

The role of regional government in sports tourism development

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ABSTRACT

This research aims to analyze the Bima Regency government's support for the development of sports tourism. This research uses qualitative research methods that are descriptive and analytical. The analysis followed the Miles and Huberman model, including data reduction, presentation, and conclusion. This research shows that the Bima Regency government has started and will support and commit to developing tourism. It has begun to pay attention to and prioritize it by designing the Regional Tourism Development Master Plan (RIPPDA) for Bima Regency. The Bima Regency RIPPDA still needs to focus on developing sports tourism by exploiting its potential—natural resources in Bima Regency. Because RIPPDA Bima Regency only focuses on developing marine tourism, natural tourism and cultural tourism, the development of sports tourism has not been paid attention to or created. The conclusion of this research shows that the Bima Regency government's support for the development of sports tourism has not been optimal, judging from the inadequate infrastructure and security in the tourist area, and also for RIPPDA, Bima Regency has not focused on developing sports tourism.

Keywords: role of government, sports tourism, regional development

ARTICLE INFO

Article History:

Accepted : 12th August 2024
Approved : 29 November 2024
Available Online November 2024

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INTRODUCTION

Tourism and sports are two scientific disciplines that can be combined to have multiple strengths and effects on economic growth in Indonesia in general ([Satriawan, Sugiharto, Rahayu, & Nasuka, 2020](#)). Sports Tourism is a type of travel tourism for people who aim to see a sporting event somewhere. Therefore, sports tourism is receiving significant attention from the government, private sector, sports industry, tourism industry, academics and the wider community. Without the help of tourism industry groups, tourists have difficulty travelling to seek pleasure if on the trip they are not accompanied by tourism industry groups, such as travel agents or tour guides who accompany tourists to enjoy tourist destinations as destinations so that tourism development will have a positive impact on sports tourism ([Malchrowicz-Mosko & Munsters, 2018](#)).

Tourism activity is a trip organized from one place to another, aiming not to try or earn a living in the place visited but simply to enjoy the journey for tourism and recreation or to fulfil various desires ([Higham, 2020](#)). In tourism, it is known that recreational parks provide

places and different types of facilities to provide healthy physical and spiritual refreshment and contain elements of entertainment, education and culture as the leading business in certain areas and can be equipped with food and beverage services and accommodation. Tourism activities are combined with sports activities to attract tourists to visit further because sports activities do not require many requirements, and everyone has the right to improve health and body fitness through sports tourism activities. Because health and physical fitness are fundamental human rights for everyone to achieve without exception, they need to be done in a comprehensive and integrated manner by increasing awareness, willingness and ability to live healthily to achieve a high level of health.

The role of local government in developing tourism, as seen from the geographic location of Bima Regency in general, is providing infrastructure, expanding various forms of facilities, coordinating activities between government officials and the private sector, organizing and promoting general activities abroad ([Kennelly & Toohey, 2014](#)). Almost all regions in Indonesia have tourism potential, so what needs to be paid attention to are the transportation facilities, the state of infrastructure, and tourism facilities in these areas. This is the main problem.

The researcher's preliminary study interview results show that sports tourism in Bima Regency has not been fully developed or made into the regional government's development agenda. Sports tourism that has been developed in Bima Regency is Panda horse racing, Sandue beach horse racing, Mount Tambora climbing, car-free day, motor cross, tribal trail, and Kalaki beach volleyball, so it is hoped that sports tourism will have an impact on the economic sector and the tourism sector. Others include athletes' achievements at regional and national levels. In this interview, the Head of the Tourism Development Division of the Bima Regency Tourism Office admitted that "Bima Regency is a district that has enormous and extraordinary tourism potential, and is no less beautiful than tourist attractions in Lombok and Bali, which include mountain tourism, tourism beaches, arts and cultural tourism, are located at many destination points and are spread throughout the region, also because their quality and attractions are unique and diverse, but are not yet well known by tourists outside the region so the number of foreign tourists visiting is still low, because "The government needs to know and map natural resources for sports tourism and organizing sports events which can influence the development of tourism in Bima Regency."

