

## Domestic visitors' expenditure and behavioural intention at international sports events: The case of the 2018 Asian Games

Mohamad Dian Revindo<sup>1\*</sup>, Amalia Adininggar Widyasanti<sup>2</sup>, Nalindro Nusantara<sup>3</sup>,  
Chairina Hanum Siregar<sup>4</sup>, Naifa Dedy Mumtaz<sup>5</sup>

<sup>1,3,5</sup> Universitas Indonesia, Indonesia

<sup>2</sup> BPS-Statistics Indonesia, Indonesia

<sup>4</sup> Sichuan University, China

\*Corresponding Author: [revindo.md@gmail.com](mailto:revindo.md@gmail.com)

**Abstract:** This study examines domestic visitor expenditure and behavioural intentions during the 2018 Asian Games in Indonesia, focusing on short-term economic impacts and long-term event support. The primary data was collected through a survey of 401 domestic respondents, including athletes, officials, journalists, spectators, and local committees in Jakarta, West Java and Palembang. The research analyses spending levels, expenditure composition, and satisfaction with event aspects such as facilities, transportation, accommodation, security, and information access. Results indicate substantial variation in spending across respondent categories, with national athletes recording the highest average expenditure, while spectators largely spent on food, beverages, and souvenirs. Demographic factors, including age, gender, and event location, also influenced total spending. Despite satisfaction with sports venues and security, respondents reported notable concerns regarding transportation, access to information, and telecommunications. National pride was high, although support for hosting future mega-events was evenly divided, suggesting mixed perceptions of long-term benefits. The findings highlight the role of domestic tourism in mega-sport events and provide practical implications for event management, especially in improving visitor information systems and mobility services. This study contributes to the growing literature on sports tourism in emerging economies by addressing domestic spending determinants and behavioural intentions toward future event hosting.

**Keywords:** Asian Games, Indonesia, Spending Behaviour, Sports Event, Sports Tourism

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### Introduction

Sports tourism initially referred to travel undertaken to participate in or spectate sports events, or to explore sport-related attractions in particular destinations (Delpy, 1998; Gibson, 2017; Higham, 2021; Ito & Hinch, 2019). However, subsequent research has demonstrated that sports tourism is not necessarily confined to traditional tourism destinations (Gelsenkirchen, 2007). Accordingly, sports tourism can be classified into three broad types, including visiting sporting attractions (mostly in tourism destinations), engaging actively in sporting activities, and attending events as a spectator. More recent studies further underscore that sports tourism can emerge in non-tourism contexts, such as Huangsha Village in Jiangxi, China (Zhijun et al., 2025) and the city of Turin (Malchrowicz-Moško & Poczta, 2018).

As a sub-sector of the global travel and tourism industry, sports tourism has exhibited significant expansion in recent decades, with the notable exception of the Covid-19 pandemic period. Globally, the sports tourism market is valued at approximately USD 800 billion (Orbis, 2018) and is projected to continue growing at a rate of roughly 36% per year (Technavio, 2020). This rapid growth trajectory underscores the increasing salience of sports tourism within the broader tourism economy (UNWTO, 2020). Within sports tourism, the significance of sporting events has become increasingly prominent in recent decades (Roche et al., 2013). During this

period, the overall popularity of sport has intensified, reflected in the rising numbers of spectators as well as the active participation of individuals and teams at various levels of competition. Leagues, tournaments, and championships stimulate engagement among athletes, amateur enthusiasts, and professional participants alike. The proliferation and growing frequency of such events across sporting disciplines have strengthened the sector's contribution to the development and diversification of sports tourism. Large-scale sporting events such as the 2010 FIFA World Cup in South Africa have been shown to strengthen national image and support economic recovery (Ferreira, 2011). Similarly, Seoul's 100th National Sports Festival generated employment and attracted new domestic tourists (Jeong & Kim, 2020).

The economic effects of hosting sporting events typically occur in three main phases: before, during, and after the event. In the preparatory stage, infrastructure investments stimulate activity across multiple sectors (Baade & Matheson, 2004; Davis, 2012; Müller et al., 2016; Solberg & Preuss, 2007). These investments directly benefit industries such as construction, transportation, and retail trade, while indirectly stimulating growth in upstream suppliers (Solberg & Preuss, 2007). During the event itself, the participation of domestic and international athletes and spectators yields substantial economic contributions (Case et al., 2010; Case et al., 2013; Sato et al., 2014). Increased demand generates higher revenues for local businesses and creates multiplier effects that support related sectors and temporary employment opportunities (Haddad & Haddad, 2010).

Over the long term, event benefits may include increases in tourist arrivals, renewed infrastructure investment, and improved stability in year-round visitation (Fourie & Santana-Gallego, 2011; Kasimati, 2003; Ritchie & Adair, 2004;). Attendance at sporting events typically extends beyond competition itself to encompass entertainment and tourism activities that enrich visitor experiences. Both participants and spectators frequently engage in additional tourism, thereby amplifying the attractiveness and overall economic impact of the host destination.

