



Terms of Reference (TOR)

Study on Sports Tourism and Events & Creative Arts in Sabah

1. Background

Sabah is globally recognised for its Culture, Adventure and Nature (CAN) tourism offerings. To enhance its tourism portfolio and economic growth, there is significant potential to develop two niches yet high-impact segments: sports tourism and events & creative arts.

Events such as the Mount Kinabalu Climbathon, tropical marathons, local music festivals, and traditional and creative art showcases offer opportunities to:

- Attract new visitor segments,
- Stimulate domestic entrepreneurship, and
- Promote Sabah's cultural identity on global platforms.

This study seeks to strategically evaluate these sectors and propose practical solutions to unlock their full potential.

2. Objectives

The main objectives of the study are to:

a. Evaluate the existing current landscape of sports tourism and events & creative arts in Sabah:

This involves conducting a thorough assessment of the current state of sports tourism and the creative arts sector in Sabah, existing events, stakeholders involved, community involvement, and other components.

b. Evaluate Economic Potential:

Quantify the current and future economic contributions of each sector, job creation, and local business stimulation.

c. Identify Infrastructure & Talent Needs:

Assess readiness in terms of venues, accessibility, services, and human capital.

d. Analyse Supply Chain Linkages and Multiplier Effects:

Map out and assess the full supply chain involved in sports and events & creative arts tourism, from local producers and service providers to end consumers, and evaluate how these sectors stimulate other industries such as F&B, logistics, retail, agriculture, and creative services.

- e. **Identify potential sports tourism and events & creative arts opportunities in Sabah that could attract tourists to Sabah.**

- f. **Propose Strategic Action Plans:**

Recommend strategies and actionable plans, marketing strategies, and investment priorities to elevate Sabah's profile in these sectors.

3. Scope of Work

The scope of this study includes, but is not limited to:

- **Geographic Coverage:** Focus on key tourism zones in Sabah, including but not limited to Kota Kinabalu, Kundasang, Ranau, Sandakan, Tawau, and Kudat.
- **Sectoral Coverage:**

Sports Tourism: Including but not limited to adventure races, marathons, cycling, triathlons, martial arts, water sports.

Creative Arts Tourism: Including but not limited to traditional music and dance, indigenous crafts, art markets, visual art installations, concerts, and cultural festivals.

4. Methodology

The consultant will adopt a mixed-methods approach comprising:

- Desk Research
- Quantitative Surveys & Qualitative Engagements
- Field Visits
- Analytical Tools, i.e., SWOT, comparative, etc

To be further elaborated by consultants

5. Deliverables

The following outputs are expected:

- a. Interim Report
- b. Final Report
- c. Executive Presentation

A final report will be presented to the Sabah Tourism Board and other relevant stakeholders for review and approval.

- d. Cleaned raw data to be shared with Sabah Tourism Board.

6. Timeline

To be proposed by consultants.

7. Expected Outcomes

- i. **Clear Picture of Current Situation**
A full understanding of Sabah's sports tourism and creative arts sectors, including key events, players, and challenges.
- ii. **Economic Insights**
Data on how much these sectors contribute to Sabah's economy now and their growth potential in the future.
- iii. **Practical Recommendations**
Actionable strategies to improve infrastructure, talent, marketing, and coordination across sectors.
- iv. **List of Opportunities**
Identification of events and creative initiatives with strong potential to attract tourists and promote Sabah.
- v. **Stronger Partnerships**
Better collaboration between the government, private sector, and communities to grow these sectors together.
- vi. **Improved Branding and positioning**
Clear ideas on how Sabah can stand out as a destination for unique events, arts, and cultural experiences.

8. Key Stakeholders

- Sabah Tourism Board (STB)
- Local sports and arts associations
- Cultural institutions and creative entrepreneurs
- Event organisers and tourism operators
- Relevant government and private sector stakeholders.