. It is important to recognize that the study adheres to conventions typical of executive hotel reports, ensuring the final output is comprehensive and informative. Figure 1 visually represents the model, illustrating the key independent factors, dependent variables, and their proposed connections. This model is a valuable tool for effectively organizing and presenting the research findings.



**Figure 1: Research model**

**Operational definitions**

Studies by Hritz and Ross, as well as Nunkoo and Ramki, show that ongoing research has consistently examined the development of sport tourism in various dimensions, including social, environmental, and economic impacts. These studies have lent substantial support to the advancement of the tourism industry. In the research survey, these dimensions were assessed using distinct sets of items, with five dedicated to social impact, five to environmental impact, and another to economic impact. However, the economic impact was assessed using a set of four unique items.

**RESEARCH METHODOLOGY**

The research model serves as the structural framework for the study, delineating the conceptual underpinnings and relationships among various aspects. It provides the structure to understand how different variables interact and influence the research inquiry. The study was conducted after the institutional ethics and research board received ethical approval. Informed consent has been obtained from each and every participant in the study.

**Sample size and population**

The demographic for this study comprised individuals interested in visiting the City of China, spanning various age groups from 18 to 40 years old. A total of 300 completed surveys were included for a comprehensive analysis. The survey was divided into two sections. The first section gathered general information about each respondent, including their gender, age, level of education, and individual income. The research encompassed 300 individuals, with half (150) engaging in recreational sports and the other half not participating. This data collection spanned from October 2020 to March 2023.

For data collection, a questionnaire was employed, with a primary focus on physical health and a secondary focus on social well-being as indicators of overall quality of life. The questionnaire consisted of 20 questions, each with possible responses ranging from 1 to 60 points. These responses were categorized into three groups: 1-20 ("low social well-being"), 21-40 ("moderate social well-being/satisfactory social well-being"), and 41-60 ("high social well-being"). Additionally, respondents could choose from alternatives a-1 (no improvement), b-2 (some improvement), and c-3 (significant improvement).

Adults within the target demographic were surveyed using this questionnaire before and after engaging in various recreational sports activities in and around the city. The participants included individuals involved in various sports, such as cross-country skiing, hiking, jogging, mountain running, park running, sports games, fitness activities, cycling, swimming, and skiing. Additionally, those who did not participate in sports (interviewed on the street) and those who participated in various collective activities organized by regional or local organizations were

requested to complete the questionnaire.

The questionnaire was designed to include options for open-ended responses, multiple-choice selections, and predicted responses, ensuring a comprehensive exploration of the participants' experiences and well-being.

**RESULTS**

To explore the influence of sport tourism on support for tourism development, a 5-point Likert scale was employed to assess these variables, with a rating of 1 indicating strong disagreement and 5 indicating strong agreement. Also, tests for reliability and validity were done, and different analyses were used to make profiles of survey participants and look at things other than the primary and secondary components. Additionally, regression analyses and other statistical techniques were employed to test the research hypothesis.

**Validity and reliability**

Reliability and validity are two factors that affect the importance and calibre of crucial information. While reliability pertains to the consistency and dependability of the survey, validity refers to its accuracy and whether the instrument measures what it is intended to measure. Precision is the key to ensuring sustained quality.

In this study, the researchers used well-established metrics and tools that other academics with similar interests had previously developed and used. Additionally, four university professors with the necessary experience and knowledge of the subject matter reviewed a study draft. This review process ensured all assumptions were met, avoiding ambiguity or complexity in formulating survey questions.

**Table 1: Cronbach's alpha coefficient for research factors**

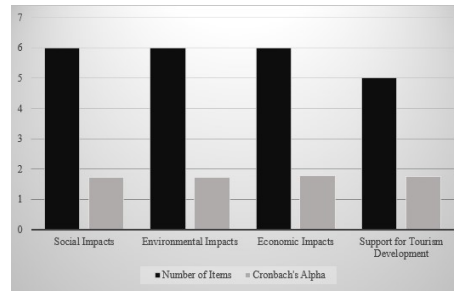
Variables	Number of Items	Cronbach's Alpha
Social Impacts	6	1.734
Environmental Impacts	6	1.736
Economic Impacts	6	1.777
Support for Tourism Development	5	1.767

The instrument's reliability was assessed using Cronbach's alpha, a commonly used measure of internal consistency. Additionally, it's worth noting that several experts suggest that a coefficient alpha of

over 0.60 indicates a composite measure's reliability. Table 1 provides an overview of how Cronbach's alpha impacts independent and dependent variables. The Cronbach's alpha coefficient for the tested

factors exceeded 0.60, affirming the reliability of the composite measure. Figure 2 visually represents the Cronbach's alpha coefficient for the research

components, further demonstrating the instrument's internal consistency.