Chalip and McGuirly (2004) argue that integrating sporting events with tourism products can enhance celebratory atmospheres, increase visitor expenditure, and deliver greater economic benefits to host communities (Chalip, 1992; Chalip, 2004; Chalip, 2006; Wilson, 2006). These attributes also influence visitor satisfaction (Rahmiati & Winata, 2020), while shared experiences can shape future travel decision-making (Madhuhansi & Chandralal, 2023). Sporting events can therefore stimulate regional economies by encouraging tourist spending, strengthening destination image, and creating employment opportunities (Camacho et al., 2014; Henderson et al., 2010). Additional positive impacts include enhanced destination branding, improved public facilities and infrastructure, increased foreign investment, and strengthened event management capacity (Kasimati, 2003; KPMG, 2018; Roche et al., 2013; Sugiyama et al., 2022).

In this context, the 2018 Asian Games (AG), hosted in Jakarta and Palembang, provides a relevant case study for analysing domestic visitor spending. This study also examines behavioural intentions among local participants and spectators, particularly the extent to which national pride shapes willingness to support Indonesia as a future host of international sporting events. The AG is a quadrennial multi-sport event organised by the Olympic Council of Asia (OCA) for Asian countries. Indonesia hosted the 18th Asian Games from 18 August to 2 September 2018 in three provinces, DKI Jakarta, South Sumatra (Palembang), and West Java as a supporting region. With 11,300 athletes from 46 countries competing across 40 sports and 465 events, the 2018 Asian Games was the largest edition in the event's history (OCA, 2019). Additionally, 1,149 foreign officials, including OCA delegates and representatives of international sports federations, were in attendance.

To support the implementation of the 2018 AG, more than 13,000 local committee members were mobilised, including officials and volunteers from the Indonesian Asian Games Organizing Committee (INASGOC) as well as various government and community organisations. The event drew extensive international media attention, with more than 5,000 journalists providing coverage. Approximately 79,000 foreign tourists, including visitors from outside Asia, travelled to Indonesia to watch or report on the Games (Widyasanti et al., 2019). Meanwhile, 1.7 million domestic visitors were recorded attending the event (Bappenas, 2018).

Previous studies have identified several determinants of spending behaviour in sports tourism. These determinants can broadly be classified into sociodemographic, travel-specific, and

psychological dimensions. Sociodemographic variables, including age, gender, education, and region of origin, are significant predictors of expenditure (Sato et al., 2014; Wang & Davidson, 2010). Travel-specific factors such as trip duration, group size, and previous experience also influence spending behaviour (Hu & Cole, 2016; Wicker et al., 2012). Psychological variables, including satisfaction with event experience and national pride, further shape expenditure behaviour and future event support (Jurdana & Frleta, 2017; Wang & Davidson, 2010).

Despite these contributions, existing research on international sporting events remains limited in its treatment of domestic visitor spending. Jiménez-Naranjo et al. (2016) find that visitor origin, education, motivation, and event perceptions are key determinants of spending, while Revindo et al. (2021) highlighted the influence of participant type, age, duration of stay, travel experience, and internet access during the 2018 Asian Games. Nevertheless, studies explicitly examining domestic tourist expenditure remain scarce. A deeper understanding of domestic spending patterns is essential to maximise economic benefits. This study therefore addresses this gap by analysing the determinants of domestic tourist spending during the 2018 Asian Games and exploring Indonesia's prospects for hosting future international sporting events. In doing so, it contributes to the literature by providing insights into the behavioural economics of domestic sports tourists in emerging economies. The findings are expected to support strategic planning for future event hosting, particularly in leveraging domestic market potential, thereby offering a timely contribution to sports tourism and event management scholarship.

## Methodology

Built upon the literature discussed in the previous section, this study develops a conceptual framework linking three groups of determinants, sociodemographic characteristics, travel-specific attributes, and psychographic factors, to two main outcomes: (i) spending patterns among domestic participants and visitors of international sporting events, and (ii) local tourist's intentions to support future international sporting events. This study employs a mixed approach, combining primary and secondary data. Secondary data were obtained from the Indonesia Asian Games Organizing Committee (INASGOC) and Bappenas. These data were used to estimate population sizes for five national respondent categories: national athletes (NA), national officials (NO), national journalists (NJ), national spectators (NS), and national committees (NC). The estimates informed the sampling strategy and sample allocation in the primary survey. Primary data were collected through face-to-face interviews using structured questionnaires. Data collection took place from 19 August to 4 September 2018 in areas surrounding the competition venues and the Athlete Village in Jakarta, Palembang, and several cities in West Java Province that hosted the 2018 Asian Games.

A combination of probability and non-probability sampling techniques was employed, depending on the availability of population data for each respondent category. Initially, proportional probability sampling was implemented for athletes and officials using complete population lists from INASGOC. However, due to limited access to athletes by specific sports, the strategy was adjusted during fieldwork, allowing flexible selection within sport categories. For other respondent groups without complete population lists, non-probability sampling was applied.

