แรงจูงใจในการเข้าร่วมการแข่งขันกีฬาและการจัดการแข่งขันกีฬากับมูลค่าเพิ่มอุตสาหกรรมการท่องเที่ยวเชิงกีฬาในงานวิ่งมาราธอน บางแสน 42 ชลบุรี มาราธอน

อิสริยา ศรีกลัด* ธนริศย์ ธนัยอุดมพัฒน์ และนลินีวรรณ ประพันธา

คณะศิลปศาสตร์ มหาวิทยาลัยการกีฬาแห่งชาติ วิทยาเขตชลบุรี

*Corresponding Author Email: itsariyr@gmail.com

Received: December 9, 2025; Revised: December 24, 2025; Accepted: December 26, 2025

บทคัดย่อ

บทความทางวิชาการนี้ มุ่งศึกษาถึงแนวทางการจัดการแข่งขันกีฬากับมูลค่าเพิ่มอุตสาหกรรมการท่องเที่ยวเชิงกีฬาในงานวิ่งมาราธอน บางแสน 42 ชลบุรี มาราธอน โดยการทบทวนวรรณกรรมที่เกี่ยวข้องมาทำการศึกษาวิเคราะห์ความสัมพันธ์ของแรงจูงใจในการเข้าร่วมการแข่งขันกีฬาและการจัดการแข่งขันกีฬากับมูลค่าเพิ่มอุตสาหกรรมการท่องเที่ยวเชิงกีฬา แรงจูงใจในการเข้าร่วมการแข่งขันกีฬา แบ่งออกเป็น 3 ด้าน คือ 1) แรงจูงใจภายใน เกิดจากแรงขับเคลื่อนภายในจิตใจ 2) แรงจูงในภายนอก มาจากการได้รับรางวัล ชื่อเสียง หรือตำแหน่ง และ 3) แรงจูงใจด้านสังคม เกิดจากเพื่อน สังคม และชุมชน การสร้างแรงจูงใจที่ส่งผลต่อการพัฒนาศักยภาพนักกีฬา และนำไปสู่มูลค่าเพิ่มอุตสาหกรรมการท่องเที่ยวเชิงกีฬา มี 3 ประเภทหลัก คือ 1) การเติบโตของตลาดการสร้างและขยายโอกาสทางธุรกิจในอุตสาหกรรมการท่องเที่ยวเชิงกีฬา 2) การสร้างชุมชน การสร้างความสัมพันธ์ที่ดีและความร่วมมือในชุมชนเพื่อเป้าหมายความเป็นอยู่ที่ดีขึ้น และ 3) การส่งเสริมการท่องเที่ยวเชิงกีฬา การสร้างงาน สร้างรายได้ และสนับสนุนอุตสาหกรรมท่องเที่ยวเชิงกีฬาในพื้นที่จัดกิจกรรม การจัดการแข่งขันกีฬาที่เหมาะสม ซึ่งส่งผลโดยตรงต่อมูลค่าเพิ่มของการท่องเที่ยวเชิงกีฬา เกิดห่วงโซ่คุณค่าการท่องเที่ยว มีองค์ประกอบสำคัญ 4 ด้าน คือ 1) การวางแผนการจัดการแข่งขัน การกำหนดนโยบายและแผนงาน 2) การจัดการองค์กร จัดสรรบุคลากรและทีมงานให้เพียงพอ 3) การเป็นผู้นำ มีความสามารถในการชี้นำ สร้างแรงบันดาลใจกับทีมงานบรรลุเป้าหมาย และ 4) การควบคุม การวิเคราะห์และประเมินผลในการจัดการแข่งขันกีฬา ดังนั้นการจัดการแข่งขันกีฬาอย่างมีประสิทธิภาพ และสร้างแรงจูงใจให้มีนักวิ่งเข้าร่วมแข่งขันงานเพิ่มขึ้น จะส่งผลให้เกิดห่วงโซ่คุณค่าการท่องเที่ยว ซึ่งเป็นการเพิ่มมูลค่าทางเศรษฐกิจในพื้นที่และนำไปสู่การกำหนดแนวทางการจัดการแข่งขันงานวิ่งมาราธอนบางแสน 42 ที่สามารถสร้างมูลค่าเพิ่มให้กับอุตสาหกรรมการท่องเที่ยวเชิงกีฬา