**Figure 2: Cronbach's alpha coefficient for research factors**

**Respondents' profile in demographics**

**Table 2: Profiles of respondents' racial and ethnic groups are described**

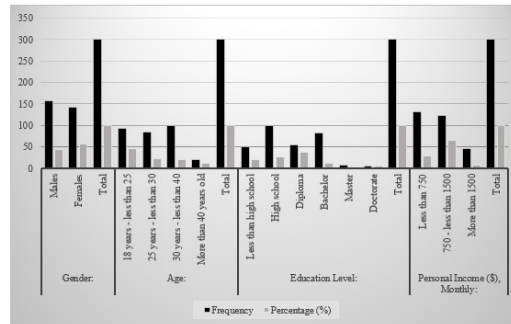
Category	Category	Frequency	Percentage (%)
Gender	Males	158	44.0
	Females	142	56.0
	Total	300	100
Age	18 years - less than 25	94	46.3
	25 years - less than 30	85	21.9
	30 years - less than 40	100	21.0
	More than 40 years old	21	10.8
	Total	300	100
Education Level	Less than high school	50	19.6
	High school	100	25.6
	Diploma	55	36.7
	Bachelor	83	11.3
	Master	7	1.0
	Doctorate	5	5.8
Personal Income (\$), Monthly	Total	300	100
	Less than 750	132	28.5
	750 - less than 1500	123	65.0
	More than 1500	45	6.5
	Total	300	100

According to the data presented in Table 2, the demographic profiles of the respondents in this survey indicate that they are predominantly male, with the

majority falling within the age range of 18 to 40 years. Most respondents have attained a degree or completed high school education. Furthermore, the

data reveals that many respondents earn less than \$750 per month. and ethnic categories of the survey participants.

Figure 3 provides a visual representation of the racial



**Figure 3: Profiles of respondents' racial and ethnic groups are described**

**Detailed analysis**

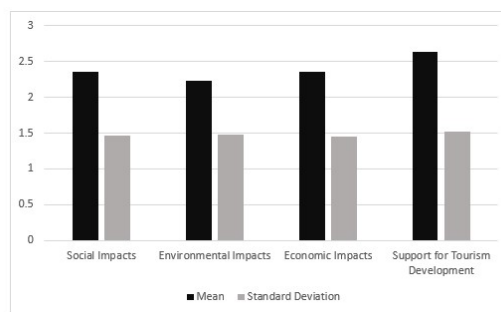
The mean and standard deviation were calculated to gauge the respondents' reactions and, consequently, their attitudes towards each question in the survey. The mean represents the tendency to centralize the data, while the standard deviation measures the dispersion, indicating the spread or variability in the data. Generally, a small standard deviation for a set of

values indicates that these characteristics are present or closely clustered around the mean, whereas a large standard deviation indicates the opposite.

The suitability of the items then served as the basis for the data analysis. The results are presented in Tables 3 and 4. Figure 4 provides a graphical representation of the research variables' overall means and standard deviations.

**Table 3: The variables in the study's overall mean and standard deviation**

Type of Variable	Variables	Mean	Standard Deviation	Level	Order
Independent	Social Impacts	2.35	1.47	Moderate	3
Independent	Environmental Impacts	2.23	1.48	Moderate	2
Independent	Economic Impacts	2.36	1.45	High	1
Dependent	Support for Tourism Development	2.63	1.52	High	



**Figure 4: The variables in the study's overall mean and standard deviation**

Based on the data analysis results presented in Table 3, it is evident that residents' support for

China's tourism development is notably high, with a mean score of 2.63. Similarly, the economic effects



demonstrate a significant influence, with a mean score of 2.23. However, it is important to note that the environmental and social impacts are separate and distinct.

Table 4 provides a comprehensive overview, including the mean, standard deviation, level, and required score for each variable under consideration.

