

International cross-cultural perspectives on sports tourism: a study of participants' motivations in the Jogja Marathon

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Abstract | The purpose of this study is to identify socio-psychological, cultural and physical motivations among domestic and foreign participants in a marathon event staged in the vicinity of a World Heritage Site in the City of Yogyakarta, Central Java, Indonesia. The study also aims to investigate the differences in motivation between the two types of participants. It emphasizes the importance of gaining international cross-cultural perspectives in motivations, as the marathon is organized to be part of the city's strategies to attract visitors. It is expected that better knowledge of the participants' motivations and needs can help organizers develop marketing strategies that will boost attendance and loyalty. This research uses a descriptive-explorative method with a quantitative approach in which primary data were obtained from domestic and foreign participants and field observations. This study gives empirical support to socio-psychological motives that serve as push factors, cultural motives from the destination as pull factors and physical motives that are based on self-determination theory. On the cross-cultural perspectives of these motivations, only cultural motivations differed significantly between the two types of participants. This study then presents managerial implications on facilitating foreign participants to engage better in the cultural festivities, which is found to be one of the main motives to participate.

Keywords | Sports tourism, marathon, motivations, cross-cultural perspectives

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1. Introduction

Sports tourism, although considered as a late starter in tourism (Higham, 2020), is one of the fastest growing niche markets around the world (Weed & Bull, 2012). Hudson (2008) defines sports tourism as traveling away from a person's primary residence in a sporting activity for recreation or competition, in which the events usually attract a sizeable number of participants and/or spectators. Additionally, sports tourism is seen to improve a city's or region's tourism destination position in the market (Go et al., 2016; Knott et al., 2016) by increasing the number of visitors both domestic and international (Agrusa et al., 2007; Filo et al., 2011), and contribute as a strategy to manage the seasonality of tourists (Higham & Hinch, 2002). Ferreira and Carneiro (2021) even state that there is a symbiotic interconnection between tourism and sport, as both end up benefiting from the existence of the other and often happen because of the other.

Sports tourism can take the form of mega events, such as the Olympic Games and FIFA World Cup (Knott et al., 2016) or participatory sport events (Kennelly, 2017). The latter which include triathlons, recreational cycling events, open water or mass-start swimming events (Kennelly, 2017); or running events such as marathon (Zouni, Markogiannaki, & Georgaki, 2020) and cross-country or mountain running race (Alexandris & Balaska, 2017), are usually community-based open-entry events that promote participation and engagement rather than the significance of the sporting outcome (Kennelly, 2017). Positive impacts to the host destinations have prompted the initiative to develop these types of sports tourism which do not require the complicated bidding of mega sports events as mentioned earlier. Destinations are flexible to organize according to their capacity and capability.

Outdoor running sport events are one of the fastest developing areas in sports tourism as wit-

nessed in Greece (Alexandris & Balaska, 2017), Poland (Nowak & Chalimoniuk-Nowak, 2015), Japan (Go et al., 2016), South Africa (Shipway et al., 2012), and in big cities such as London and New York (Coleman & Ramchandani, 2010). Among outdoor running sport events, many cities across the globe are turning to marathon to promote their city, thus generating economic impacts (Agrusa et al., 2007; Coleman & Ramchandani, 2010; and Go et al., 2016). Coleman and Ramchandani (2010) classify marathon, half marathons and other road races as non-elite mass participation sports event. In contrary to elite or professional sports that tend to rely predominantly on financial support from the public sector, non-elite mass participation sports events can be self-financing, given that runners are prepared to pay to take part (Coleman & Ramchandani, 2010) and are even willing to pay to travel to the respective destination (Kennelly, 2017). Nevertheless, Coleman and Ramchandani (2010) remind that big city marathons, such as London or New York, might be considered to be elite, or world-class events, due to top distance runners from around the world competing for the prize money and status on offer; although they only account for a minority of the runners.

