

## **SPORT TOURISM: THE URGENCY OF MAYBANK MARATHON AS AN INTERNATIONAL EVENT TO PROMOTE BALINESE TOURISM AND CULTURE**

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### **Abstract**

The purpose of this study is to determine the urgency of the Maybank Marathon as an international event in advancing Balinese tourism and culture. The method used to analyze the problems in this study is descriptive qualitative where researchers conducted various interviews with marathon participants and the community in Bali. The results of this study indicate that the urgency of sport tourism can be seen from the economic impact that arises where the resources involved will affect the economic movement in an area. This will also have an impact on the various investments that are present so that sport tourism is able to create maximum economic movement for an area. The existence of the Maybank Marathon as an international event will certainly affect the image and identity of Bali where this mechanism will emphasize that there is an introduction from outside nations to get to know Bali better so that they attract attention and interest to always visit Bali. In other words, it can be concluded that sports tourism is able to create benefits where areas can be promoted according to the potential of the area so that good marketing will certainly attract foreign tourists to visit the city of Bali.

**Keywords:** Maybank Marathon, Sport Tourism, Culture, Tourism, Bali

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### **A. INTRODUCTION**

Indonesia as a country with tourism potential is one of the attractions that upholds the complexity of culture, customs, languages and other diversities. With a very large area and beautiful tourist attractions, especially marine tourism, the natural charm of Indonesia is increasingly radiant. Tourism is one of the potential mechanisms that can be taken into account considering all the beauty it has is able to create sustainable development. Therefore, tourism is one of the sectors that must be considered considering the urgency it has is able to provide a major influence on the progress of the country of Indonesia.

Currently, the tourism sector has developed rapidly in Indonesia, especially since the introduction of the concept of sports tourism which has been able to make Indonesia a country that is able to improve its quality of life when sports and tourism can be well integrated. (Isnaini & Hasbi, 2020). Therefore, the government began to pay attention to the development of sports tourism where this is very beneficial for Indonesia where the more people know the beauty of Indonesian tourism, the more it will influence the progress of Indonesia itself.

Maybank marathon is one of the running events where it has become one of the sport tourism. Bali is one of the places chosen in the international event by combining the existing culture and the beauty of the tourist attractions it has. The magnitude of the Maybank Marathon event has become an event that has entered the world athletics calendar where this opportunity is increasingly increasing interest in the introduction of culture and tourist attractions in Bali.

Sport tourism or in Indonesian, generally understood as sports tourism, is any travel activity carried out by individuals or groups to visit a special destination that organizes sports activities and participate in

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Received: September 16, 2024; Revised: December 11, 2024; Accepted: December 30, 2024

or watch sports events. (Main, 2024). The new mechanism that was born through sport tourism makes demands on resource expertise so that this paradigm is able to demonstrate its effectiveness in increasing tourism. (Wake Up, 2020). Without seriousness, this concept will be utopian and will not find efficiency and effectiveness in the development of a region. (Rangkuti et al., 2024).

Several studies related to sport tourism have been widely studied by various scientists. The first study conducted by Abdillah emphasized on sport tourism that can provide economic progress for Lake Toba. (Widianingsih et al., 2023). The scientific contribution of this article emphasizes the increase in the community's economy with the existence of tourism spots that make the community start to be empowered in increasing the economy in Lake Toba. Second, the research conducted by Juliansyah Putra emphasizes the effects of the Asian Games in the sports tourism festival (Putra et al., 2021). The scientific contribution produced emphasizes the influence given in the introduction of tourism in Palembang from the existence of sport tourism. Third, the research conducted by Gaffar which emphasizes on the web that is able to provide information related to sport tourism (Gaffar et al., 2019). The results of this study are that the majority of people use websites only to search for information and tend to view navigation bars, individual hyperlinks, and image maps as unimportant. This means that the level of website literacy among consumers is still low. It is important for companies to educate their consumers about how websites can benefit them.

The objectives to be achieved in this study emphasize the urgency of the Maybank Marathon which is related to sport tourism that can introduce tourism and culture in the city of Bali. So that several studies that have been put forward become the basis for researchers in analyzing problems in this study.

## **B. RESEARCH METHOD**

### **Research Type**

This research uses a descriptive qualitative method to analyze the urgency of the Maybank Marathon as an international event in advancing tourism and culture in Bali. This method aims to explore the views of participants, organizers, and the local community regarding the contribution of the Maybank Marathon in enhancing Bali's appeal as an international sport tourism destination.

### **Population and Sample**

The population in this research includes participants of the Maybank Marathon in Bali as well as the local community involved directly or indirectly in the event. The sample consists of international tourists (foreign nationals) who participate in the marathon and local Balinese residents who are part of the surrounding community as informants.

