



Perception of Bao as Sports Tourism: Evidence from Tanzania

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Received 12 May 2021

Revised 17 July 2021

Accepted 28 July 2021

Abstract

Sports tourism is one of the ways for countries to rebuild the tourism sector. Existing literature on Bao as a board game is mostly from a historical, educational, and cultural angle, whilst there is less attention on the potential of Bao as sports tourism. To expand the literature, this study focuses on Bao from a sports tourism perspective by exploring the perception of Bao as sports tourism from the residents' views. An interpretivism paradigm approach was applied, and the data collection instrument was designed with open-ended questionnaire to gather data from the respondents. Purposive sampling was used to select the respondents, and the collected qualitative data was subjected to content and thematic analysis. The main findings revealed that perception of Bao as sports tourism from residents' views such as leisure, refreshing the mind, locals and tourists are attracted to Bao, can play Bao with family and friends, and locals and tourists join playing Bao. Further findings revealed that a sense of belonging to a group and a sense of belonging to a community is how residents perceive Bao as sports tourism. Researchers in other parts of the world, such as South Asia, where mancala board games are played, can conduct similar studies and even go beyond to apply a quantitative approach to further understand the phenomenon of mancala from a tourism marketing perspective. The tourism stakeholders such as destination marketing organizations should consider the factors such as leisure, refreshing the mind, the attraction of locals and tourists to Bao, and the sense of belonging to a group or community when promoting Bao as sports tourism.

Keywords: Perception, Bao, Sports Tourism, Residents, Tanzania

South Asian Journal of
Tourism and Hospitality
© Faculty of
Management Studies
Sabaragamuwa
University of Sri Lanka
ISSN: 2756-911X

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INTRODUCTION

In a global context, literature shows that the tourism industry recognizes sports tourism as one of the major markets in tourism, attracting sports events, sponsors, planners, and hosts (Ross, 2001). The statistics on the economic impact of sports tourism, for example, in Florida for the year 2018, indicated USD 40,369,200 (Sprecher, 2018). Similarly, Marian (2013) asserted that the increase in high global sports movement is one of the contributors to sports tourism development. Sports tourism also appeals to countries in the Global South that are shifting towards other developments such as the service sector like sports tourism (Steinbrink et al., 2011). Earlier scholars such as Bob and Swart (2010) have advocated the drive towards diversified economies by promoting sports tourism. Due to the pandemic, the United Nations World Tourism Organization (UNWTO) advocates countries focus on boosting domestic tourism as a measure to cope with the decline in international tourist arrivals around the world (UNWTO, 2021). This implies the need to orient marketing strategies towards domestic tourism and thus motivated this study to consider residents' views in terms of their perception of sports tourism, particularly their perception of Bao as sports tourism.

Bao has been described as a mancala game which is played on a board. The mancala board games have spread in Africa and the Caribbean and even in South and South-East Asia (de Voogt, 2021). Equally, rock-cut board games were found in countries such as Egypt, Ethiopia, and Sri Lanka (Kyule, 2016). Although the mancala board game has spread to the mentioned areas, existing research on Bao in studies such as Chan (2010), de Voogt (2021), Kyule (2016), and Mkondiwa (2020) have focused on the origins, historical, educational, and cultural aspects. Kyule (2016) added that more research on Bao is needed in order to understand Bao. To expand on literature, this study considered Bao as potential in sports tourism for countries engaging in rebuilding their tourism sectors, including Tanzania. In general, many studies on sports such as marathon and football games as well as sports tourism have mainly covered issues related to the contribution, local economic development, sports natural attractions, environmental, and host communities (Briedenhann, 2011; Marian, 2013; Ntloko & Swart, 2008; Nyikana & Tichaawa, 2018; Otara, 2011; Rinaldi, 2011; Safdel et al., 2014; Smith et al., 2019; Steinbrink et al., 2011; Taks et al., 2015).

Furthermore, in Africa, sports tourism is recognized as a potential stimulator of local economic development (Nyikana & Tichaawa, 2018). Citizens' attitudes towards mega events have also been studied to understand the social and economic benefits associated with hosting games (Smith et al., 2019). However, there are limited studies on Bao as sports tourism. In order to boost tourism and, in particular domestic tourism, it is crucial to consider other games such as board games of mancala which have spread in Africa. In efforts to expand the literature on Bao, there is a need to go beyond the festival, educational and cultural aspects in terms of research. In addition, due to the need for countries including Tanzania to focus on domestic tourism as an alternative engine to international tourism, and with limited studies existing on Bao as sports tourism, the purpose of this study is to understand the phenomenon of Bao from a sports tourism perspective particularly the residents' views by exploring the perception of Bao as sports tourism.