The Bima Regency Government has designed the Regional Tourism Development Master Plan (RIPPDA) as a reference for developing regional tourism. Still, the RIPPDA has

not yet focused on developing sports tourism because only marine, natural, and cultural tourism has been developed as regional tourism. Developing all of them simultaneously is impossible because it requires high costs and limited available funds; therefore, tourism development must be based on a priority scale. In further development, the government needs to understand the emphasis on the role of tourism in social welfare, land use, protection of the social and natural environment, and preserving traditions and culture. It is not just limited to planning and developing tourism projects, but in a more comprehensive and integrated manner because tourism concerns all aspects of human life. So, the Bima Regency government should prioritize developing sports tourism because it has attraction value for visiting tourists and will be an advantage for tourist attraction managers and the local community.

Referring to research results ([Ihsan, Soegiyanto, 2015](#)) said that "the participation of the people of Bima Regency in tourism development is low, due to the low level of education and knowledge about tourism", so there is a need for synergy between the government and the people of Bima Regency to develop tourism, especially tourism. Sports can be done by utilizing the potential of existing natural resources. The task of the Bima Regency government is to balance positive and negative impacts from economic, social and environmental perspectives. Apart from the government's role, which must be maximized for tourism development in Bima Regency, there needs to be public awareness of the need to preserve the potential of existing natural resources for the development of sports tourism. Policymakers must understand that sports tourism will always positively and negatively impact local communities. If the government wants to designate an area as a potential sports tourism destination, it should plan well, considering the positive and negative impacts on local communities. So, this research seeks to examine the role of the Bima Regency government in developing sports tourism.

METHODS

This qualitative research is descriptive, analytical, and the basis of field research. It contains how data is collected, data sources and how to analyze data. This research will describe, analyze and examine the role of the Bima Regency government in developing sports tourism. Data collection techniques include observation, interviews, and documentation. The types of data in this research are divided into two, namely primary data and secondary data.

Primary data was obtained in the form of words or verbal utterances and the behaviour of informant subjects related to the role of the Bima Regency government in developing sports tourism. This data includes observations and interviews with informants (government agencies,

community leaders, tourism business actors and academics). Secondary data is obtained from documents, photographs, and objects that complement primary data.

The main instrument in this study is the researcher himself, or what is known as the human instrument. In addition, tools such as observation guidelines, interview guidelines, and documentation guidelines are used to collect data, as well as recording devices and cameras to ensure the accuracy and validity of the data. The research procedure begins with field observations to understand the communication environment of the participants, followed by semi-structured interviews to dig deeper into their experiences related to interpersonal communication. Documentation is carried out to complement and validate the data obtained from observations and interviews.

The data obtained are analyzed using the Miles and Huberman analysis technique, which includes four stages: data collection, data reduction, data presentation, and conclusion. Data reduction is carried out to filter relevant data and summarize important information, while data presentation is done narratively to facilitate interpretation. Conclusions are drawn by identifying effective communication patterns based on the data analyzed. To ensure the validity of the data, this study uses source triangulation techniques, namely comparing data obtained from management, coaches, and athletes to ensure fossil consistency.

RESULTS AND DISCUSSION

Results

The Bima Regency Government has started and will support and commit to developing tourism. It has begun to pay attention and prioritize it by designing the Regional Tourism Development Master Plan (RIPPDA) for Bima Regency. However, the RIPPDA Bima Regency has not yet focused on developing sports tourism by utilizing the potential of natural resources. It is in Bima Regency. Because RIPPDA Bima Regency only focuses on developing marine tourism, natural tourism and cultural tourism, the development of sports tourism has not been paid attention to or created. The results of the researcher's direct interview with the Regent of Bima said, "We will support and prioritize the development of sports tourism in Bima Regency as supporting the community's economy, opening up employment opportunities and introducing the natural resources of Bima Regency, with the appointment by the Governor of NTB of 10 Tourism Villages in Bima Regency "Therefore, we will immediately complete the Bima Regency RIPPDA."