คำสำคัญ: แรงจูงใจ การจัดการแข่งขันกีฬา มูลค่าเพิ่มอุตสาหกรรมการท่องเที่ยวเชิงกีฬา

The Motivation for Participating in the Sport Competition and Sport Management Process with Value Added of Sport Tourism Industry in Bangsaen 42 Chonburi Marathon

Itsariya Srikrad*, Thanarit Thanaiudompat and Nalineewan Praphuntha

Faculty of Liberal Arts, Thailand National Sports University Chon Buri Campus

*Corresponding Author Email: itsariyr@gmail.com

Received: December 9, 2025; Revised: December 24, 2025; Accepted: December 26, 2025

Abstract

This academic article aims to explore approaches to sport event management and the value added of the sport tourism industry in the context of the Bangsaen 42 Chonburi Marathon. The study reviewed and analyzed relevant literature to examine the relationship between motivation for sport participation and sport event management in relation to the added value of the sport tourism industry. Motivation for participating in sport events can be categorized into three aspects: 1) intrinsic motivation, which arises from inner psychological drives; 2) extrinsic motivation, which derives from external factors such as rewards, reputation, or positions; and 3) social motivation, which originates from influences of peers, society, and community. The creation of motivation that contributes to the development of athletes' potential and leads to the value added of the sport tourism industry can be divided into three main types: 1) market growth, which involves creating and expanding business opportunities within the sport tourism industry; 2) community building, which focuses on developing positive relationships and cooperation within communities for improved well-being; and 3) sport tourism promotion, which supports employment creation, income generation, and the strengthening of the local sport tourism sector in host destinations. Effective sport event management consists of four essential components that directly influence the value added of sport tourism and contribute to the formation of the sport tourism value chain: 1) planning, which includes the establishment of policies and operational frameworks; 2) organizational management, which ensures adequate allocation of personnel and team members; 3) leadership, which emphasizes the ability to guide and inspire the team toward achieving goals; and 4)control, which involves the analysis and evaluation of event performance. The findings provide guidance for improving sport event organization, enhancing motivation among runners, and expanding the value chain of the sport tourism industry.

Keywords: Motivation, Sports Events and Management, Value Added of The Sport Tourism Industry

Introduction

Sport tourism is one of the key sectors within the sport industry that generates substantial economic value. When considering only tourists who travel specifically for sporting purposes, sport tourism ranks as the third most significant category of tourism, following creative and cultural tourism, and business tourism, which includes incentive travel, meetings, and conferences. Sport tourism has attracted the attention of both domestic and international travelers, as it encompasses elements of both tourism and sports. From the perspective of the sport tourism supply chain, stakeholders can be categorized into three main groups: sport tourism service providers, suppliers of sport tourism production factors, and sport tourism management agencies and tour operators. (Ministry of Tourism and Sports, 2024)

Running is a sport that is closely interconnected with the sport tourism industry and other related industries within the sport tourism supply chain, including service providers, manufacturers of sport-related products, and sport tourism tour operators. Major running events have become important mechanisms for driving national economic growth. High-quality event management can enhance the image of sport destinations, foster sports communities, and attract high-spending and quality tourists, including international visitors. Furthermore, these events can generate repeat visitation, as tourists who may not participate in the race itself still choose to return to the destination due to the positive image and atmosphere created by the event. Conversely, the absence of such running events can have widespread negative economic impacts, particularly through the decline of sport tourists, reduced tourism revenue, lower sales of products and services, and decreased employment opportunities. The generation of added value within the sport tourism industry relies heavily on creating motivation among participants to join marathon events. The Bangsaen 42 Chonburi Marathon, held in Chon Buri Province, is a 42.195-kilometer race organized collaboratively by the private sector, the Chon Buri Provincial Administrative Organization, Chon Buri Province, and Saensuk Municipality. The event aims to promote the province's image as a leading sport tourism destination, positioning sports as an essential part of the Thai tourism experience. It also seeks to establish Chon Buri as a model "Sport Tourism City", driving regional economic growth and creating value added within the province's sport tourism industry. (Ministry of Tourism and Sports, 2024)

In the year of 2023, Bangsaen 42 Chonburi Marathon attracts over 12,000 runners per event and approximately 30,000 attendees throughout the duration of the event. The government benefits from 38.73 million baht in tax revenue, while employment opportunities are generated during the preparation and event period. Participant spending—including accommodation, food, tickets, and souvenirs—combined with the event's operational costs, has contributed to an estimated economic value of 457.61 million baht. This makes it the largest running event in Chon Buri Province. The event not only stimulates the regional economy but also enhances the overall value of the sport tourism industry. Presently, many running events are organized concurrently across the country, and organizers

continuously improve event quality and apply modern technologies to attract more runners. (Ministry of Tourism and Sports, 2024)