Cities around the world are increasingly aware of the value of city marathons as non-elite mass participation sports event. Go et al. (2016) state that city marathons contribute towards place marketing, urban development, city re-imaging as well as social cohesion and a healthier population. In addition, city marathons can also be used as valuable place marketing vehicles to showcase what an area has to offer along the route (Coleman & Ramchandani, 2010). The economic effects of marathons have been discussed by a number of scholars. Agrusa et al. (2007) and Papanikos (2015) identify city marathons to have a temporary positive effect on local demand, including spending on accommodation, foods and beverages, sport equipment, event merchandize, and general shopping in the city. Chalip (2004) says that this tem-

porary effect on local demand is the result of enticing visitor spending and lengthening visitor stay. A large flow of international and national tourist attending and participating in a marathon also has an impact on publicity during and after the event as well as important effect on exports and investment (Papanikos, 2015). According to Kennelly (2017), sports events are also useful in showcasing the region through event advertising, reporting and promotion.

In relation to realizing the objectives of place marketing, tourism and economic that were previously discussed, Funk and Bruun (2006) suggest it is important for sports and tourism managers to understand what motivates individuals to attend sporting events and the type of experience desired. This understanding can help in developing marketing strategies that will be effective at boosting sport event attendance and loyalty (Prayag & Grivel, 2014). Furthermore, a thorough knowledge of the sport tourists' total involvement with the destination is important to realize repeat visitation (Filo et al., 2013). However, Turco et al. (2002) argue that sport tourists' decision to travel to a particular destination is primarily driven by involvement with the sport, not the destination. This argument is supported by Filo et al. (2013) who mention that sport tourists' initial connection with the destination is secondary consideration to the event itself.

Funk and Bruun (2007) mention that understanding motivation of sport consumers is complex as they are heterogenous population, albeit their classifications as two big groups only, i.e. active (participating) or passive (watching) sport consumers. On the other hand, Caro and Garcia (2007) and Dwyer et al. (2011) state that there are more discussions on the motivation of spectators/fans compare to active participants' motivation in sport marketing literature. Some of the research that focus on participating sport consumers include research on the motives of participants of the 2005 Gold Coast Airport Marathon (Funk & Bruun, 2007); the motivation of youth

handball athletes at Interamnia World Cup held in Italy (Prayag and Grivel, 2014); connections to the destination beyond initial motivation to participate among participants of an international marathon in the United States (Filo et al., 2011); and event loyalty among runners of the 'Alexander the Great' International Marathon in Greece (Alexandris et al., 2017).

Geographically, research on sports tourism has been dominated by studies related to sports tourism in Europe and North America (Hinch et al., 2014), while fewer studies have focused on other regions such as Australia/Oceania, Asia, and Africa. In the Asian context, Hinch et al. (2014) indicate that many research on sports tourism have been flourishing as a result of mega event such as the Olympic. This is in line with Dolles and Soderman's (2008) statement about emerging field of research related to mega-events and sport in Asia.

Indonesia, is one country in Asia that has been trying to attract more visitors through a variety of international sports competitions (Indonesia.travel, 2020). Bangun (2014) mentions that sports tourism has received great attention in recent years from the government, private sector, tourism industry, the sports industry, academia and the wider community in Indonesia. This research focuses on city marathon as a strategy for city marketing and increasing the number of visitors. Moreover, Preuss and Solberg (2006) add that sporting events provide residents with the opportunity to watch quality sporting competition, enjoy a festive atmosphere, and feel pride and unity among the city residents. Nevertheless, Oshimi, Harada, and Fukuhara (2016) suggest that the the social impacts such as perception and pride may differ according to residents' involvement in the event.

One of the marathon sports tourism events held in Indonesia is the Jogja Marathon, an international-scale sport competition that has been held since 2017 in the city of Yogyakarta (herein after Jogja, as it is commonly called), the second most popular tourism destination in the country

(Wijayanti & Damanik, 2019). In 2018, the number of tourists' arrivals in Yogyakarta was 4.1 million arrivals, consisting of around 3.6 million domestic tourists and nearly 500,000 foreign tourists (BPS, 2019). Before the pandemic, the accommodation and food & beverage sector's contribution to Yogyakarta's gross regional domestic product (GRDP) was about 10%, whereas tourism-induced economy represented 55% of the total GDP (BPS, 2019).