To expand on literature and contribute to knowledge, this study's scope of research on Bao is on the perception of Bao as sports tourism with a proposition that: *how do residents perceive Bao as sports tourism?* The outcome of this study can benefit tourism stakeholders, including Destination Marketing Organizations (DMOs) when promoting Bao as sports tourism.

LITERATURE REVIEW

Sports Tourism

Scholars like Marian (2013) define sports tourism as a subset of an industry generating capital, jobs, and creating the image of a country or region. Sports tourism is also associated with sports in general and can mean travel-related sports, practising certain sports, and hiking or outdoor (Marian, 2013). Sports tourism is further defined as all forms of active and passive involvement in sporting activity, participated in casual or in an organized way for commercial or non-commercial reasons that necessitates travel away from home and work locality (Standeven & De Knop, 1999). Plant and Bagri (2016) mentioned that many destinations refer to sports tourism as travel to attend a sports event, but others include the travel of individual consumers to a destination to participate in sports and recreational activities like surfing. This paper refers to sports tourism as active or passive involvement in sporting activity in which individuals participate in casual or in an organized way that necessitates travel away from home.

Bao

In Africa, the mancala board game is also known as Bao (Chan, 2010). Other names given to mancala board games in Africa are ayo, gabata, soro, and wari (Chan, 2010). The name Ayo for a mancala board game is from Nigeria, while Wari is from Senegal (Lowe, 1988). Mancala is a name given to a family of board games (Divilly et al., 2013). The mancala game is described as a game which is suitable for players aged 6 years and above (Lowe 1988). Bao is considered the most complex mancala game played on a board with four-row of eight holes and enlarged holes in the middle (de Voogt, 1999). Bao is played by two people at any one given moment (Lowe, 1988; de Voogt, 1999). The literature by de Voogt (1999) states that nothing in the mancala world is quite equal to the sensation of witnessing or, even better, playing a Bao game. While Bao games are considered sensational, in the study by Lowe (1988), mancala games are used to assist with learning and memory development for children. Equally, previous scholars such as Vodeb et al. (2021) mentioned an ancient Mancala Board game discovered in Vidarbha, India. For purposes of this paper, Bao is a board game played by two people as a leisure activity.

Perception

Perception is a terminology which has been related to psycho-physics, attribution theory, or social cognition (Hanna et al., 2000). Furthermore, according to their study, Hanna et al. (2000) define the concept of perception as exercising the powers of awareness by specifically noticing, recognition and cognizance. On the other hand, Otara (2011) noted that perception refers to the sensory experience of the world around us. Otara (2011) mentioned that many factors influence the way people perceive things including habits, motivation, learning, specialisation, and social background. Other scholars like Vodeb et al. (2021) have looked at perception from a resident's point of view in terms of tourism impact. This study defines perception as the experience of the world around us.

Theoretical Review

Maslow's theory developed in 1943 on hierarchical needs is a well-known theory on motivation (Cassidy, 2005). Maslow's theory assumes that individuals' lower-order needs (psychological needs followed by safety needs) are satisfied first before the higher-order needs of love, belonging and self-

esteem and eventually top of the hierarchy of needs which is self-actualization (Cassidy, 2005). Past scholars have used Maslow's theory to study sports, tourism, and leisure (Iso-Ahola, 1982; Iso-Ahola & Allen, 1982; Pearce & Caltabiano, 1983; Philemon, 2012; Simkova & Holzner, 2014). In using Maslow's theory, Simkova and Holzner (2014) concluded that rural tourism of small and medium businesses does not benefit from psychological and sociological models. Maslow's theory is used in this study to guide in exploring perception of Bao as sports tourism by residents.

This study also adopts the theory of planned behaviour by Ajzen (1991) to explore the perception of Bao as sports tourism. The theory of planned behaviour is that an individual's behaviour is attributed to intention, subjective norms, and perceived behavior (Ajzen, 1991). In addition, Conner and Armitage (1998) mentioned in the theory of planned behaviour, how easy or hard the perceived behaviour is for a person to perform a behaviour. Several scholars have also applied the theory of planned behaviour in tourism research, including Boguszewicz-Kreft et al. (2020), Hsu (2013), Jeong et al. (2021), Kaplanidou and Gibson (2010), Kim and James (2016), Potwarka (2015), and Soliman (2019). Hsu (2013) found a significant influence of attitude on behaviour intentions for sports tourists in Taiwan. Therefore, this paper's proposition is: how do residents perceive Bao as sports tourism?