Although the sport tourism industry in Thailand continues to grow, its rate of expansion has slowed when compared with the period before the COVID-19 pandemic. The marathon running industry in Thailand has experienced rapid growth over the past several years, with more than 2,500 races held annually. This expansion has led to notable changes in event organization and runners' decision-making. As the number of events increases, overlapping schedules have become more frequent, especially in major cities and during peak seasons. This situation presents challenges for organizers in motivating runners to participate and in managing sporting events effectively. Runners now have more options and make decisions based on various factors such as event standards, race routes, safety, scheduling, registration fees, and souvenir packages (Ministry of Tourism and Sports, 2024). Rationale for the study a review of the existing literature reveals a significant research gap concerning participant motivation and event management within the sporting context. Furthermore, the Bangsaen 42 Chonburi Marathon represents a unique case study, as it is the only single-distance 42.195 km race to consistently attract a field of over 12,000 runners per edition (Thanaiudompat, 2023)

Given this background and significance, motivating participation in running events and managing sporting events effectively are essential for generating added value within the sport tourism industry, as exemplified by the Bangsaen 42 Chonburi Marathon. The findings provide guidance for improving sport event organization, enhancing motivation among runners, and expanding the value chain of the sport tourism industry. Furthermore, such efforts can support market expansion, strengthen community networks, and promote sport tourism.

Concepts and Theories Related to Motivation in Sport Participation

Athletic motivation arises from an individual's internal drive to achieve predetermined goals. When motivated, athletes are able to overcome difficulties and challenges, developing mental strength that allows them to handle problems rationally and adapt effectively to changing circumstances. In times of crisis or hardship, motivated athletes are prepared to face obstacles with determination and resilience. To become a professional athlete requires persistence, endurance, and mental strength to strive toward success (Athishalakorn et al., 2024). Motivation is the process through which individuals stimulate themselves to achieve specific goals and complete assigned tasks. It involves both intrinsic motivation and achievement motivation. Motivation plays a crucial role in initiating participation in sports and sustaining continued engagement. Therefore, coaches and related personnel should emphasize strategies that enhance athletes' motivation to participate in competitions. The three key aspects of motivation that should be strengthened include (1) passion, interest, and aptitude for the sport, (2) health and physical well-being, and (3) income and benefits, all of which should be elevated to a high level (Sinthaveechai, 2024).

The cultivation of motivation in sports tourism remains an area where previous studies have lacked a comprehensive analysis of integrated motivational frameworks. Specifically, there is a need to examine the synthesis of intrinsic motivation (driven by internal psychological factors), extrinsic motivation (derived from rewards, reputation or status) and social motivation (stemming from peers, society and the community) and how these drivers collectively enhance athletic potential. Consequently, this study seeks to address these existing research gaps through empirical investigation. The findings demonstrate that such motivational constructs significantly increase participation intent and contribute a positive spatial value-add to the local area (Matej et al., 2022).

The process of motivating athletes involves stimulating continued engagement in sport. Motivation can be categorized into five aspects: (1) perceived self-efficacy, (2) passion, aptitude, and interest, (3) future goals, (4) honor and reputation, and (5) rewards and compensation (Athishalakorn et al., 2024). Intrinsic motivation refers to internal forces such as attitudes, thoughts, interests, intentions, perceived value, satisfaction, and personal needs. In contrast, extrinsic motivation stems from external stimuli that trigger behavior, such as receiving rewards, honors, praise, or recognition. However, extrinsic motivation tends to be less enduring, as individuals often exhibit behavior only in response to specific external incentives.

In conclusion, motivation to participate in sport competitions results from multiple factors, including basic needs, expectations of rewards, goal setting, and individual interests. Such motivation is further reinforced by the encouragement and support of coaches, parents, and other stakeholders helping athletes achieve success in their sporting careers.

Characteristics of Motivation in Sport Participation

Motivation to participate in sports competitions arises from intentional actions and determination to play and compete in sports. Motivation is therefore an important factor influencing the quality and ability to play and compete, serving as a main factor in sport psychology. It is related to being an athlete and to the psychological aspects that affect behavior and performance. Motivation plays a role from before participation until one begins to play sports or exercise. Appropriate motivation should have a proper level of stimulation; if the stimulation exceeds suitability, negative thoughts and anxiety may occur. The types of motivation to participate in sports competitions can be divided into three groups as follows.