The Regent of Bima and researchers have committed to immediately developing sports

tourism given the natural resource potential of Bima Regency, and the Regent of Bima has also offered that the researchers' research studies will be recommended and analyzed further into the Bima Regency Regional Tourism Development Master Plan (RIPPDA). Apart from that, the Bima Regency Government is to market Bima Regency's tourism by forming Bima Regency Tourism Ambassadors by auditioning and selecting young men and women from Bima Regency, with the hope that Bima Regency Tourism Ambassadors will socialize and market tourism in Bima Regency.

The results of this research show that government support has not been optimal in developing tourism, especially sports tourism, because, seen from the facilities and infrastructure suggestions that support each tourist attraction in the entire Bima Regency area, it is inadequate. It supports tourism activities, especially sports tourism activities, such as attractions. Nisa Bea tourism does not yet have complete facilities and infrastructure in the Nisa Bea tourist area, such as bathrooms, toilets, prayer rooms and copy rooms. Apart from Nisa Bea, researchers obtained observation results in the Pela Parado Dam area. The Pela Parado Dam area should be used as a tourist attraction. It can also be developed as a sports tourism activity, such as canoeing in the middle of the large lake at the Pela Parado Dam. However, the Pela Parado Dam area looks neglected because there is no manager to look after or manage the Pela Parado Dam tourist destination. Therefore, government support plays a significant role in developing sports tourism, seeing that the natural resource potential of the Pela Pardo Dam is too vast to be developed as sports tourism. Still, the Bima Regency government has not paid much attention to developing tourism at the Pela Parado Dam. By looking at the potential of existing natural resources, it can be seen that there are still places that can be developed as tourist destinations but are not being developed.

Government support will not be optimal in tourism development if there is no support from the community. In observations and field interviews, researchers saw that government support in developing tourism in Bima Regency would run optimally if the support and participation of the local community accompanied it. Communities have different roles and support in tourism development. For example, several communities participate in sports tourism activities in Bima Regency, such as leisure walks, bikes, and car-free days; even in preserving the Panda horse racing culture, the community is very enthusiastic as tourists who participate in sports tourism activities.

The community not only participates as visiting tourists or carrying out sports tourism activities, but the people of Bima Regency can act as tourism activists and supporters in Bima

Regency. For example, many Tourism Awareness Groups (Pokdarwis) have been formed in several tourist destination areas of Bima Regency, and each Pokdarwis is very enthusiastic about supporting the development of sports tourism; for example, Pokdarwis of Kawinda Toi Village, which is developing sports tourism such as flying fox, river tubing, and Bidadari waterfall track. Besides the Kawinda Toi Village Pokdarwis, the Lariti Pokdarwis are enthusiastic about developing sports tourism such as beach volleyball and sailing boat races. Sangiang Village Pokdarwis also does not want to lose out to other Pokdarwis in supporting the development of sports tourism in the Sangiang Village area. Sangiang Village Pokdarwis has developed sports tourism, namely the Sailboat Festival, fishing competitions, beach swimming competitions, and Sangeang Api Mountain tracking tours.

The people of Bima Regency do not all support and participate in the development of sports tourism because there are still people who do not fully support the development of sports tourism. One example is in the Wane Beach tourist destination; people are not very positive in supporting the development of sports tourism because in tourist destinations, Wane Beach still often has conflicts refusing the entry of foreign tourists who visit Wane Beach to become a surfing tourist attraction. One of the community leaders in Wane Village, whom researchers interviewed, acknowledged that the local community considers foreign tourists when carrying out tourist activities at Wane Beach. The clothing or clothing is impolite and deviates from the teachings of the Islamic religion adhered to by the local community, so the community does not accept the arrival and entry of foreign tourists to carry out surfing tourism activities at Wane Beach because the community thinks it will damage the morals and culture of the local community.