Perception of Bao as Sports Tourism

Sports tourism has been researched in relation to destinations, motivation, and promotion (Beard & Ragheb, 1983; Dolinting et al., 2013; Finn, 2012; Hafizan et al., 2018; Rinaldi, 2011; Snelgrove et al., 2008; Trial & James, 2001; Wann, 1995). Travassos (2008) investigated sports tourism in Portugal with an interest in major sports events. The application of descriptive analysis revealed that promotion using variables of safety, sporting events as product image, and transportation enhanced the overall destination image of Portugal (Travassos, 2008). In Malaysia, Hafizan et al. (2018) sampled 15 males and 15 females as respondents and found that the electronic board game is popular compared to the traditional Malaysian board game among the young generation. Adding to the phenomenon of sports tourism, Finn (2012) explored ski tourist motivation for active sport travel. Finn's study which was conducted in Canada was motivated by the fact that sports tourism lacked exploratory research, particularly on sports tourists travel. Finn (2012) used pattern and theme analysis and found that local culture and environment were a low contributing

factor to why sports tourists chose a destination for skiing. Hence, Finn (2012) advocated the need for more research since the dynamics of sports tourism change rapidly in terms of new activities and interests of participants. In addition, Bob and Swart (2010) advocated for diversified economies through promoting sports tourism to achieve event-driven economies, particularly in the global south.

In the context of Africa, sports tourism research is evident in connection with the concept of local economic development. For instance, the study carried out in Cameroon by Nyikana and Tichaawa (2018) utilized a mixed methods approach and found that sports tourism has a significant contribution to local economic development and that entertainment opportunities (83.3%) ranked highest as a motivation factor for visitors to Cameroon where football is the most popular sport compared to other sports like boxing and basketball. In South Africa, Swart (2001) studied sports tourism with a keen interest in curriculum design while Moshoeshoe (2014) concentrated on resident's perceptions of the 2010 FIFA World Cup. The application of a qualitative method found a general positive attitude towards the 2010 FIFA World Cup in South Africa (Moshoeshoe, 2014).

Although there are studies in sports tourism in Africa, these studies are limited to local economic developments, football, and other games as opposed to Bao. In Kenya, the study by Kahuno (2017) focused on culture and festivals and Bao was not mentioned related to sports tourism. Previous tourism studies in Tanzania have based their research on issues of culture, image destination, film festivals, digital marketing, and motivation (Jani, 2016; Kara & Mkwizu, 2020; Mkwizu, 2020; Salim, 2016; Salim & Mwaipopo, 2016a, 2016b). Therefore, this paper's scope is on the perception regarding Bao as a mancala board game by exploring the perception of Bao as sports tourism from the residents' views.

METHODOLOGY

The study area for this paper was Dar es Salaam in Tanzania at Mwenge in Kindai Art Centre because many residents, including tourists, visit this area to source handicraft items such as Bao boards, and in this area, individuals also play Bao. Bao boards are manufactured in Kindai Art Centre as per photos of Bao boards in Figures 1 and 2, which show the Bao board without the seeds and with the seeds in the pits. The seeds are also known as "Kete" in Kiswahili

language (Kahuno, 2017).



Figure 1. Bao board without the seeds
Source: Photo by the Researcher



Figure 2. Bao board with the seeds
Source: Photo by the Researcher

As emphasized by Dewasiri et al. (2018), the qualitative method is used to explore a qualitative research question; how do residents perceive Bao as sports tourism. Accordingly, in-depth interviews were carried out to explore the perception of Bao as sports tourism. Similar studies in tourism have adopted a qualitative research method, for example, Karunarathne et al. (2021) and Wang and Luck (2021). Face-to-face interviews were conducted with the respondents in the month of March in 2019 so as to provide enriched data to avail subthemes on Bao as sports tourism. According to De Vos et al. (2011), the face-to-face approach allows the respondents to understand the subject matter. The unit of analysis is residents. Studies such as Matama and Mkwizu (2021) have applied face-to-face interviews to achieve the collection of rich qualitative data in research.