Like its counterpart, Borobudur Marathon – held in the neighboring Central Java Province, Jogja Marathon capitalizes on a World Heritage Site (WHS) as its setting. Mandiri Jogja Marathon has its start and finish location in Prambanan Temple, a WHS inscribed in 1991, while Borobudur Marathon is held around Borobudur Temple, one of the largest Buddhist temples in the world, listed as a WHS in 1991. On capitalizing on WHS for tourism, Kausar and Gunawan (2018) mention the efforts demonstrated by the Indonesian Government to develop new market for its cultural heritage sites in recognition of their importance as tourism resources.

The Mandiri Jogja Marathon event has several distance categories, i.e. full marathon, half marathon, 10 km and 5 km, with cut off time. The number of participants is growing every year, with 6,210 runners participating in 2017, 7,700 runners in 2018, and about 7,400 runners in 2019. By the time of writing, the 2020 Mandiri Jogja Marathon has been postponed due to the Covid-19 pandemic. Not only participated by Indonesian runners, but this running event also attracted between 100 – 130 runners in every event. Participants from Malaysia, China, Kenya, Thailand, and several European countries have been known to participate.

The Marathon, which is held yearly, is set amid interesting route rich with cultural heritage sites (9th-century Prambanan Temple and Plaosan Temple), village atmosphere, and enhanced with cultural performances and culinary experience. The use of cultural settings in this marathon

is expected to promote tourism in Jogja through sports tourism event (Miladi, 2019).

Owing to the involvement of foreign and domestic participants, this research aims to identify socio-psychological, cultural, and physical motivations among domestic and foreign participants and investigate differences in motivation between the two types of participants. The three types of motives were chosen to be the focus of this study for the following reasons. Socio-psychological motives were identified by Crompton (1979) as one of the motivations for tourists. In this study, foreign and some domestic participants came from outside Yogyakarta, hence could be considered as tourists. Moreover, Funk and Bruun (2007) indicate that in the case of sports tourism, the need to escape from daily routine and seek for rewards represent intrinsic socio-psychological factors. Their study also show that the location of sport events would attract individuals who desire novelty and cultural-education experiences from the destination, therefore cultural motives were also considered important for this study. Lastly, Aicher et al. (2015) develop sport and sport event motivation scale based on self-determination theory, which are adopted, modified, and termed as physical motivation – one of the important motivations for participants. With its growing popularity and the potential to become a hallmark event in the city of Yogyakarta, it is useful to examine the motivations of the participants so that destination manager and organizer can have better knowledge of the participants' needs. As posited by Funk and Bruun (2007), managers must know the type of experience desired, and in so doing they can develop marketing strategies that will boost attendance and loyalty (Prayag & Grivel, 2014). The village atmosphere and cultural performances presented in the Marathon is also likely to engage the participants to the event itself and the local surroundings where the event takes place. Loureiro, Silva, and Sarmento (2021) when studying the component of emotional states and surprising consumption as drivers of engagement

at music festivals in Portugal, found that feeling of surprises because of interesting atmosphere and attractive program, leads to better chance of engagement and at the end of the day, to loyalty.

The significance of this research is two-folds. First, it is expected to contribute to the study of active participants' motivation, which has been relatively overlooked (Caro & Garcia, 2007), Dwyer et al. (2011), Hinch et al. (2014); and second, to contribute to sports tourism literature in the Asian context (offering the case of Indonesia), which has also been fewer than studies from Europe and North America (Hinch et al., 2014).