The questionnaire was tailored to each respondent category and consisted of five sections: (i) Sociodemographic characteristics; (ii) Travel-specific information, including arrival and departure dates, prior participation in sporting events, and previous visits to the host city; (iii) Expenditure details during the stay in Indonesia; (iv) Evaluation of event organization at the 2018 Asian Games; (v) Behavioural intentions related to future sports events. A pilot test was conducted with Indonesian athletes and sports federation representatives to ensure clarity, validity, and reliability of the instrument. The final questionnaire was digitised and administered using Computer-Assisted Personal Interviewing (CAPI) software, enabling real-time data entry, feedback, voice recording, and GPS-based location verification.

A total of 401 respondents participated in the survey, comprising: 96 national athletes; 23 national officials; 18 national journalists; 230 national spectators; 34 national committee members. Respondents were also grouped based on event locations: Jabodetabek, West Java, and Palembang. In terms of demographic characteristics, national officials were the oldest group on average (45 years), while athletes were the youngest (25 years), followed by local committee

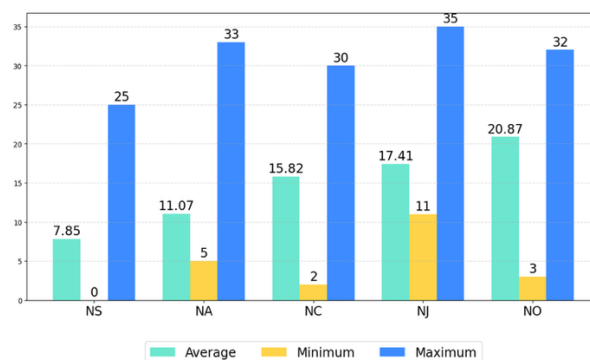
members (26 years). Spectators and journalists had average ages of 31 and 30 years, respectively. Gender distribution was relatively balanced among athletes, spectators, and committee members, whereas journalists and officials were predominantly male (approximately 80:20 ratio). The analysis relies primarily on descriptive statistics to examine key variables related to spending behaviour and behavioural intentions. Qualitative insights obtained from interviewer observations and CAPI feedback are used to contextualize and enrich the quantitative findings, providing a more comprehensive interpretation of the research results.

## Results and Discussions

### Results

#### Short-term Impact: Length of Stay

The NO group has the longest average length of stay in the city where the competition was held, that is, for 20.87 days. The next groups of respondents with the longest average length of stay were NJ and NC, for 17.41 days and 15.82 days, respectively. On average, the NA and NS groups stayed for 11.07 days and 7.85 days. Several national audiences came to the city of the competition venue and returned to their hometown on the same day. This is the opposite of NJ, where the shortest stay period is 11 days. One reason for this is that national journalists had to stay long enough in the city where the competition was held to cover various Asian Games series. The average length of stay, along with its longest and shortest stay period is shown in Figure 1.



(Source: LPEM FEUI Survey, 2018)