Since the population of residents visiting locations where Bao game is played is not known, this study selected respondents using purposive sampling method. The interview protocol ensured that those respondents that were available and willing to respond were interviewed, whereby a saturation level of ten respondents was achieved, and any further collection of data will not have yielded new information. Other scholars in tourism have had similar respondents for qualitative research; for example, the study by Van Winkle and Lagay (2012) had in-depth interviews with ten tourists to reveal tourist's perspective related to learning during tourism. Additionally, a saturation level is simply defined as the point at which further additional data does not lead to any new emergent themes (Given, 2016). Saunders et al. (2018) further noted

that saturation had attained widespread acceptance as a methodological principle in qualitative research.

Using an interview guide with open-ended questionnaires, the respondents were asked about their perception in terms of their motivation, awareness, and participation of Bao as sports tourism. Bryman (2012) noted that the application of open-ended questionnaires enables the researcher to have the participants' level of understanding as well as the knowledge of the phenomenon that is being investigated. The information from respondents written on a notebook served as collected qualitative data and was analyzed using content analysis by coding and categorizing the information for summarizing and interpreting the answers so as to generate the manifested themes. Content analysis has been used in tourism research by previous studies, such as Punchihewa (2021). Subsequently, the thematic analysis applied in this study generated residents' views on their perception of Bao as sports tourism.

Credibility, dependability, confirmability, and transferability are deemed necessary to evaluate qualitative data (Moon et al., 2016). This study's interpretivism approach required evaluation of qualitative data in terms of its credibility, dependability, confirmability, and transferability. The credibility involved ensuring that the questions are for the intended proportion of this study which centered on motivation, awareness, and participation, while dependability ensured that the respondents were purposively sampled and only those that were willing to take part in the interview were interviewed. Saturation level was considered, and ten respondents deemed sufficient as there was no further information to provide new themes. Confirmability was reflected in the respondents' views on how they perceive Bao as sports tourism. The transferability aspect of this study's qualitative data is not only core themes, but subthemes on the perception of Bao as sports tourism by the residents, which other researchers in future studies can use.

FINDINGS AND DISCUSSION

Respondents profile for this study is shown on Table 1. The findings for the age distribution indicated that the majority of the respondents were between 25 to 35 years old. For gender distribution, there were equal numbers of males and females. The results suggest that the male respondents were mostly middle-aged residents. The findings of this study differ from Hafizan et al. (2018) because their study's sample was limited to primary school students only whilst

this study captured residents in general. However, the gender distribution findings of this study are similar to Hafizan et al. (2018) where there is equal numbers of males and females and this shows that board games are played by both males and females. Additionally, the difference from Hafizan et al. (2018) is that the gender distribution preferred electronic board games as opposed to the traditional board games.

Table 1. Profile of Respondents

No.	Age	Gender
1	> 50	Female
2	25-35	Male
3	25-35	Male
4	> 35	Female
5	> 35	Female
6	> 50	Female
7	25-35	Male
8	25-35	Male
9	25-35	Male
10	25-35	Female

The findings in Table 2 revealed the subthemes which emerged from the core themes of motivation. The subthemes that emerged from the interviews show that for motivation, the subthemes are “leisure”, “habit”, “relaxing”, “refreshes”, “traditional game”, and “improves thinking skills”. These findings suggest that the residents’ perception of Bao as sports tourism is mainly motivated by leisure, relaxing, refreshing, improving thinking skills, playing Bao as a habit, and Bao viewed as a traditional game. The motivation subthemes of this study support Otara (2011), who opined that there are many factors which can influence people in perceiving things such as habits and motivation.

Table 2. Motivation

Respondents	Sub-themes: Motivation
1 st respondent	<i>I play Bao for leisure. As a habit. Playing Bao refreshes my mind and it is a traditional game.</i>
2 nd respondent	<i>I play Bao. Bao improves my thinking skills.</i>
3 rd respondent	<i>I play Bao as a habit. I like the sensation of winning.</i>
4 th respondent	<i>I play Bao and also sell Bao boards.</i>
5 th respondent	<i>Play Bao for leisure. It is a habit because I used to play since I was young.</i>

6 th respondent	<i>I love playing Bao. Bao relaxes and refreshes my mind. I play for leisure.</i>
7 th respondent	<i>I play Bao during breaks only for leisure.</i>
8 th respondent	<i>I play Bao and it is a traditional game. Joining others to play Bao game and also improves thinking skills such as problem-solving skills.</i>
9 th respondent	<i>I play mostly in late afternoons as leisure activity. Also, to refresh my mind after work.</i>
10 th respondent	<i>I do not play Bao but I like to watch people play Bao.</i>