The role of the community in supporting the development of sports tourism Apart from playing an active role in tourism activities as tourists or forming tourism awareness groups, the community also supports the development of sports tourism through industrial economic activities such as travel tour agents, airport tourist taxis, tourist equipment rentals, souvenir sellers. By Bima specialty and food and drink sellers around the tourist destination area. Industrial economic activities in supporting the development of sports tourism certainly have a positive impact on the economic development of local communities because various businesses that support tourism activities certainly provide significant economic development for local communities. This was conveyed by the Head of the Creative Economy Division of the Bima Regency Tourism Office when interviewed by researchers that the economic development of the people of Bima Regency has undoubtedly grown significantly from the

development of sports tourism because the community takes part in businesses that support tourism activities in Bima Regency, resulting in unemployment. The local community is reduced because the community plays an active role in creative economic business activities and supports sports tourism development.

Discussion

Government support plays a significant role in developing sports tourism, looking at the vast potential that Bima Regency has to grow as sports tourism. Still, the Bima Regency government has not paid much attention to developing tourism, especially sports tourism, even though it has started designing the Bima Regency RIPPDA. Apart from that, the Bima Regency Government is empowering the community to play a role in developing sports tourism by mobilizing the community with the resource capabilities of the tourist destination area. The goal of tourism development must be in line with the expectations of the local community, so the voice of the community must be taken into account and considered by the Government in determining tourism goals because the voice of the local community also describes how much interest the community has in the presence of tourism in the community. By combining community expectations and the tourism concept that the government will implement, it is hoped that it can benefit the local community. Tourism is a development sector; the government tries to coordinate planning with national development goals ([Pauweni, Rahayu, Winarno, Amali, & Setyawati, 2022](#)). Local governments have an adequate understanding of what tourists like or need and how local community interests can be integrated into tourism planning ([Kantola, Uusitalo, Nivala, & Tuulentie, 2018](#)). Policymakers must also understand that sports tourism will always positively and negatively impact local communities.

The Bima Regency Government, through the preparation of the Bima Regency Regional Tourism Development Master Plan (RIPPDA), is to (1). Design a Regional Tourism Development Master Plan that is comprehensive, integrated, sustainable, and competitive based on the physical and non-physical characteristics of the region, as well as the religious and cultural values of the local community. (2). Providing policy direction in developing tourism based on development policies and providing guidance on the planning required for tourism development. (3). Provides a comprehensive overview of potential cultural and tourism development, including tourist attractions, tourism facility businesses, tourism service businesses, and other tourism-supporting businesses. (4). The Bima Regency Regional Tourism Development Master Plan (RIPPDA) can be a reference for all tourism stakeholders to work together positively in cooperation mechanisms for tourism development.

The Bima Regency Government also plans to develop tourism, especially sports tourism, which is seen from the potential of its natural resources but does not yet have collaboration with the private sector or investors who play a role in developing tourism, especially sports tourism, so that it can help the Government to develop sports tourism in the destination. Bima Regency tourism. ([Masyono & Suhada, 2015](#)), the government is often prominent in tourism policy-making and coordinates and directs public and private sector policies between national, regional, and local government levels.

Tourism development is not only about profits from the tourism side but must also pay attention to the community's interests ([Amar & Satriawan, 2023](#)). The opportunity for the government to do business or be directly involved in tourism activities will at least provide economic benefits for the local community, especially in improving the standard of living and welfare of the community. According to research results from ([Edwards, 2015](#)), the development of sports tourism has shown efficacy in building local skills, knowledge and resources, increasing social cohesion, facilitating structures and mechanisms for community dialogue, developing leadership, and encouraging community participation. In the development of sports tourism, a fundamental thing is the awareness of the community itself to build their region. Providing guidance and knowledge to the public regarding the development of sports tourism will undoubtedly accelerate the emergence of this awareness ([Masrurun, 2020](#)). With the community's understanding, it is hoped that the community will be aware of the benefits of the presence of sports tourism itself so that it will bring prosperity to the community.