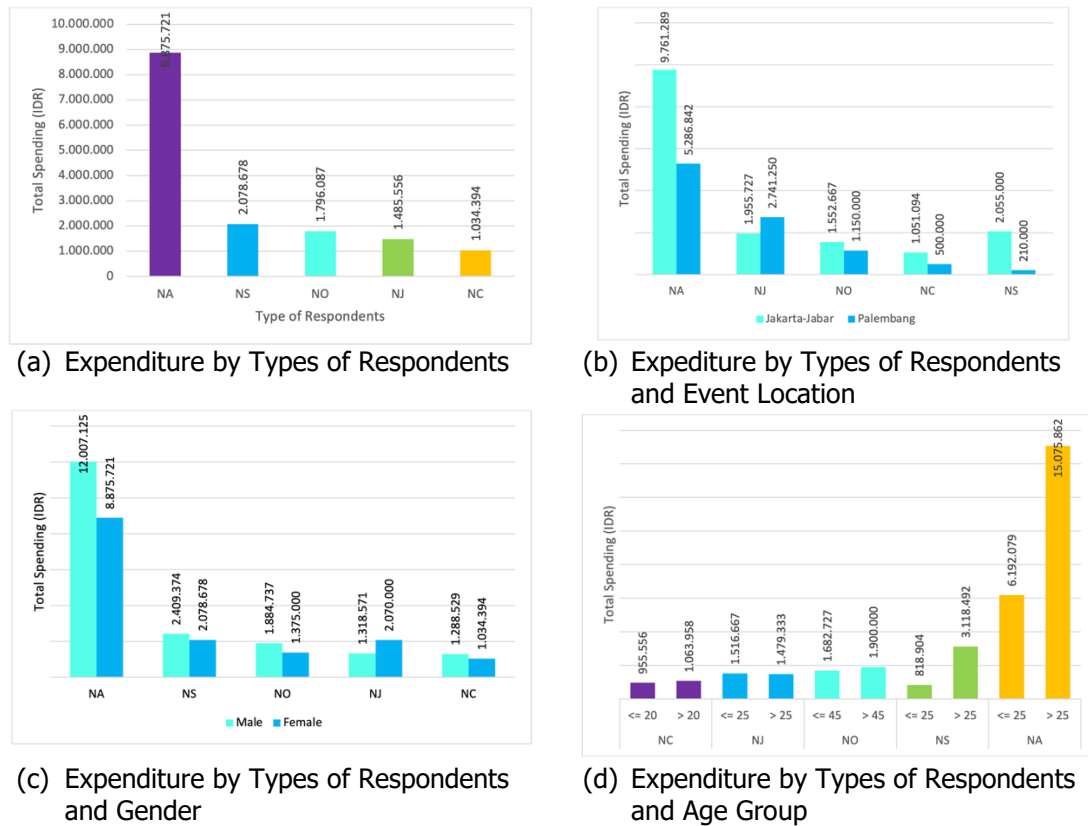
**Figure 1.** Length of stay

#### Short-term Impact: Total Expenditure

The highest average expenditure among national respondents was among national athletes, with an average total expenditure of IDR 8,875,721 (Figure 2.a.). Meanwhile, the national athlete group, national officials, and national journalists had an average total expenditure that was almost similar, ranging from IDR 1,485,556 to IDR 2,078,678. By contrast, the national committee (NC) recorded the lowest average total expenditure, which was IDR 1,034,394.

The location of the event also plays a role in the variation in spending (Figure 2.b.). Respondents interviewed in Jakarta and West Java generally had higher spending compared to those interviewed in Palembang, except for the national journalist group. Among all respondent groups, national athletes in Jakarta and West Java (*Jabar*) recorded the highest spending, amounted IDR 9,761,289. In terms of gender, national male respondents had a higher average total expenditure compared to female respondents (Figure 2.c.), except in the national journalist group (NJ). The highest average total expenditure was made by male athletes, reaching IDR 12,007,125, while the average total expenditure of female respondents in the national athlete group was IDR 8,875,721. From the age group perspective, Figure 2.d. shows that the highest average total expenditure was recorded by national athletes aged over 25 years, amounting to Rp15,075,862. Meanwhile, the average total expenditure of national athletes aged under 25 years was lower, amounting to Rp6,192,079. In other respondent categories, the difference in

expenditure between the older and younger age groups appeared relatively small. Moreover, the lowest average total expenditure was found in the NS group aged under 25 years, amounting to Rp818,904, which is roughly 18 times smaller compared to the highest average expenditure.

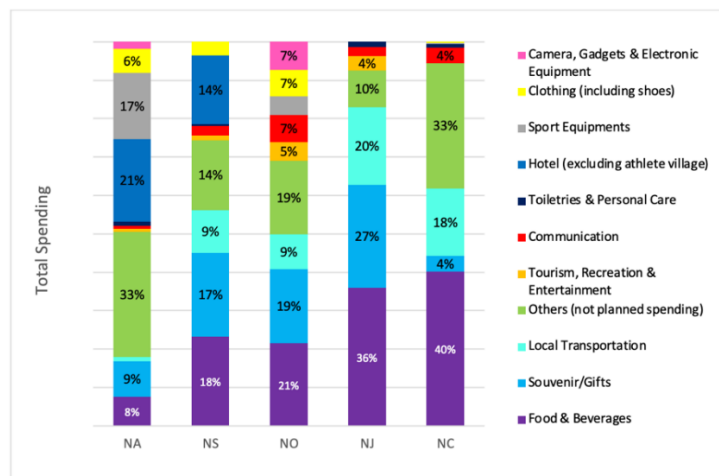


(Source: LPEM FEUI Survey, 2018)

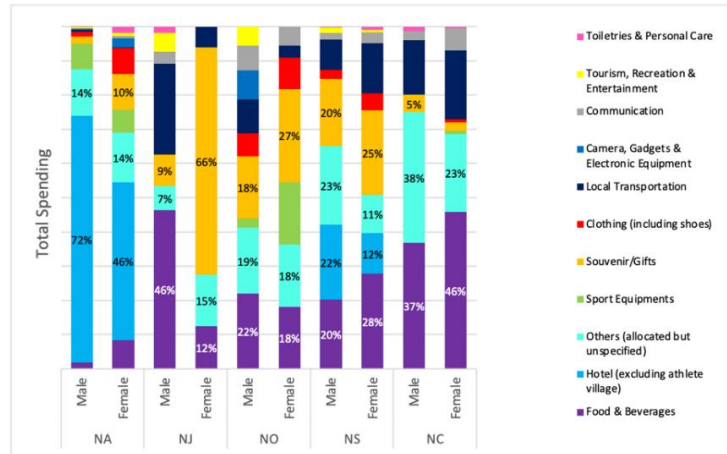
**Figure 2.** Average total expenditure of national participants and spectators

