

# How to Improve National Branding through Sport Event in Post-Pandemic Era? A Literature Review

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**Abstract.** National branding is an attempt to show the country's image by focusing on improving the economy, culture, and politics. However, due to corona virus, many countries are facing economic losses of up to US\$450 billion as a result of the decline in tourist arrivals. Although vaccine is already spreading worldwide, they are still struggling on their branding as safe place to visit. Therefore, sport events can be a solution to improve national branding by forcing people to come to prove that the country is safe. Through this literature review article, it showed that sport events are a momentum to bring in visitors for a long period of time so it is necessary to prepare a variety of activities at sport event locations, such as cultural festivals, culinary festivals, and tours to tourism destinations for free so visitors can promote it through social media.

**Keywords:** National Branding, Sport Event, Post-Pandemic Era.

## 1 Introduction

In 2020, the emergence of the corona virus or commonly referred to as Covid-19 in Wuhan City, China and has spread throughout the world until the World Health Organization (WHO) declared a pandemic situation on March 11, 2020 (1). With the pandemic, many sectors have been affected, one of them is tourist visits (2) even according to records from the World Tourism Organization predicting that there will be a 20%-30% decline in tourist arrivals and losses of up to US\$450. Billion or equivalent to income for 5-7 years from this sector (3). Although now a vaccine has been found and according to data from the World Tourism Organization in 2022, tourism has increased by up to 45% compared to 2019, the corona virus has not completely disappeared and has caused many countries to still seek prevention, such as social distancing, restrict some of the various public facilities, and limit the business center (4). In addition, the threat of contagion that still exists makes many tourists feel afraid to travel. This statement is in line with previous research which emphasized the long-trauma people have to visit a country after a pandemic, such as the Ebola virus pandemic that occurred in Africa (5).

In addition, a country needs a long time to close the economic crisis that has occurred for almost 3 years (6). Reflecting on this, a solution is needed to be able to return when this pandemic is really over (7). This solution must be able to force people to come to a country so that they can prove for themselves that the country is safe from the pandemic and the ongoing

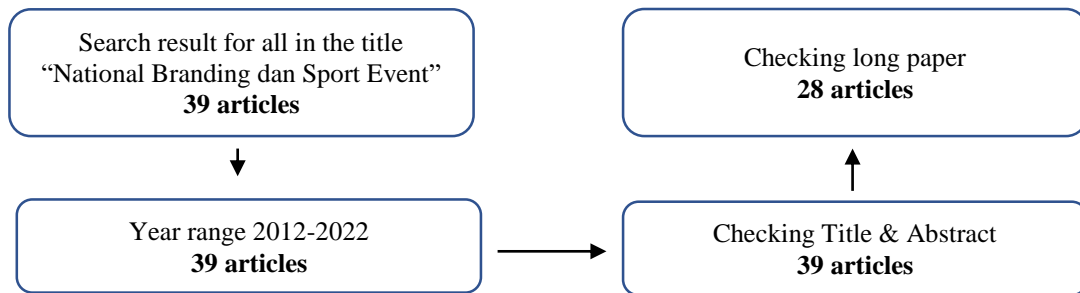
riots (8). With the presence of tourists, then, indirectly, tourists will promote the country by uploading their photos and videos on social media (9). This can be said as an effort by the Government to improve national branding. National branding as an effort from the government to show the existence of a country, both in the form of the country's image and reputation, usually focuses more on improving the economy, culture, and politics (10). Through increasing national branding, the government is expected to be able to develop strategies to convey and display the reputation of a country that has strength in terms of economy, politics, and culture (11), one of the efforts that can be done to improve national branding is by connecting sports and tourism.

Sport as a contributor to tourists, even during the last two decades has succeeded in developing sports tourism (8). Sport tourism can be a good solution to introduce tourists that security for traveling in the area or country is good (12) because by organizing sports events, many foreigners come and become a good promotional media (13). In addition, this activity is a way that can attract a large number of tourists (14). In addition, sporting events can be a way to brand a country through sporting events because through these activities, many media will cover it and many people will talk about it (15). However, how far the role of sporting events can return tourists' confidence to travel to a post-pandemic country is still a matter of discussion (16).