**Table 4: The study's variables each have a mean and a standard deviation**

Social Impacts	Mean	SD	Level	Order
The crime rate in China has fallen thanks to sport tourism.	1.37	1.248	Low	5
Because they live in a sport tourism hotspot, the locals have not suffered.	1.86	1.837	Moderate	4
Locals have been inspired to participate in a variety of cultural activities because to sport tourism.	2.26	1.813	Moderate	3
It is beneficial to interact with sports visitors from other locations to learn about their culture and civilization.	2.58	1.783	High	2
Positive effects of sport tourism have been seen on China city's cultural character.	2.73	1.141	High	1
Environmental Impacts	Mean	SD	Level	Order
Because of sport tourism, there are more stops and other sporting facilities.	2.35	2.361	Moderate	4
Our public facilities and roads are kept in excellent condition thanks to sport tourism.	2.28	1.853	Moderate	2
Sport tourism has promoted the preservation of natural resources and the restoration of ancient buildings.	2.26	1.854	Moderate	3
Traffic, noise, or pollution have not grown as a result of sport tourism.	2.26	1.183	Moderate	5
The natural environment has not been ruined by the construction of sporting and tourist facilities.	2.41	1.243	High	1
Economic Impacts	Mean	SD	Level	Order
Sport tourism has increased local employment.	1.86	1.247	Moderate	5
Small enterprises have benefited financially from sport tourism.	2.55	1.856	High	3
Sport tourism has significantly raised my standard of living.	2.23	1.784	Moderate	4
Due to athletic tourism, prices for goods and services have skyrocketed.	2.64	1.831	High	2
Building infrastructure for sport tourism is expensive.	2.98	1.112	High	1
Support for Tourism Development	Mean	SD	Level	Order
Because of sport tourism, there are more stops and other sporting facilities.	2.41	1.226	High	4
Sport tourism contributes to the right kind of growth for my community.	2.62	1.784	High	2
The economy continues to rely heavily on sport tourism.	2.52	1.783	High	3

Among the sample of 150 individuals who actively participated in recreational sports, the mean score for social health was 58.11, as determined using SPSS version 21.8. The standard deviation for this variable is 7.16. Notably, the most frequently occurring value among the surveyed individuals is 62.

The kurtosis value of -0.112 indicates a distribution with a flat-u shape, suggesting that the data does not exhibit extreme outliers. Moreover, a negative skewness coefficient of 0.713 suggests a right-skewed curve with several lower values on the left-hand side. Table 5 presents data revealing that out of the

150 individuals who regularly engage in recreational sports, a substantial 76.6% are in generally excellent social health. The age distribution among women with

excellent social health is as follows: 14.11% are aged 25–29, 30.19% are aged 30–34, and 12.45% fall into the 35–40 age group.

**Table 5: Assessing whether or not those who engage in recreational sports have a normally distributed set of social health scores**

KS test			SW test			
Value	Df	P limit	Value	df	Signification limit p	
Health related to Social life	0.229	299	0	-509	290	0

Individuals who do not engage in recreational sports exhibit a social health score of approximately 25.11; the most common value among this group is 19. When examining the data distribution, it becomes evident that these values deviate significantly from the mean by approximately 8.11 standard deviations.

The skewness coefficient, which is 0.989, signifies a left-skewed distribution with a notable presence of right-skewed outliers. Additionally, the kurtosis value of 0.011 indicates that the data follows a somewhat platykurtic distribution, which is statistically very close to a normal distribution, as shown in Table 6.

**Table 6: Descriptive statistics pertaining to the social health of individuals who do not engage in leisure sports activities**

Social health status	
Appropriate answers	150
Elliptical answers	0
Average value	28.55
Median line	21.00
Module (modular value)	19
Standard deviation	8.11
Skewness asymmetry coefficient	0.989
Kurtosis coefficient	-0.011

Out of the 150 individuals whose social health was assessed and who did not engage in regular physical activity, the distribution of social health status is as follows: 65% were in poor social health. 30% were in fair social health. 5% were in excellent social health.

**Results of testing hypotheses**

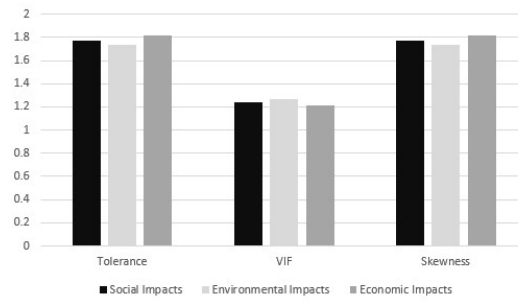
The primary objective of the current study is to investigate the social, environmental, and economic impacts of sport tourism on the city of China. Consequently, the research hypotheses were tested using various regression analysis techniques. The significance level (alpha level) was set at 0.05, and the probability estimate (p-value) from the test of the measurable hypotheses was used as the criterion for accepting or rejecting the null hypotheses. If the

p-value is less than or equal to the alpha level, the null hypothesis is rejected in favor of the alternative hypothesis. If the p-value exceeds the alpha level, the null hypothesis cannot be rejected, and the alternative hypothesis is not supported.