### Short-term Impact: Expenditure Composition

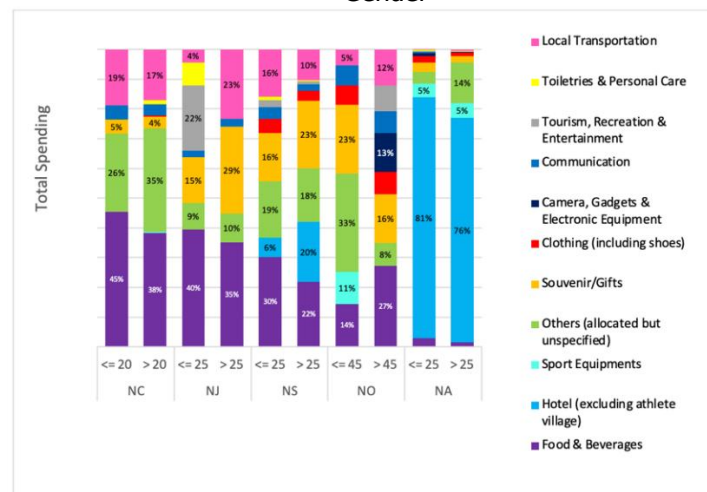
Beyond the total expenditure, it is also crucial to analyze the spending composition. There is a variation in the composition of national respondents' expenditure between respondent groups (Figure 3.a.).



(a) Expenditure Composition by Types of Respondents



(b) Expenditure Composition by Types of Respondents and Gender



(c) Expenditure Composition by Types of Respondents and Age Group

(Source: LPEM FEUI Survey, 2018)

**Figure 3.** Expenditure composition of national respondents

For national athletes in the respondent group, the largest allocation is for 'other expenses.' Meanwhile, hotel spending and sports equipment spending are second and third for the largest national athlete expenditures, reflecting their needs in maintaining optimal performance during the match. Among the national spectator respondent group, the highest expenditure is spent on food and beverages, while souvenir spending is in second place. National officials also have similar spending patterns, with consumption as the top priority, while souvenir shopping and other expenses are in second and third place. Meanwhile, for national journalists, the highest expenditure was allocated to food and beverages, followed by souvenirs and local transportation as the second and third largest spending categories. Finally, for national committees, the highest expenditure is spent on food and beverages, with 'other expenses' and local transportation in second and third place.

In terms of gender, the spending patterns of national respondents showed quite large variations between men and women in each respondent category. As shown in Figure 3.b., hotel spending was the only expenditure share that was similar between male and female national athletes. Meanwhile, for national journalists and national officials, male participants allocated most of their spending to food and beverages, while female participants spent their money mainly on souvenirs. For the national spectators and national committee categories, female participants



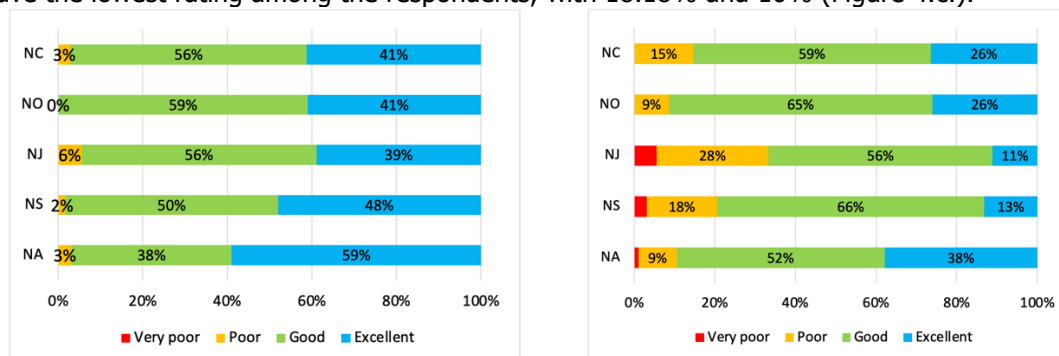
spent a lot of money on food and beverages; in contrast, many male participants had an unclear spending pattern, indicating more flexibility or spontaneous spending.

There was no significant difference in the expenditure components between age groups of each respondent group, especially in the regional committee and national athlete respondent groups, as shown in Figure 3.c. For the national journalist group, the older age group spent more money on souvenirs compared to the younger age group. In the national audience category, the older age group had a higher allocation for 'other expenses', meaning they had more expenses compared to the younger age group. Judging from the average expenditure per category and age group, older national audiences generally had much higher expenditures compared to the younger group. On the other hand, higher expenditures for 'other expenses' were found among the younger age group of national official respondents, meaning they allocated more budget for unspecified expenses.