## **2 Methods**

The data used in this article is secondary data. Secondary data were obtained from articles published in the last 10 years on the topic of National Branding and Sport Events. Materials are obtained from sources such as Google Scholar. The analysis used in this literature review includes four steps that must be carried out sequentially to provide an acceptable answer to the question. 1) The stage of finding and collecting materials on National Branding and Sport Events; 2) Reduction, coding, filtering, and classifying the material to suit the topic of discussion; 3) The analysis and synthesis stage, examines and explores detailed information about the material obtained; 4) The stage of presenting the conclusion is the final stage of the literature review process and stating the novelty of the research.

The database analysis was conducted through several criteria: (i) Articles on “Covid-19, Sport Tourism and Sports Events” (ii) articles published between 2012 and 2022, to see the latest evidence; (iii) original articles and reviews, excluding comments, posters and quotes; (iv) only full paper articles in Indonesian and English. After the first screening, the authors independently reviewed the articles established by title and abstract, to check their suitability with the research objectives. Then, they checked the long paper of each of the articles. Finally, a total of 32 articles were used as data in this review article. The review process can be seen in Figure 1.



**Fig. 1.** Flow chat of review process

### 3 Result

Sports events are an effort to increase tourist visits and become a way to improve post-pandemic national branding. The following table is various articles that discuss it or related to the statements that was needed.

**Table 1.** Selected Articles Main Characteristics

No	Title	Author, Year	Nation(s) of participants	Organization/ Location/ Object	Type Study
1	Risks, resilience, and pathways to sustainable aviation: A COVID-19 perspective	Stefan Gossling Western 2020	Norway & Sweden	Norway & Sweden	Literature Review
2	Impacts of Hosting a Sport Event in Tourism High Season	Jonsson, Cristina Lewis, C, Crystal 2014	West Indies	West Indies	Qualitative,
3	The first COVID-19 infanticide-suicide case: Financial crisis and fear of COVID-19 infection are the causative factors	Mamun, Mohammed A. Bhuiyan, A. K.M.Israfil Manzar, Md Dilshad 2020	Indian	Indian	Literature Review
4	Optimalisasi Peran Keluarga Dalam Menghadapi Persoalan Covid-19: Sebuah Kajian Literatur	Santika, I Gusti Ngurah Ngurah 2020	Indonesia	Indonesia	Qualitative
5	Athletes' experiences of expressive writing about sports stressors	Hudson, Joanne Day, Melissa C. 2012	United Kingdom	United Kingdom	Literature Review

6	Assessing and considering the wider impacts of sport-tourism events: A research agenda review of sustainability and strategic planning elements	Kersulić, Ana Perić, Marko Wise, Nicholas 2020	Croatia & England	Croatia & England	Literature Review
7	Penggunaan Multi Metodologi dalam Peningkatan Event Running	Auliamarsia, Annisa Rheananda Meisyahritaa, Tengku Dinda 2022	Indonesia	Indonesia	multi-metodologi yaitu DMAIC dan Soft System Methodology (SSM)
8	Festivals Post Covid-19	Davies, Karen 2021	United Kingdom	United Kingdom	Literature Review
9	The urban and economic impacts of mega-events: mechanisms of change in global games	Wolfe, S. D., et al 2021	Switzerland	Switzerland	Literature Review
10	Peran Teknologi Digital di Destinasi Wisata Tanjung Puting	Christhe Nathalia, Theodosia 2021	Indonesia	Indonesia	kualitatif
11	The role of the interface of sport and tourism in the response to the COVID-19 pandemic	Weed, Mike 2020	United Kingdom	United Kingdom	Literature Review
12	Diplomasi Publik sebagai Nation Branding dengan Terpilihnya Indonesia Sebagai Tuan Rumah FIBA World Cup 2023	Elen Puspitasari, Indrawati 2021	Indonesia	Indonesia	Literature Review
13	Analisis <i>Framing</i> terhadap Pemberitaan Pelatih Timnas Indonesia	Rana Aqila W1, Fairuz Hasna Nadhifah 2022	Indonesia	Indonesia	Qualitative
14	Sport management internships: Recommendations for improving upon experiential learning	Brown, Chris Willett, Jennifer Goldfine, Ruth Goldfine, Bernie 2018	United States of America	United States of America	Literature Review
15	Progress and prospects for event tourism research	Getz, Donald Page, Stephen J. 2018	Canada & United Kingdom	Canada & United Kingdom	Literature Review