The research results ([G. S. Bagri & Kala, 2016](#)) show that the community must understand the impact of tourism in the region in terms of economic, social, and environmental dimensions. Community participation is the centre of attention in developing sports tourism ([Hinch, Higham, & Moyle, 2018](#)). The people of Bima Regency do not yet see full community participation in the development of sports tourism and accept the existence of tourist attractions in Bima Regency. The Bima Regency Government also has not fully collaborated with the community to develop tourism specifically for sports tourism. It seems that the community is not involved enough in managing tourist attractions even though several attractions already have Tourism Awareness Groups (Pokdarwis) formed by the Bima Regency Tourism Office, but this does not exist. All tourist attractions have Pokdarwis, so people living around tourist attractions that do not have Pokdarwis are less supportive of tourist attractions being developed by the government. So it is unlikely that the community will be able to obtain their goals and

hopes from tourism activities, let alone be directly involved in tourism activities, as well as in terms of acquiring more essential benefits, namely educating the community about tourism, its form and management and how the community can respond to the opposing views of the community. Bima Regency regarding the benefits of tourism, because so far some people in Bima Regency think that tourism can damage the local wisdom of the people of Bima Regency and reduce religious values by the arrival of foreign tourists who dress inappropriately which is considered by the people of Bima Regency.

The role of the community is very influential in developing sports tourism ([Sanusi, 2020](#)). If you look at the geographical location of Bima Regency, it is a very strategic area; this is because there is a Ferry crossing port that goes to various regions of NTT, then it is close to international tourist attractions, including Komodo Island National Park, 3-coloured Kelimutu Lake, as well as tourist attractions. Others, including Bima Regency, are used as a transit area for tourists who pass through Nusa Tenggara. This is an opportunity for Bima Regency to mobilize its community, in this case, empowering the community by providing opportunities and opportunities for the community to participate in the development of sports tourism, which can provide benefits to the local community by opening job vacancies in tourist destination areas such as selling souvenirs. Typical in tourist destination areas, tour guides, tourist taxis, and so on ([Cho, Joo, & Chi, 2019](#)). This can undoubtedly make a difference to the people of the Bima Regency tourist destination area regarding the economic growth of the local community.

The sociocultural impacts that arise or are felt by residents from the development of sports tourism areas show that local communities and visitors who come to take advantage of natural conditions also aim to exercise ([Hemmonsbey, Tichaawa, & Knott, 2021](#)). The economic impacts that arise or are felt by residents can increase the income of local communities and create job opportunities ([Shipway, 2018](#)). The environmental impact that occurs or is felt by residents from the development of sports tourism areas, namely that it can increase the intention of residents to preserve the environment, raise public awareness to create a clean environment, and maintain the beauty of the environment ([Chang, Choong, Ng, & Seow, 2022](#)).

The environment is closely guarded and preserved to maintain and even increase visitor interest. In developing sports tourism in the Bima Regency area, regional planning is needed by paying attention to land development for the recreation sector. Decentralization of the Bima Regency government is necessary so that the development of the recreation sector, such as

sports tourism, can level development in the Bima Regency area and increase prosperity in other surrounding areas. Therefore, it is necessary to pay attention to the objectives of tourism development strategies. To optimize the function of sports tourism objects in Bima Regency, efforts need to be made to develop management training education through developing an interpretation system for sports tourism objects and collaborating with related agencies, including educational institutions, research, public information, etc. It is necessary to create a partnership system with the private sector and existing non-governmental organizations in order to support the optimization of the development of sports tourism objects ([Mascarenhas, Pereira, Rosado, & Martins, 2021](#)).