### Long-term Impact: Event Evaluation

The most crucial factor in sports events is the quality of sports facilities and venues (Figure 4.a.). The respondents rated that the sports facilities and venues at the 2018 Asian Games were good. Most of the national athletes, as the main users, even gave a very good review for the sports facilities and venues, with 59% said that the facilities and venues used in the Asian Games 2018 were more than just good. There was only an insignificant percentage of respondents who stated that the sports facilities and venues were poor. For example, there were still 6% of national journalists who rated the sports facilities and venues as poor. Nevertheless, the negative reviews were relatively negligible; national officials, in particular, did not have any poor ratings for the sports facilities and venue. Approximately, at least 94% of each respondent group gave either good or very good ratings, which means the national respondents were mostly satisfied with the facilities and venues. Transportation for national athletes and officials was provided by the organizing committee, except for local committees, who might or might not be provided with special transportation services depending on their position. Therefore, when asked to review the transportation and traffic management, national athletes, national officials, as well as local committees, gave better ratings compared to the national journalists and national spectators who had to manage their own transportation (Figure 4.b.). The atrocity of the traffic in Jakarta was worsened by the euphoria of the Asian Games, resulting in quite a number of frustrated respondents, especially national journalists who had to be on time to report on the development of matches and the national spectators who had to be punctual to enjoy the competition fully.

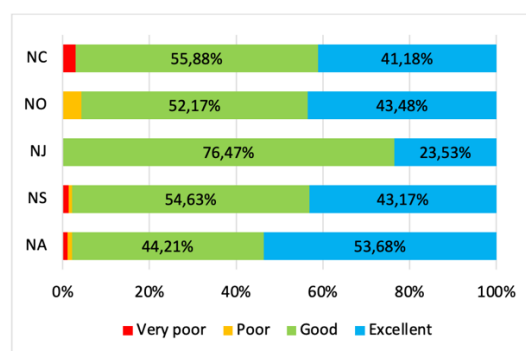
In the Asian Games 2018, food and accommodation were provided for national athletes, national officials, and some of the local committees. Interestingly, while national athletes had few complaints regarding the food and accommodations in general and had the highest percentage of very positive reviews among all, a small percentage of national officials had stated that the food and accommodations were very poor (4.55%). National journalists and national committees gave the lowest rating among the respondents, with 18.18% and 16% (Figure 4.c.).



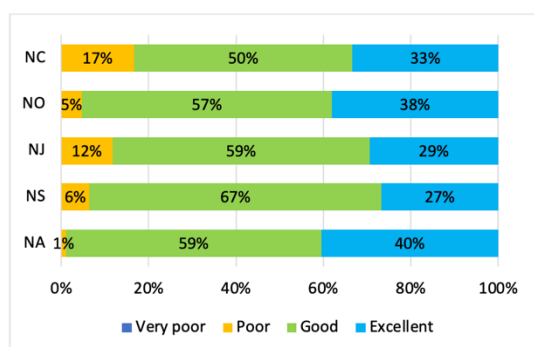
(a) Assessment of Sports Facilities and Venues (b) Assessment of Transportation and Traffic Management



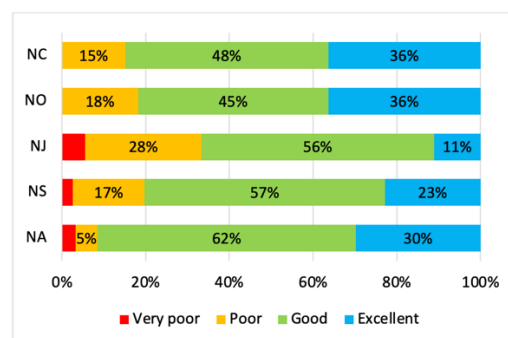
(c) Assessment of Food and Accommodation



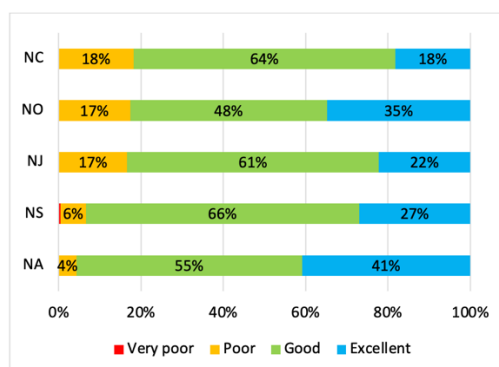
(d) Assessment of Security



(e) Assessment of Competition Scheduling



(f) Assessment of Access to Information



(g) Assessment of Telecommunication and Internet Services

(Source: LPEM FEUI Survey, 2018)

**Figure 4.** Evaluation of the event organization and arrangements

In general, the security aspect during the Asian Games in 2018 was considered good and very good by national participants (Figure 4.d.). Most of the respondents gave a high appraisal for this component, with more than 40% of each respondent group of national athletes, national officials, national spectators, and local committees giving a very good rating. A slight percentage of local committees (2.94%), however, stated that the security was very poor. Several national officials rated the security as poor (4.35%). Nonetheless, more than 95% of each of the respondent groups rated that the security component of the Asian Games 2018 had been good and very good, and none of the national journalist respondents stated that the security was poor at all.