2. Theoretical Background and Hypotheses Development

Crompton (1979) identifies two groups of motives among tourists, namely socio-psychological motives and cultural motives. The socio-psychological motives, according to him include escape from a mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships and facilitation of social interaction. These socio-psychological motives are usually the motivating factors or the push factors for holidays. From the perspective of participating sports tourists, sporting events provide opportunities for new physical experiences that enables switching from usual routines. In addition, traveling to foreign countries and participating in events such as marathons and Ironman triathlons, requires considerable dedication and reflects a level of involvement with the recreational activity (Funk & Bruun, 2007).

Baron et al. (2006) assert that social psychology is the cause of individual thoughts and behavior in social situations. Likewise, tourist behavior emphasizes the importance of understanding the origin and causes of the behavior and thoughts of tourists. With the aim to identify

socio-psychological motivations among domestic and foreign participants and investigate differences in motivation between the two types of participants. The hypotheses on the differences in socio-psychological motivations are as follows.

Ha1: There is a significant difference in the average socio-psychological motivations between domestic and foreign participants

Ho1: There is no significant difference in the average socio-psychological motivations between domestic tourists and foreign participants

Cultural factors such as local food, traditions, local community, and history of the city are some of the things that attract sports tourists (Poczta, Malchrowicz-Mosko, & Almeida, 2017). In Australia, the cultural experience associated with a hallmark Australian running event, the 2005 Gold Coast Airport Marathon, was investigated among domestic and international participants using a consumer acculturation framework (Funk & Bruun, 2007). Similarly, this study intends to identify cultural motivations among domestic and foreign participants and investigate the differences between the two groups.

Ha2: There is a significant difference in the average cultural motivations between domestic tourists and foreign participants

Ho2: There is no significant difference in cultural motivations between domestic tourists and foreign participants

In addition, to understand individuals' motivations, it is important to develop an understanding of the different motivational forces that drive individuals' selection in participating in different sport events (Aicher et al., 2015). In their research, Aicher et al. (2015) investigate the differences between sport tourists and local participants to determine if the marketing strategies should be differentiated to enhance their effectiveness with the

two segments. They posit that even if no differences occur, sport event marketers could use their understanding of the participants' motivations to enhance marketing.

Deci and Ryan (2000) state that self-determination theory, which forms the base of physical motivations, is the theoretical foundation for understanding individuals' motivations in a variety of context since it was developed to understand why individuals engage in various activities. Intrinsic motivation happens when individuals participate in activities for the pleasure and satisfaction engendered from participation; whereas extrinsic motivation occurs when individuals participate in an activity for externally driven or controlling reasons such as receiving rewards, social approval, or avoiding punishment (Ryan & Deci, 2007). On the other hand, McGehee et al. (2003) report that individuals with higher levels of running involvement were observed to exhibit an increased frequency of participation in running events, overnight travel to running events, and increased spending on running related goods and services. The following hypothesis is develop to understand differences in physical motivation between domestic and foreign participants in the Jogja Marathon.

Hypothesis 3

Ha3: There is a significant difference in average physical motivation between domestic tourists and foreign participants

Ho3: There is no significant difference in average physical motivation between domestic tourists and foreign participants

3. Methodology

This research was conducted in Prambanan Temple Tourism Park, Special Region of Yogyakarta. Data was collected in the field on April 2018, during which Jogja Marathon was held. This

research uses a descriptive-explorative method with a quantitative approach. Primary data in this study were obtained from field observations or sourced from respondents using online questionnaires addressed to domestic and foreign participants. 300 questionnaires were sent to participants after the event with the assistance of the organizing committee. 50 valid responses from foreign participants and 150 valid responses from Indonesian participants were finally gathered.

Data is presented in tables, charts and descriptions, while independent sample t-test is used to compare the average of two samples that are not interrelated (independent). In this study the Independent sample t-test allows whether there are differences in socio-psychological, cultural and physical motivation between foreign and domestic participants.

4. Findings and Discussion

Based on data that has been collected through online questionnaires, domestic participants were dominated by respondents from Jakarta, the Capital of Indonesia with a percentage of 37% from all respondents, whereas foreign participants with highest percentage were Japanese with a percentage of 10%. Respondents consist of male 58 % and female 42%. The majority of respondents were in the age of 27-36 years (49%), had Bachelor's degree (52%), and most were single (73%).