Intrinsic motivation is consistent with Maslow's (1943) motivation theory. It refers to motivation that arises within an individual without external rewards or incentives. The ability to think, plan, make decisions, and solve problems in competition; to practice concentration; to use imagery; and to develop self-discipline are important and should be appropriately developed. It also involves emotional control, self-esteem, positive thinking, self-development, self-awareness, and the ability to face pressure, recognize opportunities for change, and view failure as a lesson toward success. Sports

teach life lessons, encourage self-development, strengthen intrinsic motivation, improve physical health, enhance mental strength, and build social skills. The internal drives within athletes such as thoughts, beliefs, attitudes, and appreciation of sporting activities play an important role in motivating athletes to continue training and developing themselves.

Extrinsic motivation is consistent with Locke & Latham's (1990) motivation theory. It refers to motivation arising from external factors that stimulate individuals to act according to objectives set by external motivation. Coaches play an important role in influencing athletes' feelings and success. The development of athletes' mental skills is essential, as it helps them control emotions and mistakes more effectively under pressure during training or competition. Sport psychology involves applying psychological principles to training and competition.

Social motivation is consistent with McClelland's theory. It refers to motivation arising from social factors and experiences that are important in a person's life. This type of motivation is based on the need for achievement, which comes from participation, satisfaction in playing sports, ability, and effort. The strongest motivation for participating in sports is social motivation, especially in group sports (Matej et al., 2022).

Therefore, the characteristics of motivation in sport participation in all three groups can be explained as follows: intrinsic motivation arises from attitudes, skills, preferences, and determination in sports training, along with self-esteem and the desire for good physical and mental health to achieve goals. Participation in higher-level competitions, prize money, shirts, medals, fame, recognition, and praise are results of extrinsic motivation. The environment in training and competition, family, friends, coaches, and supporters represent social motivation. All of these factors influence motivation in sports participation. Effective motivation should integrate intrinsic, extrinsic, and social motivation to help athletes develop themselves and achieve their goals. It may also arise from charity events. The researcher believes that all three types of motivation influence participation in sports competitions and help develop athletes to reach their full potential. (Matej et al., 2022)

Concepts and Theories Related to Sport Event Management

Sport event management is a process that involves planning, organizational management, leadership of various activities, and control related to sports, athletes, and sports teams, with the goal of providing good experiences for sport participants and spectators while generating worthwhile returns. Effective sport event management includes financial planning, the development of facilities, the selection and management of venues, marketing management, team relationship building, systematic coordination, and comprehensive spectator care. These processes aim to meet the needs of all stakeholders, ensuring that competitions run smoothly and safely. Such processes promote the growth and development of the sport industry and related environments sustainably, which not only enhances

the value of sports but also creates various benefits for society as a whole and achieves the intended objectives. The main components are as follows. (Sinthaveechai, 2024)

Sport event management has four key components: 1) Budget — financial support should be provided for organizing competitions and prizes for athletes; 2) Venues, materials, and equipment — competition venues should be properly prepared according to the regulations of the International Association of Athletics Federations (IAAF) to ensure the safety of participating athletes; 3) Personnel — sufficient allocation of staff or athletics referees should be made in accordance with the competition format; and 4) Management — competitions should include various age categories to provide athletes with continuous opportunities for self-development. Moreover, this also involves planning and developing provincial-level sport event management to be appropriate and in line with international standards (Matej et al., 2022).

For sport management to be efficient and effective in operation, it requires knowledge and expertise in activity planning, financial management, marketing, facility management, and athlete development to enhance the performance of sport organizations. The process of sport event management can be summarized into three components: 1) Input — bringing together necessary resources such as people, budgets, equipment, and management; 2) Process — including planning, organizing, leading, and controlling; and 3) Output — referring to the goals and objectives of sport event management. (Parkhouse et al, 2013)

From the review of the above literature, it can be concluded that sport event management consists of four essential components: 1) Event planning — setting policies and planning the organization of sport events; 2) Organizational management — allocating sufficient personnel, referees, and teams; 3) Leadership — having the ability to guide and inspire team members toward achieving established goals; and 4) Control — monitoring, supervising, analyzing, and evaluating the management of sport events.