16	Symptomatic event reduction with extended-duration betrixaban in acute medically ill hospitalized patients	2014 Gibson, C., et al 2018	United Kingdom & United States of America	United Kingdom & United States of America	Experiment Research
17	Environmental attitudes and adventure tourism motivations	Giddy, Julia Kathryn Webb, Nigel Leigh 2018	South Africa	South Africa	Quantitative
18	Negotiating the cultural and economic outcomes of sport heritage attractions: the case of the National Baseball Hall of Fame	Ramshaw, Gregory Gammon, Sean Tobar, Felipe 2019	United Kingdom	United Kingdom	Qualitative
19	A meta-study of athletic identity research in sport psychology: Current status and future directions	Ronkainen, Noora J. Kavoura, Anna Ryba, Tatiana V. 2015	Finland	Finland	Qualitative
20	Revisiting the host city: An empirical examination of sport involvement, place attachment, event satisfaction and spectator intentions at the London Olympics	Brown, Graham Smith, Andrew Assaker, Guy 2016	London	London	Quantitative
21	The effect of experience quality on perceived value, satisfaction, image and behavioral intention of water park patrons: New versus repeat visitors	Jin, Naehyun Paul Lee, Sangmook Lee, Hyuckgi 2015	United States of America, South Korea, & Korea	United States of America, South Korea, & Korea	Qualitative
22	Analisis Pengaruh Experiential Marketing Terhadap Tingkat Kepuasan Peserta Sports Event Jakabaring Wonderful Run Palembang	Karo Karo, Pelliyezer Rahman, Abdu 2020	Indonesia	Indonesia	Mix Method
23	Perspektif Pengalaman Konsumen Terhadap Kesuksesan Event Lari Borobudur Marathon 2019	Larassary, Amelia 2020	Indonesia	Indonesia	Quantitative

24	Analisis Potensi Pariwisata Olahraga Berbasis Sumber Daya Alam di Kab. Karimun Provinsi Kep. Riau	Rahmat Sanus 2020	Indonesia	Indonesia	Qualitative
25	Analisis Peran Stakeholders Dalam Pengembangan Destinasi Pariwisata Halal Di Pulau Penyengat Provinsi Kepulauan Riau	Destiana, Riska Kismartini, Kismartini Yuningsih, Tri 2020	Indonesia	Indonesia	Qualitative
26	Tingkat Pengetahuan Ibu Rumah Tangga Tentang Perilaku Hidup Bersih Dan Sehat (PHBS) Di Desa Onkaw I Kecamatan Sinonsayang	Evert Tontuli , Ahmad Paturusi , Anuardin Mokoagow	Indonesia	Indonesia	Qualitative
27	World Tourism Organization	Patrick, U. Petit 2021	Indonesia	Indonesia	Qualitative
28	Olahraga, Ekonomi dan Konsumerisme	Maksum, Henry 2014	Indonesia	Indonesia	Literature Review

Based on the table above, it can be seen that research on the role of sporting events in the tourism sector and its relation to pandemic conditions has been discussed in various countries, including Indonesia. However, there is no article that specifically discusses the role of sporting events in improving national branding after the pandemic. This is a discussion that needs to be carried out more deeply to show that sporting events are an effort that can be used by various countries in restoring public trust. Through this article, it can also be seen why the Indonesian government holds so many sporting events in various regions. In addition, this article also discusses the role of sporting events to attract tourists, what is the community's perspective on organizing sporting events, and how tourists try to stay safe while traveling.