60% of the respondents stayed between 1 to 3 days in Yogyakarta for the marathon, and the majority of them travel alone (60%). About 45% of respondents worked as employees in the private sector. As the Jogja Marathon included four categories (full marathon, half marathon, 10 km and 5 km), respondents were dominated by people who participated in the 10 km running category with a percentage of 34%. About 76% of foreign participants had participated in marathon events before,

whereas only 36% of Indonesian participants had previous experience.

Socio-Psychological Motivation of Indonesian and International Participants at the Jogja Marathon

Based on the results of data processing and observation of researchers, the values concerning the socio-psychological motivation of tourists from the archipelago can be observed in Table 1.

Both Indonesian and foreign participants tend to show positive responses toward agreeing or even strongly agreeing that they participated to make progress and improve their sport activities and skills, maintain their fitness, and that they are flexible to change and can maintain stability in their lives in a healthy way. Quite notable differences, however, can be observed in questions whether the Jogja Marathon event was an extraordinary event

and experience gained was valuable and if the experience was pleasant. Foreign participants' responses show inclinations towards strongly agree with means ranging between 4.42 to 4.54 compared to means that range between 3.68 to 3.9 among Indonesian participants. On feeling proud to be able to participate in the Marathon event, Indonesian participants show higher mean compared to their foreign counterparts. This may be due to the fact that participation in the Jogja Marathon is the first participation in a marathon event for the majority of Indonesian participants, whereas foreign participants have joined other marathons before. Both Indonesian and foreign participants show similar responses in agreeing that they will return to participate and visit Prambanan Temple in the future, and that they will recommend the event to family and friends.

Table 1 | Socio-psychological motivation of Indonesian and foreign participants

No	Items	Mean	Mean
		Indonesian Participants	Foreign Participants
1	I participate to make progress and increase the level of my sport activities	4.38	3.9
2	I participate to improve my skills	4.2	4
3	I am flexible to change and can maintain stability in my life in a healthy way	4.12	4.4
4	I participate in recreational sports or activities that help maintain my fitness	4.26	4.3
5	This marathon event is ordinary (1) or extraordinary (5)	3.82	4.54
6	The experience gained is not worth (1) or worth (5) it for me	3.68	4.42
7	The experience gained is not pleasant (1) or pleasant (5)	3.9	4.5
8	I am very interested in participating in marathon events	4.46	4.52
9	I feel proud to be able to participate in the Jogja Marathon event	4.36	4.08
10	I feel that participating in a marathon event is very important to me	4.14	4.04
11	I am happy when I can participate in a marathon event	3.6	4.46
12	I will return to participate in the Jogja Marathon in the future	3.96	4.26
13	I will recommend the Jogja Marathon to friends and family	4.04	4.12
14	I will plan to return to the Prambanan Temple area in the future	4	4.2

The tendency towards positive responses supports Funk and Bruun's (2007) arguments that push travel motives that come from within themselves, such as participating to improve level of sports and opportunities to switch from usual routines, are important factors in the motivation of sports tourism participants. The need to participate, that came from oneself to gain valuable experience (push factors), causes respondents to want to return and participate in the future which have been contributed also by the pull factors (the event or destination, or in this study, the heritage

site). These pull factors are in line with Go et al.'s (2016) and Papanikos' (2015) statement that a marathon event is effective in attracting visitors, or in this study potential repeat visitors.

Cultural Motivation of Indonesian and International Participants at the Jogja Marathon

Survey results concerning the cultural motivation of Indonesian and foreign participants are presented in Table 2. It is interesting to note that foreign participants' responses to all three statements show higher means. Foreign participants

demonstrated more interests in local culture, society and historical sites displayed during the marathon and chose to participate in the Jogja Marathon because of the opportunity to interact with these cultural elements. This is in line with Pocztka, Malchrowicz-Mosko, and Almeida's (2017) statement that cultural factors such as local food, traditions, local community, and history of the city

are some of the things from the destination that attracts participating sport tourists. On the other hand, lower means among the Indonesian respondents might imply that local participants were quite familiar with the local culture and historical sites hence the cultural performances were only considered as complement and entertainment.