Characteristics of Sport Event Management

Sport event management is an activity that requires systematic planning and management to ensure that the competition runs smoothly and achieves its objectives. It has essential characteristics, including having clear objectives for organizing the competition and ensuring that the competition complies with the rules and regulations of sports events. Sport competitions can be divided into two categories: 1) classification by competition level, which includes professional sports competitions, excellence-level sports competitions, and mass sports competitions; and 2) classification by the nature of the competition, which includes regular events and special occasion events.

The POLC management theory by Thanaiudompat (2023) explains the management concept of modern business organizations by presenting a systematic and structured way of thinking.

The strength of this concept lies in applying the complexity of society and practical experience to management. It consists of the following components:

1. Planning — defining clear duties and responsibilities to achieve organizational goals, determining procedures, methods, and timeframes to ensure effective operations.

2. Organizing — assigning work and responsibilities to personnel within an organization to achieve the set goals and coordinating departments to ensure smooth workflow.

3. Leading — motivating and encouraging personnel to work effectively toward achieving goals, inspiring employees to be committed, and maintaining good human relations.

4. Controlling — collecting information to improve and adjust plans and processes and comparing current performance with established standards.

This is consistent with the management concept proposed by Singcram and Thanaiudompat (2023) who explained that sport management consists of two main components:

1. Policy — serving as a directional framework in defining key principles that ensure successful and effective management in achieving objectives. The formulation of good policy must consider all relevant elements comprehensively to achieve the highest possible effectiveness in implementation.

2. Management — consisting of four aspects: planning, organizing, leading, and controlling. In preparing a sports team for competition, in addition to having sufficient supporting resources, proper, systematic, and effective management is required to achieve success in accordance with the goals.

From the review of literature, the characteristics of sport event management can be summarized as having four essential components: 1) planning — defining objectives and goals consistent with policy; 2) organizational management — recruiting knowledgeable and skilled personnel and assigning clear responsibilities and positions; 3) leadership — having good vision, making careful decisions, and motivating employees to cooperate and perform their duties efficiently; and 4) control — summarizing, monitoring, evaluating, and solving problems identified after the competition has ended.

Concepts Related to the Value Added of the Sport Tourism Industry

Creating added value is a marketing tool that benefits the sport industry. Organizing sport competitions involves developing events to increase their value and enhance audience engagement through the promotion of sport tourism. Presenting quality sport competitions, along with services and prices that meet the needs of spectators, helps satisfy their expectations and participation experience. Value addition refers to developing services that enhance satisfaction among participants and provide experiences beyond their expectations. Moreover, creating added value in developing sports products should be relevant and consistent with the needs of spectators. Added value is achieved through effective planning, as well as competition and service processes that are well linked to sport event organization (Singcram and Thanaiudompat, 2023).

Increasing the value of the sport tourism industry depends on community leaders, who play a role in motivating community members to recognize the importance of organizing sport tourism activities. By integrating the community's unique identity into sports events, distinctive selling points can be created that attract public attention and align with popular trends. This approach promotes the community's identity and helps develop sport tourism destinations. When community members participate, strong relationships and shared goals are established. Value addition is achieved by increasing sales and promoting market growth, which generates employment, income, and economic stimulation for the community. Sport tourism activities can be successfully organized when community leaders work collaboratively with all sectors of the community. In addition, promoting other forms of tourism arising from participation in sports events—such as cultural tourism, eco-tourism, nature-based tourism, and health tourism—can further strengthen the tourism sector. This corresponds with the study by Heydari et al. (2022), which found that the growth of the sport tourism industry is supported through the cooperation of the public sector, private sector, and citizens. Such collaboration contributes to the development of transportation systems, infrastructure, and marketing, leading to new business opportunities, increased tourist arrivals, and positive impacts on the economy, society, and culture.

Sinthaveechai (2024) explained that marketing strategies for creating added value in sport tourism require entrepreneurs to deliver products and services that precisely meet customer needs, thereby creating positive impressions and increasing the likelihood of repeat visits. Presenting the unique characteristics of local areas as part of sport tourism activities helps differentiate destinations and attract tourists seeking authentic experiences. Understanding customers and service users enables entrepreneurs to tailor their products and services accordingly. Sport tourism marketing should focus on analyzing the supply chain in line with Thai cultural values by integrating innovation and new technology, as well as connecting various factors within sport tourism management. This approach helps reduce management complexity and supports further development. If entrepreneurs can successfully follow these guidelines, they can create added value that positively contributes to the overall growth of both businesses and Thailand's tourism industry.