We looked at skewness and the Variance Inflation Factor (VIF) to ensure that the independent variables were normal and that there wasn't a multicollinearity problem, which happens when the independent parts are strongly linked. As per Insect Pall (2005), most variables should fall within the range required for normality (e.g., -1.0 to +1.0). The results of these examinations are presented in Table 7, and Figure 5 provides a graphical representation of the skewness and VIF of the independent variables.

**Table 7: Skewness and VIF, the free factors**

Variables	Tolerance	VIF	Skewness
Social Impacts	1.774	1.242	1.773
Environmental Impacts	1.738	1.267	1.737
Economic Impacts	1.818	1.211	1.818



**Figure 5: Skewness and VIF, the free factors**

Table 7 reveals that the deviation values fall within the expected range of -1.0 to +1.0, indicating that the data produced by the independent variables is within the realm of normality. The Variance Inflation Factor (VIF) values are close to the standard threshold of 10, which

is usually fine for most analyses. This means that multicollinearity between the independent variables is not a problem.

However, the results of testing the three hypotheses are presented in Table 8.

**Table 8: Results of the study model (b)**

Variable	<i>r</i>	R <sup>2</sup>	<i>F</i>	Sig ( <i>F</i> )	B	<i>t</i>	Sig ( <i>t</i> )
Social Impacts	1.455	1.384	25.547	0	1.153	1.745	0.282
Environmental Impacts					1.214	1.173	0.127
Economic Impacts					1.363	4.574	0.111

The relationship between the independent variables (social impacts, environmental effects, and economic effects) and support for tourism development is very strong, as shown in Table 8. The coefficient of determination,  $R = 1.455$ , shows this. R-squared (R<sup>2</sup>) demonstrates the model's goodness of fit; in this case, it is very close to 1.384. These results indicate that the F-statistic of this data, which is 25.547 at the significance level of 0.05, is statistically significant. Therefore, these influential factors significantly impact residents' contributions to tourism development.

The standardized coefficients for each independent variable are presented in Table 6, reflecting the specific contribution of each predictor to the model when holding other predictors constant. The H2 and H3 hypotheses are supported because the values for environmental and economic effects are 1.214 and 1.363, respectively, both positive. However, H1 is not supported, as the value for social impacts is 1.153, which is weaker than other predictors and insignificant at  $p < 0.05$ . The impact of these determinants on the dependent variable varies depending on their coefficient values; the higher the

value, the greater the impact. Based on beta values, the variable with the most significant contribution to the model is economic impacts, followed by environmental effects.

Regarding hypotheses H4A, H4B, H4C, and H4D, the effects of sport tourism on support for tourism development were analyzed across different demographic factors such as orientation, age, education, and individual income. Independent sample t-tests were used to examine the impact of orientation. At the same time, ANOVA tests were employed to investigate the effects of age, education, and income on support for tourism development through sport tourism.

The t-test results, as shown in Table 9, indicate no noticeable difference in how orientation affects residents' perceptions of sustainable tourism development. The ANOVA test showed no significant differences between the effects of resident perspectives on sustainable tourism development based on age and level of education, as shown in Tables 10 and 11. However, the preference for individual income was significantly different, as shown in Table 12.

**Table 9: T-test examines the effect of sport tourism on supporting the advancement of orientation-based tourism.**

Variables	Male			Female			T	df	Sig.
	N	Mean	Std. Dev.	N	Mean	Std. Dev.			
Support for tourism development	322	2.6318	1.53527	358	2.6228	1.52381	1.455	336.333	1.478

**Table 10: Age-related support for tourist development and sport tourism: An ANOVA analysis**

variables		Sum of Squares	Df	Mean Squares	F	Sig.
Support for tourism development	Between Groups	1.373	4	1.252	1.532	1.627
	Within Groups	273.255	367	1.272		

**Table 11: ANOVA study looks at the effect of sport tourism on supporting tourism improvement by instruction level**

variables		Sum of Squares	Df	Mean Squares	F	Sig.
Support for tourism development	Between Groups	3.268	4	1.367	2.342	1.373
	Within Groups	271.362	367	1.271		

**Table 12: ANOVA study looks at the effect of sport tourism on supporting tourism improvement by instruction level**

variables		Sum of Squares	Df	Mean Squares	F	Sig.
Support for tourism development	Between Groups	2.521	3	2.724	3.725	0.007
	Within Groups	268.131	366	1.264		

## DISCUSSION

This section presents the results of a survey conducted to assess the benefits of sport tourism in supporting local residents in developing the tourism industry in the city, taking into account social, environmental, and economic impacts. The primary evaluative determinant of the quality of life pertains to health, which is contingent upon the extent of physical, mental, and social well-being. These three factors exhibit mutual influence on one another.