Table 2 | Cultural motivation of Indonesian and foreign participants

No	Items	Mean	Mean
		Indonesian Participants	Foreign Participants
1	I joined the Jogja Marathon because I was interested in interacting with local culture	3.78	4.34
2	I joined the Jogja Marathon because I was interested in interacting with the local community	3.8	4.28
3	I joined the Jogja Marathon because I was interested in visiting historical and cultural sites	4.12	4.58

Physical Motivation of Domestic and International Participants at the Jogja Marathon

The following table consist of responses from Indonesian and foreign participants concerning their physical motivation. The results show that both Indonesian and foreign participants show similar motivations in physical and spiritual relaxation, healthy body and ideal shape. Interestingly, the wish to win and get prizes show lower means among foreign participants than Indonesian participants, which is quite contrasting to the fact that

these foreign participants have more experiences in marathon events compared to their Indonesian counterparts. Both Indonesian and foreign participants have quite similar responses with regards to the marathon standards, directions and routes, and other important elements of a marathon, such as the presence of medical personnel and security. Nevertheless, foreign participants show higher appreciations towards beautiful views laid out along the route.

Table 3 | Physical motivation of Indonesian and foreign participants

No	Items	Mean	Mean
		Indonesian Participants	Foreign Participants
1	I participate for physical and spiritual relaxation	4.28	4.44
2	I want to maintain a healthy body	4.48	4.76
3	I want to have the ideal body shape	4.34	4.54
4	I participate to show that I can be better than others	3.76	2.42
5	I want to win and get prizes	3.14	2.74
6	The marathon standard set by Jogja Marathon is very good	3.7	3.68
7	Jogja Marathon has a very interesting race route	3.78	4.1
8	Many beautiful views along the route	4.04	4.58
9	Directions and routes can be find easily	4.18	4.24
10	Medical personnel can be find easily	3.52	3.52
11	Security is maintained along the route	3.9	4.3
12	Cleanliness is maintained along the route	3.72	3.8

Differences in Socio-Psychological, Cultural and Physical Motivations among Indonesian and Foreign Participants

To investigate differences in motivation

between the two types of participants, an independent sampe T-Test analyses were conducted toward each set of motivation (socio-psychological, cultural and physical) referring to

the hypotheses.

The results of the Independent Sample T-Test analysis on socio-psychological motivation is presented in the following table:

Table 4 | Independent Sample T-Test on Socio-Psychological Motivation

Group Statistics					
	PARTICIPANTS	N	Mean	Std. Deviation	Std. Error Mean
TOTAL	INDONESIAN	150	63.60	9.525	1.347
	FOREIGN	50	66.60	7.057	.998

Table 4 reveals that the socio-psychological motivation variable of the Indonesian respondents and foreign respondents has an average value of 63.60 and 66.60 respectively. Table 5 is the results of data analysis using independent sample t-test technique, the results of hypothesis testing can be seen as follows:

Table 5 | Hypothesis Testing Result on Socio-psychological Motivation

Variable	Hypothesis Testing Result	Sig	Note
Socio-psychological motivation	There is no significant difference in socio-psychological motivation between Indonesian and foreign participants	0.077	Ha1 is rejected; Ho1 is accepted

The socio-psychological motivation variable has a Sig. (2-tailed) value of 0.077, greater than the level of significance (> 0.05). This means Ha1 is rejected and Ho1 is accepted. Thus it can be stated that there is no significant difference in the average socio-psychological motivation between domestic and foreign participants. This supports Baron et al.'s (2006) statement that social psychology is the cause of individual thoughts and behavior in social situations. A significant portion of the respondents stated that the 2018 Jogja Marathon event was not their first event, which means that many are consistently interested in participating in running activities, have running as one of their hobbies and regularly participates in similar events. Most of them also consider the event as an important activity to increase their level of exercise maintain their health. There is no signifi-

cant difference because responses from Indonesian and foreign participants indicate similar intellectual and belief aspects in participating in the 2018 Jogja Marathon.