Subthemes that emerged from awareness are summarized in Table 3. The core theme of awareness availed emerged subthemes which were “playing Bao attracts locals and tourists to watch Bao”, “selling Bao boards to locals and tourists”, and “playing Bao is a way to share our heritage to others”. These results imply that the residents’ perception of Bao as sports tourism from an awareness point of view is embedded in their behaviour. For example, playing Bao attracts locals and tourists to watch Bao, selling Bao boards to locals and tourists, and playing Bao is a way to share our heritage with others. These results differ from Kahuno (2017) by expanding knowledge on the phenomenon of Bao through residents’ awareness of Bao as sports tourism. The residents’ awareness of Bao as sports tourism through emerged subthemes reveals their perceived behaviour on Bao as sports tourism, thus support the theory of planned behaviour.

Table 3. Awareness

Respondents	Sub-themes: Awareness
1 st respondent	<i>Playing Bao attracts locals and tourists to also watch us. They become interested in the game and some end up buying Bao game boards.</i>
2 nd respondent	<i>When playing Bao, the locals and tourists watch us. Some even join and ask to play.</i>
3 rd respondent	<i>I play Bao with different people from locals to tourists.</i>
4 th respondent	<i>I sell Bao boards to locals and tourists.</i>
5 th respondent	<i>Locals and tourists like to buy my Bao boards.</i>
6 th respondent	<i>Locals and tourists are attracted to Bao when they see me and my opponent play.</i>
7 th respondent	<i>I sell Bao boards to locals and tourists.</i>
8 th respondent	<i>Show that Bao is a traditional game and our heritage to share with others. So, it is important to welcome locals and tourists to play Bao.</i>

9 th respondent	<i>I play Bao as it is a good game. I advise others to play and enjoy its benefits like sharpening your thinking skills.</i>
10 th respondent	<i>I assist to show locals and tourists Bao boards.</i>

In Table 4, the findings revealed subthemes on participation. The subthemes that manifested for participation were “playing Bao with friends and family”, “playing Bao with locals and tourists” dominated followed by subthemes of “encourage locals and tourists to play Bao” and “advertising is needed to elevate Bao as a sport related to tourism”. The results suggest that the residents’ perception of Bao as sports tourism in terms of participation is hinged on playing Bao with friends and family, playing Bao with locals and tourists, encouraging locals and tourists to play Bao, and advertising to elevate Bao as a sport related to tourism. The residents’ view of interest is that advertising is needed to elevate Bao as a sport related to tourism which implies that in order to boost Bao as sports tourism, advertising is essential.

The findings of this study differ from past studies such as Chan (2010), de Voogt (1999, 2021), and Lowe (1988) that did not reveal the residents’ perception of Bao as sports tourism in terms of participation and the need to advertise. The subthemes emerging from participation, especially “playing Bao with friends and family” supports Maslow’s theory in the hierarchy of belonging whilst “encourage locals and tourists to play Bao” supports the theory of planned behaviour. Additionally, the residents’ perception for advertising needed to elevate Bao as sports tourism implies that advertising in place can boost Bao as sport tourism thus the theory of planned behaviour in exploring Bao as sports tourism is supported.

Table 4. Participation

Respondents	Sub-themes: Participation
1 st respondent	<i>I play with family members as well as friends. I also like to watch people play Bao.</i>
2 nd respondent	<i>I play Bao with friends and family.</i>
3 rd respondent	<i>I have my own Bao board specifically to play with different people. I believe Bao can be a sport tourism if more advertising is done.</i>
4 th respondent	<i>I mostly like to watch people play Bao.</i>
5 th respondent	<i>Locals and tourists join us when playing Bao. Others ask to play in order to learn.</i>
6 th respondent	<i>People watch and others become interested and ask questions to learn more.</i>

7 th respondent	<i>I provide manuals so that locals and tourists can learn how to play once they purchase the Bao boards.</i>
8 th respondent	<i>Other locals and tourists do not know about Bao and have never played Bao so while playing they watch us and learn. Hence travelling is about learning so this helps to connect with tourism.</i>
9 th respondent	<i>Encourage locals and tourists to play but this is not enough for Bao as sport tourism. More advertising is needed to elevate Bao as a sport related to tourism.</i>
10 th respondent	<i>I try to be friendly when showing them the Bao boards and the manual so that they can buy and learn how to play.</i>