Engaging in regular physical exercise is a readily accessible means to positively impact one's state of health. The effects encompass various aspects, including the harmonious functioning of the body and its components, the maintenance of optimal parameters for vital bodily functions, the provision of physical support necessary for the accomplishment of professional and social tasks, the development of a range of movement required for professional, social, and recreational activities, the cultivation of certain personality traits such as perseverance, self-discipline, self-control, and sociability, the

transformation of attitudes towards exertion, and the incorporation of physical exercise into one's lifestyle, the attainment and preservation of physical fitness, the maintenance of optimal health conditions, the promotion of general well-being, and the enhancement of overall satisfaction (Leonte, 2014). According to Epuran (2011), sports are closely intertwined with social health, as engaging in physical activities fosters social connections among individuals. The enjoyment derived from engaging in aerobic exercises in a group setting, such as participating in activities like group jogging, cycling, skiing, and sports games, is widely recognized. Engaging in sports activities conducted in a group setting can provide both mental and physical stimulation, as well as foster the development of effective verbal and non-verbal communication skills. Therefore, this particular form of social well-being is associated with increased social interaction and overall contentment.

Many individuals are compelled to think about what sports tourism is. Going from one area, country, state, etc., to another to attend a sporting event is

called sports tourism (Shen and Wang, 2018; Satya et al., 2019). Sports tourism is only sometimes well-known, but over the past few years, the number of people travelling to sporting events outside their city has certainly increased. People are now travelling worldwide to attend their favourite events, which is no surprise considering what has led to the sudden rise in popularity. Travelling to specific places to watch or participate in sporting events is called sports tourism. Many travel agencies offer package travel deals, including tickets to sporting events, accommodations, and fan-friendly restaurants. Some people prefer to make travel arrangements and purchase event tickets and transportation without consulting travel professionals.

In one view, host countries need to spend considerable money organizing major events. This money is used to build the country's infrastructure and meet the needs of competitors and athletes. Politicians must allocate significant money to construct these specialized fields and stadiums, funds that might be better spent in other, more critical areas, such as healthcare and education, that benefit the host nation (Wang and Xiang, 2018). Moreover, the host state-run governments share the expense by providing facilities to their residents. These nations often have to deal with financial debt due to massive expenditures during sporting events. These strategies undeniably raise several concerns.

Nevertheless, these types of events can have various positive aspects. The primary advantage of hosting international events is highlighting the host country and giving it prominence and distinction. Furthermore, even though organizing these events costs more than expected, host countries can generate revenue by offering visitor visas to sports enthusiasts, which can stimulate government funding through tourism. Additionally, the infrastructure enhanced to accommodate athletes can contribute to that nation's prosperity. The benefits are, therefore, substantial.

The central idea behind travel is self-distraction to relieve people's stress associated with work and public activities. As tourism evolves to meet people's preferences, new forms of tourism, such as sports tourism, are grouped with leisure and exercise. Anyone who loves sports should practice it regularly, whether they need to take a vacation or not. Talented

professional's frequent sports tourism, particularly in China, one of India's most well-known tourist destinations (Yu and Ma, 2015; Maghnaoui, 2021). This led to the development of water sports, which required adequate concentration, generating much interest from many available individuals, regardless of their social class or affiliation.

## CONCLUSION

Both theoretical and empirical research on developing small towns by integrating sports and leisure activities highlights their significant potential as catalysts for comprehensive development and community enhancement. The amalgamation of theoretical frameworks elucidates the multifaceted benefits of sports and leisure activities, including promoting social bonds, economic rejuvenation, and creating vibrant communal spaces. Drawing inspiration from practical case studies, it becomes evident that thoughtfully constructed sports facilities and athletic venues can enhance residents' quality of life and attract tourists, thereby boosting local economies. Furthermore, when local community participation is coupled with athletic pursuits, their transformative impacts are magnified, fostering a sense of belonging, civic cooperation, and societal progress. Investing in sports and leisure is a promising avenue for small towns to carve out a distinct identity, stimulate economic development, and nurture a thriving community spirit, as theoretical foundations align with practical success stories.