The development of natural tourist attractions is part of regional tourism development and regional development in general, directly or indirectly providing more benefits for local communities. The role of the local government in developing sports tourism objects in Bima Regency is coordinating, planning, implementing and monitoring sports tourism development. There are six levels or stages in tourism development. The six stages are: 1) Discovery Stage (Exploration), tourism potential is at the identification stage and shows that the destination has the potential to be developed into a tourist attraction or destination because it is supported by unspoiled natural beauty, natural tourist attractions are still very original, on the other hand, there have been small tourist visits and they can still freely meet, communicate and interact with residents; 2) Involvement Stage, at the involvement stage, local communities take the initiative by providing various services for tourists which have begun to show signs of improvement in several periods. The community and local government have started outreach or advertising on a limited scale in certain seasons, months, or days. For example, during school holidays, there are large numbers of tourist visits; in this condition, the local government takes the initiative to build tourism infrastructure, but it is still on a limited scale. Limited quantity; 3) Development Stage: at this stage, there has been a large number of tourist visits, and the government has dared to invite national or international investors to invest capital in the tourist area that will be developed. Foreign companies (MNC) Multinational companies have been operating and tend to replace existing local companies, meaning that small businesses managed by residents are starting to be marginalized. This is due to the demands of global tourists who expect better quality standards; 4) Consolidation Stage: at this stage, the tourism sector shows dominance in the economic structure of a region, and there is a tendency for the supremacy of international networks to play a more vital role in the tourist area or destination. Tourist visits are still showing a positive increase, but there has been price competition between similar

companies in the tourism industry in the region; 5) Stagnation Stage: at this stage, the highest number of visits has been reached, and several periods show numbers that tend to be stagnant. Even though the number of visits is relatively high, the actual destination is no longer attractive to tourists. Tourists who still come are those who are repeat guests or those who are loyal tourists for various reasons; 6) Decline/Rejuvenation Stage: after stagnation occurs, there are two possibilities for the continuity of a destination ([Sihana, Irfan, Khairul Amar, Rabwan Satriawan, 2022](#)). If efforts are not made to get out of the stagnation stage, tourists will likely abandon the destination and choose other destinations that are considered more attractive. The destination is only visited by domestic tourists and is busy on weekends and holidays ([Hemmonsbey et al., 2021](#)).

The development of tourist attractions is related to regional development, which needs to be carried out by the Bima Regency regional government. Regional development is formulating and implementing development goals on a supra-urban scale ([Rahman, Wibawa, & Sumantri, 2022](#)). Regional development optimally uses natural resources through local economic development based on the primary economic activities that occur in a region. The theory of unbalanced growth views that an area cannot develop without balance, so there must be an imbalance. Investment cannot be carried out in every sector in a region equally but must be carried out in leading industries expected to attract progress in other sectors. The favoured sector is the leading sector ([S. C. Bagri & Kala, 2016](#)).

Regional development planning is increasingly relevant in implementing economic policies in regional aspects. Three essential pillars in the regional development process, namely: 1) Comparative advantage (imperfect mobility of factors). This pillar relates to discovering specific resources that are physically relatively difficult or have obstacles to moving between regions. So far, these characteristics have always been related to commodity production from natural resources, including agriculture, fisheries, mining, forestry and other primary sector business groups; 2) Agglomeration (imperfect divisibility). The agglomeration pillar is an external phenomenon that influences economic actors by increasing economic profits spatially. This occurs due to reduced production costs due to reduced distances in transporting raw materials and product distribution; 3) Transport costs (imperfect mobility of goods and services) ([J. Higham, 2021](#)). This pillar is the one that most visibly influences economic activity. The implication is that costs related to distance and location can no longer be ignored in the production and regional development process.

CONCLUSION

The Bima Regency government's support for the development of sports tourism has not been optimal, as seen from the inadequate facilities, infrastructure and security in tourist areas, and also for RIPPDA Bima Regency has not focused on developing sports tourism.

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