Table 6 | Independent Sample T-Test on Cultural Motivation

Group Statistics					
	PARTICIPANTS	N	Mean	Std. Deviation	Std. Error Mean
TOTAL	INDONESIAN	150	11.70	2.121	.300
	FOREIGN	50	13.20	2.213	.313

Table 6 shows that the cultural motivation variable for domestic tourists has an average value of 11.70 and foreign tourists have an average value of 13.20.

Table 7 | Hypothesis Testing Result on Cultural Motivation

Variable	Hypothesis Testing Result	Sig	Note
Cultural Motivation	There is significant difference in cultural motivation between Indonesian and foreign participants	0.001	Ha2 is accepted; Ho2 is rejected

It was revealed that the cultural motivation variable had a Sig. (2-tailed) value of 0.001 which was smaller than the significance level (< 0.05), so Ha2 was accepted and Ho2 was rejected. Thus it can be stated that there are significant differences in the average cultural motivation between Indonesian and foreign participants. Goelder and Ritchie (2012) posit that cultural enrichment is one of the main motivations when tourists travel. It is closely related to one's personal desire to travel so that he can see and know other countries, their inhabitants, their way of life and customs that are different from other countries. In this case, foreign participants showed more interests in interacting with the local people, culture, and historical sites featured in the Jogja Marathon event. On the other hand, Indonesian participants showed lesser degree of interests. This might be because, despite their interests in culture featured in the marathon, most of them found them as usual or common to see. Similar result was found in Funk and Bruun (2007), in which participants from outside Austra-

lia (except New Zealand) considered cultural aspects to important in an Australian running event.

The Jogja Marathon displays the beauty of culture and history of Yogyakarta. Variety of culinary and cultural attractions scattered along the route, such as Jathilan Horse Dance, Gamelan (traditional ensemble), Reog, and Gejog Lesung (pounding rice with a traditional mortar). These festivities attracted the runners to stop, capture the moment, and even interact with locals (both performers and spectators). Table 8 shows that the output of physical motivation variables of Indonesian respondents has an average value of 46.84 and foreign respondents at 47.12.

Table 8 | Independent Sample T-Test on Physical Motivation

	PARTICIPANTS	N	Mean	Std. Deviation	Std. Error Mean
TOTAL	INDONESIAN	150	46.84	6.882	.973
	FOREIGN	50	47.12	4.960	.701

Table 9 | Hypothesis Testing Result on Physical Motivation

Variable	Hypothesis Testing Result	Sig	Note
Physical Motivation	There is no significant difference in physical motivation between Indonesian and foreign participants	0.816	Ha3 is rejected; Ho3 is accepted

Based on the hypothesis testing, the physical motivation variable has a Sig. (2-tailed) value of 0.816, which is greater than the level of significance (> 0.05). This means Ha3 is rejected and Ho3 is accepted. Thus it can be stated that there is no difference in average physical motivation between Indonesian and foreign participants. Cahya (2017) stated that running long distances triggers the release of endorphins, chemicals in the brain that produce feelings of euphoria, and even make the runners' body feel immune to pain, hence running have the benefits of reducing symptoms of stress, anxiety and depression. In a marathon as a non-elite mass participation sports event, runners are willing to pay to take part (Coleman and Ramchandani, 2010) and travel to the respective

destination (Kennelly, 2017) to gain the above-mentioned physical benefit.