The enhancement and maintenance of one's physical health through various physical activities have been shown to positively impact one's emotional and social well-being and overall quality of life. According to the findings, those who regularly engage in leisure sports demonstrate better social health than those who do not participate in such physically active pursuits. Conversely, there is an increase in the proportion of people with poor social health among those who do not engage in recreational sports as they grow older.

### **Theoretical implications of the study**

*The interconnectedness of urban development, sports, and social well-being:* This study highlights the interplay between urban development, sports, and social well-being. It emphasizes that small towns' progress and vitality are closely linked to integrating

sports and recreational activities. The theoretical implications suggest that fostering social well-being and urban development can be achieved through strategic investments in sports infrastructure and leisure activities.

*Importance of local community attachment:* The theoretical framework underscores the significance of local community attachment and social collaboration in small towns. The study shows that strengthening local community ties through sports and leisure activities can enhance social well-being and a sense of belonging. This implies that small towns should prioritize community-building efforts to achieve sustainable development.

*Economic and tourism growth:* The study's theoretical foundation highlights the potential of sports and leisure activities to drive economic growth and tourism. Developing sports facilities and public spaces can attract tourists, create employment opportunities, and stimulate the local economy. This underlines the role of sports and leisure as drivers of urban development and economic prosperity.

*Role of public spaces in community transformation:* The research model illustrates how carefully designed public spaces and sports facilities can transform communities. The theoretical implications emphasize that well-planned recreational areas can serve as hubs for social interaction, fostering relationships among residents. This offers insights into creating accessible and attractive public spaces in urban planning.

### **Practical and contextual implications of the study**

*Community development and revitalization:* The study suggests investing in sports facilities, recreational areas, and leisure activities catalyzes small towns' development and revitalization. Local authorities and planners can use this insight to guide their efforts in creating vibrant and attractive spaces for residents and tourists.

*Tourism promotion:* Small towns can leverage sports and leisure activities to promote tourism. The practical implication is that marketing efforts should focus on unique sporting and recreational opportunities. Festivals, events, and well-maintained sports infrastructure can attract tourists, boosting local economies.

*Economic growth:* The study highlights that sports and leisure activities contribute to local economic

growth. Small towns can prioritize investment in sports infrastructure to create jobs, stimulate business activities, and increase revenue through tourism-related activities.

*Social well-being and sense of belonging:* The study underscores the role of sports and recreational activities in enhancing social well-being and fostering a sense of community. Small towns can promote organized sports events, community sports clubs, and public spaces to encourage social interaction and create a stronger sense of belonging among residents.

### **Limitations and future research directions**

*Sample size and demographics:* While providing valuable insights, the study's sample size may only partially represent the diversity of small towns and their populations. Future research should aim for larger and more diverse samples to enhance generalizability.

*Temporal factors:* The study conducted surveys over a specific period from October 2020 to March 2023. Temporal factors, such as seasonal variations and external events (e.g., pandemics), could impact the results. Future research should consider longer study durations to account for such variations.

*Self-reported data:* The study relied on self-reported data from survey participants. Self-reporting introduces the possibility of response bias and inaccuracies. Combining surveys with objective measurements or observational data could enhance the reliability of the data.

*Limited geographic focus:* The study likely focused on specific small towns, potentially limiting the generalizability of the findings. Future research could explore a more extensive range of small towns across different regions and cultures.

*Socioeconomic considerations:* While the study examined the impact of income, education, and age on participation in sports and support for tourism, it may have yet to fully capture the complex interplay of socioeconomic factors. Future studies could delve deeper into these dynamics.

### **Future research directions**

*Longitudinal studies:* Conduct longitudinal studies to track the long-term impacts of sports and leisure initiatives on small towns' development, including their economic, social, and environmental effects.

*Comparative analysis:* Compare the effectiveness of different sports and leisure programs in diverse small towns. Analyzing successful strategies across a range of contexts can provide valuable insights.

*Qualitative research:* Complement quantitative data with qualitative research methods such as interviews, focus groups, and case studies to better understand residents' perceptions and experiences.

*Environmental impact:* Investigate the environmental sustainability of sports and leisure activities in small towns. Assess the ecological effects, including potential land use and resource consumption issues.

*Health outcomes:* Explore the specific health outcomes associated with participating in small towns' sports and leisure activities. This could include physical health, mental health, and overall well-being.

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