The sport tourism involves organizing sport competitions and recreational activities to promote sport tourism while generating economic value, market growth, and increased participation in sports. Continuous organization of sport events supports the development of the sport tourism industry by building communities, creating local income, attracting both domestic and international tourists, and moving toward sustainable tourism. These efforts help strengthen the tourism value chain, which serves as a key tool for increasing the value of the sport tourism industry. (Somruthai et al., 2023)

From the review of the above literature, it can be concluded that the concepts related to the value added of the sport tourism industry consist of three main aspects: 1) Market growth — increasing sales through setting goals, using strategies and technology to expand and enhance market

opportunities; 2) Community building — uniting people with common goals to improve relationships, and fostering positive development in society, the environment, and the economy; and 3) Promotion of sport tourism — activities related to sports, such as organizing sport competitions, sport training, and sport spectating, all of which create economic value in the areas where events are held.

Characteristics of the Value Added in the Sport Tourism Industry

Sinthaveechai (2024) explained that the factors influencing the creation of added value in the sport industry stem from marketing promotion aimed at increasing sales through strategies that emphasize marketing communication as a key tool to achieve business objectives. The use of the marketing mix 4Ps (Product, Price, Place, Promotion) serves as a strategy to generate income and build relationships that address customers' needs and satisfaction. In addition, effective organizational management helps sports clubs generate income and continuously increase the value of the sport tourism industry.

The key elements in developing the Thai sport industry business involve organizational management through skill development and capacity building among personnel, creating market opportunities in product development and business expansion to meet consumer needs and provide solutions that lead to competitive advantage. Such advantage represents the organization's unique capability that competitors cannot imitate. The most essential element is strategic planning, goal setting, and relationship building, which lead to partnerships. Business operations do not necessarily require expertise in all areas; however, with proper support and collaboration combined with knowledge and expertise from partners, the business can operate efficiently and sustainably. (Rungarun, 2023)

Marketing strategies focusing on customer service and word-of-mouth promotion help differentiate businesses from competitors. The use of modern technology enhances sales performance. Patcharee et al. (2021) found that creating customer satisfaction through service excellence and applying innovation and new technology in sport tourism marketing can increase the value of both businesses and the sport tourism industry.

The characteristics of value added in the sport tourism industry can be explained in three types: 1) Market growth — creating market opportunities for business development and the expansion of the sport tourism industry by setting clear goals; 2) Community building — encouraging participation from local people to develop good relationships and shared objectives aimed at improving quality of life in social, environmental, and economic dimensions; and 3) Sport tourism promotion — activities related to sports such as organizing competitions, conducting training, and spectating sports, all of which generate employment, income, and stimulate the local economy. These activities support the sport tourism industry, attract more tourists to participate in sports events, create added economic

value in host areas, and establish a tourism value chain. The researcher concludes that these three variables play an important role in increasing the value of the sport tourism industry.

Motivation for Sport Participation and Sport Event Management in Relation to the Value Added of the Sport Tourism Industry

Empirical tourism data indicates that the relationship between sports participation motivation, event management, and the value-added potential of the sports tourism industry has been extensively documented in existing literature. While prior studies have largely focused on examining these variables in isolation (Jiang et al., 2021), the prevailing findings suggest a robust positive correlation. Specifically, it can be concluded that the synergy between diverse motivational drivers and efficient management processes maximizes the economic value of sporting events by significantly enhancing participant expenditure (Panya and Rangsarit, 2024).

Motivation arises from internal psychological drives that push individuals to achieve their goals, reinforced by external incentives such as rewards, praise, money, fame, and social recognition. These factors influence the value added of the sport tourism industry (Jiang et al., 2021). Motivation for participation among sport tourists, the process of co-creating value, the need for social interaction, and behaviors related to shared value creation all affect the added value of the sport tourism industry. In China, motivation to participate in marathon events is driven by the pursuit of a better quality of life, the desire for relaxation, and value creation through physical, mental, and social benefits derived from sport participation. Marathon running has become one of the most influential sports in China. The sport industry in China has experienced rapid growth, along with national economic and social development, as the Gross Domestic Product (GDP) has continuously increased over several years. The growth of participatory sport tourism is evident from rising demand and supply, greater consumer interest, and higher income levels.