#### 4 Discussion

There are several sports tourism concepts, such as sports is a tool to move people from one place to another, many sports activities that can be done in tourist attractions, doing sports can provide a lot of experience, sports events can create memories, and the ability of sports to improve welfare (17). Those concepts are very suitable for conditions in Indonesia, where Indonesia will hold three major international events, one of which is the FIBA World Cup 2023 (18). In the same year, the biggest football event in the world was held, namely the FIFA World Cup 2023, in which Indonesia hosted (19). In addition, Indonesia will also host the 2023 Biathle/Triathlon World Championship which is located in Bali. These various events can move people from all over the world and Indonesia to attend and watch the sporting event, so the government needs to pay attention to various factors to support the agenda and not waste this

opportunity. Because sports events are also able to increase brand awareness of tourist destinations through media broadcasts (20). Therefore, the government must prepare well for Indonesian branding so that the world community remains confident and willing to come to Indonesia. One way that can be done is to increase the selling value of a place visited so that when tourists visit, they will feel that the time they spend traveling and the costs incurred are not wasted (21). This increase in selling value can be started by preparing tourist destinations at the location of sporting events, making sure all tourist destinations have good health protocols and the available facilities are also up to standard so that visitors are sure that they will be safe while traveling or watching sports events.

In addition, increasing the interest of visitors to attend sporting events or participate in sports activities at tourist attractions is also important. However, over the last ten years, the focus on efforts to improve the quality of the venues for organizing events and activities has begun to pay less attention (22). In fact, research shows that this increase can be the key to attracting visitors (23). This can be done by increasing the variety of activities that can be carried out at the location of sports events, such as cultural festivals or culinary festivals that are also held together with sports events. This will make the experience of visitors to sporting events and their activities more varied.

In addition, sports event players who have memories of a place can also be affected by the location of the event and can make them interested in attending (24). That's because memories of the location where they competed or even won the championship, can bring enthusiasm in participating in the championship because they usually already understand the existing situation and are finally able to overcome anxiety (25). The event requires the cooperation of the sports event manager and committee to organize events in unique locations and be able to bring back memories for visitors who have come there (26). For example, organizing sports events in stadiums that have been used as the location of the Olympics or other large-scale sporting events so that visitors can feel the euphoria and sensation when the Olympics were held there or events held at historical tourist sites.

In addition to preparing the concept, visitor satisfaction in participating or attending an event also needs to be considered. There are two aspects of satisfaction in sporting events that must be met, including entertainment provided during the event and service to visitors (27). If these two things can be fulfilled, then the perpetrators of sporting events will spread the positive things they get and can make them come back in the future (28). As much as 54% of participants' intention to come back to a country or region that organizes sporting events is influenced by satisfaction (29). Organizers and the government can work together by setting up an entertainment stage for visitors to sporting events, such as live music or booths that provide interesting games (30). In addition, the human resources involved must also be trained to be able to provide services in the form of fast and accurate information and be able to provide solutions to problems properly (31).

It can be seen that sporting events have various advantages to develop tourism which had apparent dead during the pandemic (32). However, this will not be realized optimally if there is no support from various parties. The government itself will not be able to revive this industry without the help of stakeholders and the community because tourism is very closely related to all of them (33). Public awareness to maintain health protocols and implement clean and healthy living behavior (PHBS) must be carried out massively so that people can further increase their immune system and help the government to quickly get through this pandemic period and give trust to the world (34). The public should also participate in supporting the government's efforts to restore world confidence that Indonesia is ready to host sporting events and welcome various

visiting tourists(35). Because sporting events should not only be successful in terms of achievement and implementation, but must be followed by economic success as well (36).

## 5 Conclusion

From the various facts that have been stated above, it can be seen that sporting events have various advantages to develop tourism which had apparent dead during the pandemic. However, this will not be realized optimally if there is no support from various parties. The government itself will not be able to revive this industry without the help of stakeholders and the community because tourism is very closely related to all of them. Public awareness to maintain health protocols and implement clean and healthy living behavior (PHBS) must be carried out massively so that people can further increase their immune system and help the government to quickly get through this pandemic period. The public is also expected to participate in supporting the government's efforts to restore world confidence that Indonesia is ready to host sporting events and receive various tourists who want to visit. Because sporting events should not only be successful in terms of achievement and implementation, but must be accompanied by economic success.

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