The subthemes that have manifested from the interviews with respondents suggest that the residents have different motives for playing Bao, such as raising awareness of Bao, participating in Bao through playing, selling Bao boards, and encouraging locals and tourists to play. Although there was manifestation of subthemes from motivation, awareness, and participation, one of the respondents highlighted that more needs to be done in terms of advertising Bao as sports tourism and this is because locals as well as tourists are attracted to Bao game, and some of them join to play when they visit the area where Bao game is being played. The results of this study are different from Kahuno (2017) because this study is based on perception of Bao as sports tourism with subthemes such as “playing Bao attracts locals and tourists to watch Bao” and “selling Bao boards to locals and tourists”.

Apart from motivation, awareness and participation, further subthemes that manifested revealed that one of the respondents’ perception of Bao as sports tourism was;

“Joining others to play Bao game hence a sense of belonging to a group”

Another respondent opined that;

“In my opinion, there is a sense of community belonging when playing Bao. This can also be a potential value for Bao as sports tourism”

These subthemes suggest that a sense of belonging in a group and community is how residents perceive Bao as sports tourism. The manifestation of “sense of belonging in a group” and “sense of community belonging” are in line with Maslow’s theory in the hierarchy of belonging.

In summary, from the subthemes, this study further found that the main themes from the subthemes are; “leisure”, “refreshing the mind”, “locals and tourists are attracted to Bao”, “play with family and friends”, and “locals and tourists join us when playing Bao”. Hence, the main findings of this study in terms of perception of Bao as sports tourism from residents’ views are leisure, refreshing the mind, locals and tourists are attracted to Bao, can play Bao with family and friends, and locals and tourists join to play Bao.

CONCLUSION, IMPLICATIONS, AND FUTURE DIRECTIONS

Conclusion

The main aim of this study was to explore the perception of Bao as sports tourism from the residents’ point of view. A qualitative approach was used to facilitate the proposition of how residents’ view Bao as sport tourism. The findings revealed residents’ perceptions of Bao as sports tourism. From the motivation point of view, the subthemes on how residents perceived Bao as sport tourism were “leisure”, “habit”, “relaxing”, “refreshes”, “traditional game”, and “improves thinking skills”. On the other hand, awareness for Bao as sports tourism is perceived by the residents’ views of “playing Bao attracts locals and tourists to watch Bao” “selling Bao boards to locals and tourists” and “playing Bao is a way to share our heritage to others”. Those views were dominant while participation was perceived through the views of “playing Bao with friends and family”, and “playing Bao with locals and tourists”.

Therefore, this study can conclude that the main findings based on main themes from the subthemes are that the perception of Bao as sports tourism from the residents is viewed as “leisure”, “refreshing the mind”, “locals and tourists are attracted to Bao”, “can play Bao with family and friends”, and “locals and tourists join to play Bao”. Further findings indicated that a sense of belonging in a group and community is how residents perceive Bao as sports tourism. This view suggests that Bao as sports tourism has the potential to embrace and nurture a sense of belonging to a group and community for those who engage in playing Bao and those who just enjoy watching others play Bao.

Implications for Research, Practice and Society

The research implication is that this study expands the literature on our understanding of Bao by exploring Bao from a sports tourism perspective, whereas past studies had focused on the original, historical, educational, and

cultural aspects. On the other hand, the practical implications of this study are country tourism stakeholders including DMOs and those in managerial positions, when making decisions for promotion activities of Bao as sports tourism to consider aspects of leisure, and that locals and tourists are attracted to Bao. Additionally, the societal implications are two folds. The first is that residents viewed Bao as a game to play with family and friends; hence it is a game played by family and friends. The second is that the society should consider Bao as sports tourism which fosters a sense of belonging to a group and community.

Suggestions for Future Studies

The qualitative paradigm was the limitation of this study. Therefore, future research in other countries, particularly those in regions where mancala board games have spread, such as Africa, the Caribbean, and South and South-East Asia can use the subthemes from this study to further understand Bao as sports tourism using quantitative methods approach for generalization purposes so as to enhance literature on Bao game.

ACKNOWLEDGEMENT

The author would like to thank the anonymous reviewers for their excellent reviewer suggestions in completing this study. Further, I would like to thank my family for their support and unconditional love.

CONFLICT OF INTEREST

There are no conflicts of interest.

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