Sport event management also influences the value added of the sport tourism industry stated that professional sport event management significantly benefits the host country's image as well as local businesses related to the event. It generates economic impact, creates income and employment, and enhances public image. These benefits extend to local businesses, tourism, and the host nation's economy through increased accommodation occupancy and tax revenue. Similarly, the evaluating the management of international fencing competitions, the main factors in sport event organization include planning, organizational management, leadership, and evaluation. These elements contribute to generating national revenue through spending, supporting economic development, and increasing the value of the sport tourism industry.

Conclusion and Recommendations

Motivation for participation in sports competitions consists of three types: 1) *Intrinsic motivation* — arising from internal drives such as love, satisfaction, and enjoyment in sports; 2) *Extrinsic motivation* — derived from rewards, fame, and recognition; and 3) *Social motivation* — arising from teamwork, social relationships, and community participation. Creating motivation for participation in sports competitions to develop athletes to their fullest potential influences the value added of the sport tourism industry, which can be explained in three types: 1) *Market growth* — creating market opportunities for business development and expanding the sport tourism industry by setting clear objectives; 2) *Community building* — encouraging participation among local people to develop good relationships and shared goals aimed at improving social, environmental, and economic well-being; and 3) *Promotion of sport tourism* — activities related to sports such as organizing competitions, conducting training, and spectating sports, which generate employment and income, stimulate the local economy, and support the sport tourism industry. These activities attract tourists to participate in sports events, create added economic value in host areas, and establish a tourism value chain that contributes to the overall enhancement of the sport tourism industry.

Sport event management consists of four essential components: 1) *Planning* — setting policies and planning for event organization; 2) *Organizational management* — allocating sufficient personnel, referees, and working teams; 3) *Leadership* — possessing the ability to guide and inspire team members to achieve the established goals; and 4) *Control*— monitoring, supervising, analyzing, and evaluating the sport event management process. Effective sport event management contributes to the value added of the sport tourism industry, leading to the development of strategies and guidelines for sport event management that enhance the value of the sport tourism industry in the Bangsaen 42 Chonburi Marathon.

This literature review explained the integration of motivational frameworks and management practices to enhance the sports tourism industry, specifically focusing on the Bangsaen 42 Chonburi Marathon. It identifies three core dimensions of participant motivation—intrinsic, extrinsic, and social—which collectively drive athletic potential and contribute to the industry's value through market growth, community building, and economic promotion. The study further asserts that effective sport event management, grounded in planning, organization, leadership, and control, is essential for optimizing these motivations. Ultimately, by aligning robust management strategies with the diverse drivers of participation, organizers can maximize the economic and social value chain within the host region.

Conceptual Framework

From the information discussed above, it is evident that motivation for sport participation and sport event management are related to the value added of the sport tourism industry. Therefore, the conceptual framework can be summarized as follows: motivation to participate in sports competitions

influences the value added of the sport tourism industry, and sport event management also affects the value added of the sport tourism industry. These relationships lead to the development of guidelines for sport event management and the enhancement of the value added of the sport tourism industry in the Bangsaen 42 Chonburi Marathon, as illustrated in the following conceptual framework.