National participants' overall assessment for the competition scheduling aspect of the Asian Games 2018 was positive (Figure 4.e.). However, there were large percentages of respondents, especially in national journalists (12%) and national committees (17%), who stated



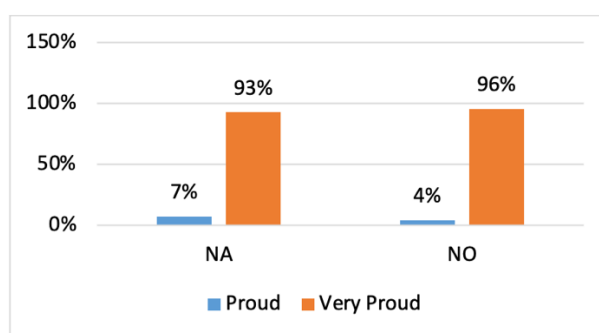
that the scheduling was relatively poor. A slight percentage of national spectators (6%) and national officials (5%) also made complaints regarding the competition schedule. Despite all the complaints, national athletes were relatively the most satisfied group regarding the competition scheduling, with 99% rated the scheduling as good and very good.

Regarding access to information, poor evaluation was widely shared across the respondent groups and there were a consistent large percentage of poor ratings across the respondent groups, especially for national spectators (17% of poor ratings and 3% of very poor ratings), national journalists (28% of poor ratings and 5% of very poor ratings) as well as national officials (18% of poor ratings) (Figure 4.f.). In these three types of respondents, more than 15% of the respondents gave a 'Poor' assessment for access to information. Nevertheless, the positive review of the access to information was still the majority, with more than 66% of each respondent group giving good and very good ratings on the aspect. Improvements, however, should still be made regarding the aspect of access to information in the future. Poor reviews of the telecommunication and internet services were quite significant, especially for local organizing committees, national officials, and national journalists, with each respondent group having more than 16% poor ratings, as shown in Figure 4. However, the overall assessment for telecommunication and internet services was relatively good, especially for national athletes and national spectators, of whom more than 90% stated that the telecommunication and internet services were good and very good. As for the rest of the respondent groups, more than 75% had a positive experience regarding the services.

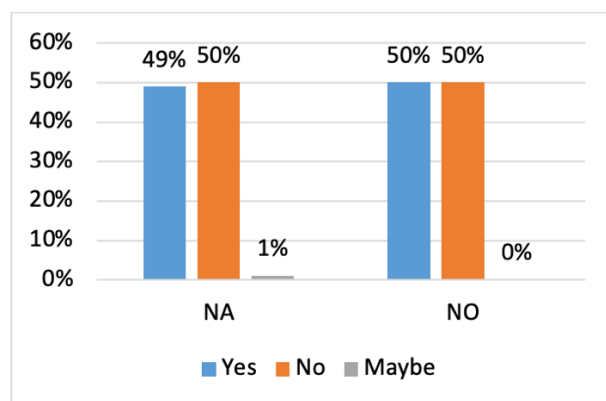
### *Long-term Impact: National Pride and Support for the Event*

There is also an additional question for some national respondent groups regarding the national pride in holding the sports mega-event Asian Games in Indonesia, as well as their willingness to support a similar event in the future. Generally, as shown in Figure 5.a., both national athletes and national officials were very proud of Indonesia, which had successfully held the Asian Games for the first time since 1962.

However, as indicated in Figure 5.b., when the national respondents, consisting of national athletes and national officials, were asked about their willingness to support another similar international sports event to be held in Indonesia, the opinions were equally divided, where half of the respondents stated that they would definitely support it and the other half did not think it would be a good idea.



(a) National Pride of Indonesia as Host Country of Asian Games 2018



(b) Willingness to Support Indonesia as a Host-Country in the Future International Sports Event

(Source: LPEM FEUI Survey, 2018)

**Figure 5.** Pride and support for the event

## Discussions

A sports mega-event can drive big economic benefits to the host city as well as the tourism benefits. It can be seen on the impact of the Asian Games in Hangzhou (Jiang, 2024) and UEFA Euro 2024 in Germany (Constantinescu & Ungureanu, 2024). This benefit was driven by the tourists and all stakeholders who were involved in this event. This pattern is consistent with the generally younger profile of athletes and local volunteers.

Length of stay has been proven to be one of the factors that determine tourist spending in traveling (Wang & Davidson, 2010). This indicates that the national audience only came to the city where the games were held and returned to their hometowns on the same day. One reason for this difference is the presence of national journalists who stayed longer in the city where the games were held to cover various series of Asian Games events.

Although each group had varying lengths of stay, and previous research has shown a positive correlation between length of stay and spending (Wang & Davidson, 2010), the results of this study reveal a different pattern. In line with the findings of Massidda et al. (2022), travelers with longer stays tend to adjust their daily budget by choosing cheaper accommodation and reducing spending on food, shopping, culture, and recreation. Thus, their total spending is not always higher. Although they do not need to spend money on accommodation because it has been provided by the organizer, as one of the groups with the second-highest allowance, national athletes have greater purchasing power to meet additional needs during the event. This includes staying at hotels outside the athlete village to increase comfort, as well as purchasing additional equipment to support their performance in the match.