5. Managerial Implications

This research emphasizes the importance of understanding socio-psychological, cultural, and physical motives relevant to a Marathon event set amid Prambanan Temple World Heritage Site, the historical city of Yogyakarta and surrounding villages. Sport events have been growing as niche markets for tourism (Funk & Bruun, 2007) and are part of cities' or destinations' strategies to attract visitors both domestic and international (Go et al., 2016; Knott et al., 2016; Agrusa et al., 2007; Filo et al., 2011).

Like Funk and Bruun's (2007) study which supported Crompton's (1979) continuum framework on tourists' socio-psychological and cultural motives. This study gives empirical support to socio-psychological motives, such as prior sport involvement and intrinsic motivation that serve as push factors and cultural motives from the destination that serve as pull factors (Funk and Bruun, 2007) and physical motives based on self-determination theory (McGehee et al., 2003; Aicher et al., 2015). The study also looks at differentiating motives from a cross-cultural perspective of Indonesian and foreign participants.

Results showed that socio-psychological and physical motives did not differ significantly between Indonesian and foreign participants. However cultural motives differ significantly between Indonesian and foreign participants. This research revealed that foreign participants of the Jogja Marathon were more likely to agree that experiencing local culture, interacting with local communities, and visiting historical and cultural sites were interesting and part of the reasons why they joined the marathon. The finding on cultural aspects of the Marathon and how foreign par-

ticipants react differently to its local counterpart lends support to a study by Loureiro, Silva, and Sarmiento (2021) that the feeling of surprise leads to better engagement. In this case, cultural aspects presented in the Marathon come as elements of surprises for foreign participants, who are not familiar with local culture, and act as one of the main attractions of the event.

These findings have several managerial implications for the organizers, such as the need to provide appropriate interpretation facilities to assist participants in understanding and enjoying the cultural festivities. As stated by Poczta, Malchrowicz-Mosko, and Almeida (2017), when sports tourists are satisfied with the experience in a specific place, it is the indicator of the next visit and influences loyalty behaviors. Promotion of the event may also emphasize more on the cultural aspects so as to attract more participants, both domestic and international.

Due to the current pandemic, many marathon events are conducted virtually or hybrid such as in the 2020 Borobudur Marathon conducted in the vicinity of the Borobudur Temple World Heritage Site, Central Java. In a hybrid marathon event, elite participants join the run at the location while other runners join virtually wherever they are (borobudurmarathon.com). Thus in a hybrid situation, it is still important to present some cultural performances albeit with lesser magnitude considering only dozens of elite runners join the event on site.

6. Conclusions

Based on the results of research conducted using descriptive-explorative analysis and using independent sample t-test technique on socio-psychological, cultural and physical motivations among groups of local and foreign participants at the 2018 Jogja Marathon event, it can be concluded that on the socio-psychological motivation of

Indonesian and foreign participants, most participants showed intrinsic motivations, were aware of their goals, and intended to gain valuable experience through the event. In cultural motivation, local participants showed that although they were interested in the local culture and historical sites, they felt quite accustomed to these aspects, hence considered them just as a complement and entertainment. On the contrary, foreign participants were very interested in the uniqueness of local culture, communities and historical sites and seemed to consider these to be one of main attractions. In physical motivation, most participants agreed that their participations were triggered by motives for healthy lifestyles and physical challenges.

On the cross-cultural perspectives of these motives, only cultural motives differed significantly between Indonesian and foreign participants. Hence, some managerial implications such as how to facilitate foreign participants to engage better in the cultural festivities must be considered. Pre event information on all cultural festivities can be prepared, while during the event, interpretations or narratives are provided through various mode. In addition, on managing the post event, organizers may encourage participants to express their memory of the event in various electronic communication channels, such as website and social media provided by the organizer or the participants' own social media.

This study has some limitations. Firstly, it focuses only on the marathon participants by identifying their motivations and investigating the differences of responses among domestic and foreign participants. Further studies can explore the management aspect of marathons from organizers' point of views to gain better understanding of managing sports tourism events. Secondly, the study has not connected participants motivations with the existing tourism superstructure or services available in the city. It is suggested that future studies look at these factors as it may influence participants decision to join sport events.

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