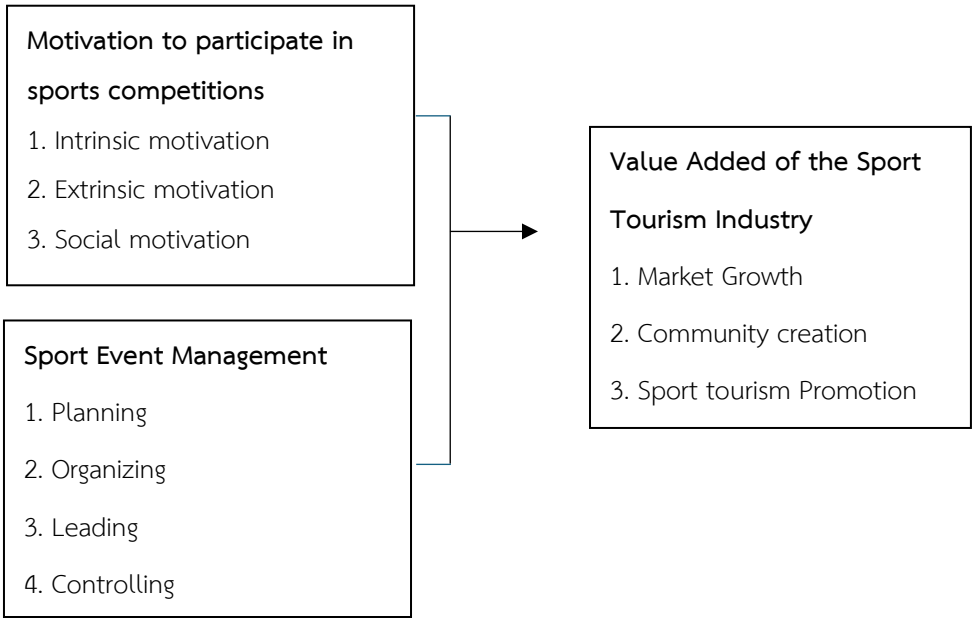


Fig 1 conceptual framework of The Sport Management with Value Added of Sport Tourism Industry.

References

Athishalakorn, K., Chamnan-chan, P., Mayomhin, C., Churee, K., & Kuha-lert, S. (2024). *Guidelines for the development of athletics championship competition management in Sukhothai Province. Academic Journal of Pacific Institute of Management Science, 10*(1), January–April, 137–150.

Ministry of Tourism & Sports. (2024). *Sports Economic Situation Report No. 1: January–June 2024* (pp. 11–22).

Heydari, R., Keshtidar, M., Dehghan Ghahfarokhi, A., Esfehani, M., Perić, M., & Oveysi Sani, F. (2022). Modeling the institutional factors affecting the exploitation of entrepreneurial opportunities in the sports tourism industry using an interpretive-structural approach. *Interdisciplinary Journal of Management Studies, 15*(2), 189-205. https://doi.org/10.22059/ijms.2021.312725.674275

Jiang, X., Kim, A., Kim, K., A., Yang, Q., Fernández, J., G. & Zhang, J., J., (2021). Motivational Antecedents, Value Co-Creation Process, and Behavioral Consequences in Participatory Sport Tourism. Sustainability 2021, 13, 9916. https://doi.org/10.3390/su13179916

Locke, E. A., & Latham, G. P. (1990). *A theory of goal setting and task performance.* Prentice-Hall.

Maslow, A. H. (1943). A theory of human motivation. *Psychological Review, 50*(4), 370-396.

Matej, T., Donatella, D. C., Marinella, C., Iztok, Z., & Robert, M. (2022). Dynamic interactive model of sport motivation. *International Journal of Environmental Research and Public Health, 19*(7), 4202. https://doi.org/10.3390/ijerph19074202

Panya, I., & Rangsarit, J (2024). *The management Model For Young Elite Volleyball in High School, Journal of Education Burapha University*, *35*(3) September-December, 81-97.

Parkhouse, B. L., Turner, B. A., Miloch, K. S., Staurowsky, E. J., Weaver, K., & Burchette, B. (2013). Marketing for sport business success. *Sport Management Review, 16*(4).

Patcharee, T., Puangkaew, W., Jurairat, U., Athiwat, D., Amphorn, K., Chattrakul, P., Suporn, B., & Komkrit, K.(2021). *Management model of professional football clubs in Thailand and the creation of value added to the sports industry. Academic Journal of the National Sports University, 14*(1), December, 55–70.

Rungarun, H. (2023). *Marketing approaches for creating value added in sports tourism. Buriram Rajabhat University Journal of Interdisciplinary Management, 7*(1), January–June, 1–16.

Singcram, P., & Thanaiudompat, T. (2023). The development of a national sport event management model that affects the value added of the sport industry in Thailand. *Emerging Science Journal, 7*(2), 445-454. https://doi.org/10.28991/ESJ-2023-07-02-010

Sinthaveechai, H. (2024). *Motivation in becoming a professional football player. Faculty of Law Academic Journal, Huachiew Chalermprakiet University, 15*(1), July–December, 101-116.

Somruthai, A., Arisa, S., Usanee, H., & Thanawanporn, S. (2023). *Motivation of football athletes participating in the 48th qualifying round of the Thailand National Games, Northeastern Region, at Mahasarakham Rajabhat University.Journal of Sports Science and Health Innovation, Rajabhat University Group of Thailand, 2*(4), October–December, 10–20.

Thanaiudompat, T. (2023). *The Brand Values Development from The Customer Perspective in Sports Apparel Business in Thailand, Interdisciplinary Research Review*, *18*(2), 18-26.