The low expenditure of this regional committee group can be attributed to the facilities they received during the event, such as food and work equipment provided by the central committee, so they did not need to allocate a lot of funds for these needs. In addition, regional committees were generally recruited from the area where the event was held, so they did not need to incur additional costs on accommodation because they could return to their respective homes after completing their duties each day. The higher average spending in Palembang is understandable because most media are based in Java, so they need to spend more on travel and accommodation while covering the Asian Games in South Sumatra. This difference is in line with the findings of the study by Saayman & Saayman (2012), which showed that men tend to have higher consumption patterns in the entertainment, food, and recreational activities sectors compared to women.

In hosting sports events, infrastructure is one of the vital elements, and it will bring long-term benefits for the economy (Cheung et al., 2016; Chutipongdech et al., 2025; Constantinescu

& Ungureanu, 2024). Transportation is the one aspect that can make tourists have an attachment to the city. A study about the Yongding Tulou Marathon shows that transportation that is not convenient will make the local tourists less interested in visiting (Du et al., 2025). This is also aligned with a study on Iranian football matches, which lack desirable access and transportation services, and is one of the key factors that affects spectators' ability to watch the match (Shajie et al., 2020). Food and accommodation mostly become the biggest spending for all visitors in sports events (Barajas et al., 2016; Carvalho et al., 2018). Thus, it has become important to get a high satisfaction score from visitors on this aspect.

Safety or security is the most impactful precondition in tourism performance (Perić & Tanković, 2021). It's also become one of the attributes that can affect the visitors' satisfaction with a sports event (Perić & Tanković, 2021). Not many studies have mentioned competition scheduling, but it is a factor that can affect the quality of experience by the visitors (Buraimo et al., 2009; Storm et al., 2023). Furthermore, the visitors' comprehension of the sporting event regarding word-of-mouth communication and general happiness remained unaffected by the persistent utilization of social media. Recommendations include enough sports marketing and service quality from the organizers to sustain successful sports events and improve spectator experiences (Du et al., 2020). The awareness and perceived impact are factors that can raise local visitors in supporting the sports event (Perić & Vitezić, 2025).

Lastly, these findings also show that the national participants were very satisfied with the sports facilities, security, and event organization. Even though they still think that many aspects, such as transportation, access to information, and telecommunication, still need further improvement. This satisfaction determined their spending patterns and financial behaviour. This result also shows their willingness to support future mega events. Thus, this result can address the study objectives by clarifying how the local visitors' experience can shape the intention to support Indonesia as the host for an international sports mega event.

## Conclusions

This study investigated the spending behaviour, satisfaction levels, and event-support intentions among domestic visitors during the 2018 Asian Games in Indonesia. The findings show spending levels varied significantly across demographic characteristics and types of participants, with national athletes and officials generally displaying higher expenditure, while spectators tended to concentrate spending on food, beverages, transport, and souvenirs. Satisfaction was relatively strong in relation to venue quality, security, and the overall pride in Indonesia as a host country, yet several operational challenges were reported, especially concerning transportation, mobile connectivity, accessibility, and the lack of comprehensive information services. The results offer important policy implications for future sports event hosting. Local governments and event organizers should improve transport infrastructure planning, mobility management, and information dissemination systems for future mega sports events. Investment in temporary tourism facilities, local business development, and event-driven MSME participation has the potential to induce visitors' spending, which in turn may strengthen the economic multiplier effects. Further, given that support for hosting future events was mixed, policymakers must better communicate long-term social, economic, and tourism benefits to the public to sustain host community endorsement. From an academic perspective, this research contributes empirical evidence to the growing body of sports tourism studies in developing and emerging economies. Unlike much of the existing literature that focuses on international spectators, this study highlights the magnitude and behavioural characteristics of domestic visitor expenditure. It also broadens analysis beyond total spending by integrating correlates of satisfaction and behavioural intention, thereby offering a more holistic analytical framework for understanding event legacies and visitor experiences in the Southeast Asian context.

The study also provides several practical and managerial implications. Event managers should enhance visitor information systems, both online and onsite, by offering real-time updates on transportation routes, event schedules, ticketing, mobile services, and tourism attraction packages. Partnerships with local vendors can be strengthened to promote affordable, high-quality food, drink, and souvenir offerings, which were among the highest expenditure categories. In addition, collaboration between organizing committees, telecommunications providers, and

urban planners would improve connectivity and crowd management, contributing to higher satisfaction and repeat visitation intentions. Despite its contributions, this research has several limitations. The survey sample, although sizeable, is limited to respondents present during the event and may not fully represent all domestic supporters or potential visitors. In addition, the analysis did not incorporate a longitudinal component that could capture post-event perceptions, medium-term tourism flows, or evidence of continued behavioural support once media and policy attention declined. Future research should extend this study in several directions. First, future work can adopt longitudinal or panel methods to assess whether perceptions of legacy, infrastructure benefits, and national pride persist beyond the event period. Second, qualitative research involving interviews with event stakeholders, government agencies, MSMEs, tourism operators, and community representatives could provide richer insights into perceived benefits, challenges, and governance issues. Finally, modelling approaches such as input-output analysis or computable general equilibrium (CGE) simulations could be applied to estimate broader economic spillovers of mega-sport events in Indonesia and similar emerging economy contexts.

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