### **Data Sources**

This research utilizes two data sources: 1). Primary data, which is obtained through direct interviews with informants, including Maybank Marathon participants and local community members, as well as direct observation at the event location; 2). Secondary data which is collected from books, journals, reports, and documents that support the analysis of the impact of the Maybank Marathon on tourism and culture in Bali.

### **Data Collection Techniques**

Data collection in this research is carried out using several techniques, including: 1). Interviews, both structured and unstructured, used to obtain the views of Maybank Marathon participants and the local community regarding the event's impact on tourism and culture in Bali (Moleong, 2017); 2). Observation, involving direct observation at the Maybank Marathon site to understand the interactions and the impact of the event on the tourism environment and local culture. 3). Documentation, which involves gathering information from various articles, reports, notes, archives, and other documents relevant to the theme of sport tourism in Bali.

### **Data Analysis Techniques**

The data analysis process is carried out through four stages: 1). Data collection is conducted continuously until all related information is thoroughly gathered; 2). Data reduction, which involves filtering and condensing data to focus on key aspects that support the urgency of the Maybank Marathon as an international event; 3). Data presentation using narratives, relationships between categories, or concise explanations based on the Miles and Huberman analysis approach, to describe the contribution of the event to the promotion of tourism and culture in Bali; 4). Data verification, which involves reviewing and gathering additional evidence to ensure the accuracy and consistency of the research findings.

## **C. RESULTS AND ANALYSIS**

### **Research Findings**

The Maybank Marathon, as an international event, significantly impacts the image and identity of Bali. This mechanism highlights the introduction of Bali to foreign nations, encouraging them to learn more about Bali and increasing their interest in visiting. Specifically, Bali has an interest in benefiting from the Maybank Marathon to compete with other countries in attracting foreign tourists, thus boosting the local economy. This is also closely linked to Bali's rich culture, which serves as a positive image that Bali can present to attract more visitors. The various benefits that the local community can gain are tied to the introduction of culture and tourism, which attract significant attention, allowing Bali to showcase its charm to the world.

In connection with this, an interview with a local Balinese resident revealed:

*"The benefit of the Maybank Marathon certainly emphasizes introducing the tourism and culture we have, so our region will be known globally and foreign tourists will be more interested in exploring Bali because we have great tourist attractions and unique culture" (interview on August 12, 2024).*

From the explanation provided, it is evident that the sport tourism aspect of the Maybank Marathon has a positive impact on advancing Bali's tourism. In other words, it can be concluded that sport tourism creates benefits, where a region can be promoted based on its potential, and effective marketing can attract foreign tourists to visit Bali. Kozhokulov et al., (2019) emphasize the importance of securing local support for the tourism industry by thoroughly understanding their perspectives, an essential element for the long-term sustainability of the sector. Locals who feel involved and informed about the development of tourism in their region are more likely to support its growth and sustainability. Additionally, their study highlights that involving residents in tourism planning decisions fosters a sense of ownership and responsibility, leading to a more harmonious coexistence between tourism and the local community.

One challenge that researchers must consider is that each stakeholder group is involved differently in an event, and each may have different expectations of the event, thus assessing the importance of its impacts differently. While organizers and event managers are actively involved in organizing the event, local residents can engage actively (e.g., by volunteering or attending) or passively in the event. However, considering that local residents live in the host destination, events held in close proximity will directly affect them. Their support plays a crucial role in decisions about hosting and organizing sports events, the event's success, and further tourism development in the destination.

Therefore, broad local support and participation are necessary to ensure long-term growth. The Maybank Marathon, as part of sport tourism, falls under the category of big sports events, where its

execution is internationally recognized and enjoyed by a global audience. This mechanism can benefit the Balinese community, as the large number of participants will bring positive impacts, given the high interest of foreign tourists in the culture and tourism that Bali offers.

**Figure 1.** Maybank Marathon Bali

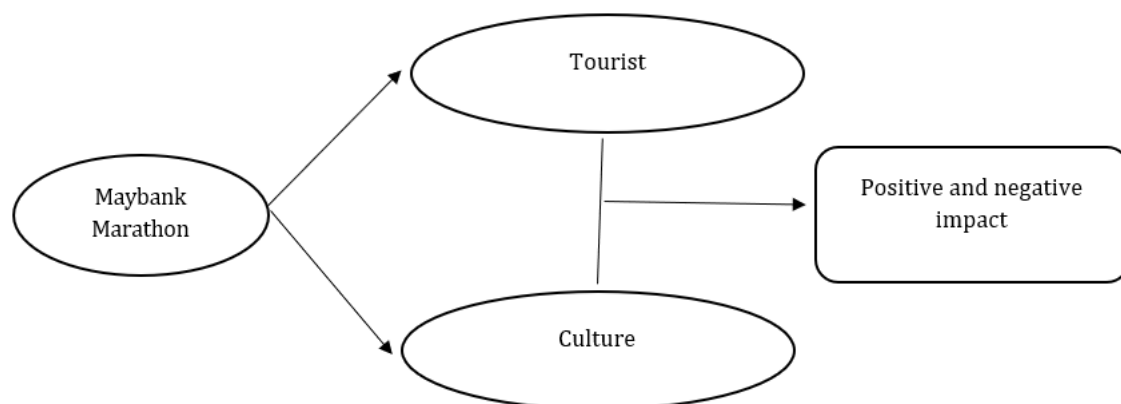


In connection with this, an interview with a foreign tourist revealed:

*“Bali is a city that is identical with the beauty of nature and culture it has, of course, we will be very happy when we visit again here. Moreover, with the existence of a big event like the Maybank Marathon, it will motivate us to come here and always want to visit it again.”*

Based on the interview above, the enthusiasm of foreign visitors to participate in the event, influenced by the stunning region and culture, will certainly make Bali more known internationally. Therefore, the government needs to optimize and synchronize policies to ensure that sport tourism can run at its full potential. Clearly, the existence of the Maybank Marathon can create an economic boost for the local community, which will also impact the culture and tourism of Bali. This further strengthens the findings in this research, where the region can demonstrate its development after the implementation of sport tourism, which positively affects the local economy. It can be concluded that changes have occurred after the Maybank Marathon in Bali, as shown in the diagram below:

**Figure 2.** Concept of Change



Source: Processed by Researchers, 2024

Based on the diagram presented above, several concepts can be drawn, where the Maybank Marathon in Bali is able to create an advantage in introducing Bali's culture and tourism to foreign tourists. However, in reality, the culture and tourism have both positive and negative impacts, which include:

**Table 1.** Positive and Negative Impacts of Maybank Marathon in Bali

Sector	Positive Impact	Negative Impact
Tourism	<ul style="list-style-type: none"> <li>• Creating benefits in terms of the economy in Bali so that the economic movement of the community is also good</li> <li>• Improving the tourism image of Bali.</li> </ul>	<ul style="list-style-type: none"> <li>• Difficulty in finding parking spaces because they are increasingly filled with tourists</li> <li>• Risk of environmental damage</li> <li>• Road damage that can occur</li> </ul>
Culture	<ul style="list-style-type: none"> <li>• Increased sense of pride that can be created by the community environment for the culture they have that can be glanced at by foreign countries</li> <li>• Increased understanding of the culture they have from a foreign perspective</li> <li>• Provide incentives for preserving local culture</li> </ul>	<ul style="list-style-type: none"> <li>• The existence of foreign cultures that can influence existing local cultures.</li> </ul>

Source: Processed by Researchers, 2024

The Maybank Marathon has a significant positive impact on the tourism sector in Bali. One of the main benefits is the creation of substantial economic gains. The presence of this event boosts the economic movement of the Balinese community, with both domestic and international tourists participating in the event. Additionally, this event helps enhance Bali's tourism image globally. Through promotion via international events like the Maybank Marathon, Bali is increasingly recognized as an attractive tourist destination, both for its natural beauty and for hosting prestigious sporting events.

However, behind its positive impacts, there are several negative effects that need to be considered. One of them is the difficulty in finding parking spaces, which has become scarce as more tourists arrive. The increasing number of tourists participating in the event makes the Bali area more crowded, which in turn affects accessibility. Furthermore, large events like this also bring the risk of environmental damage, including potential road damage due to heavy vehicle traffic. This is a major concern for organizers and local governments to manage the event wisely so as not to harm the environment.

In terms of culture, the Maybank Marathon provides a positive impact by increasing the pride of the Balinese community in their local culture. This international event introduces Balinese culture to foreign tourists, which in turn can enhance understanding and appreciation of Bali's

cultural richness. Additionally, this event serves as an incentive for the preservation of local culture, as there is a growing awareness of the importance of maintaining traditions. On the other hand, the influence of foreign cultures accompanying the event could potentially impact and alter the local culture of Bali, which needs to be carefully monitored to maintain a balance between modernity and tradition.

## **Discussion of Research**

### **Maybank Marathon as a Means of Preservation and Promotion of Bali's Local Culture**

The Maybank Marathon can be viewed as a platform for introducing and preserving Bali's local culture to the world. This event attracts thousands of participants from various countries, providing an opportunity for the people of Bali to showcase their cultural richness. Along the marathon route, participants are not only presented with physical challenges but also with breathtaking natural views and a deep cultural experience. With such international events, Bali is able to introduce its long-standing traditions and cultural heritage to a global audience, while simultaneously strengthening its regional identity. This aligns with the research by Suryani et al. (2023) which shows that large sports events can increase cultural awareness and promote destinations, transforming these events into platforms for introducing local values and traditions.

The existence of the Maybank Marathon also drives the growth of the local economy. The implementation of this sporting event brings tourists from all around the world who are eager to watch or participate in the marathon. This has a direct impact on the tourism sector, hotels, restaurants, and local service providers who experience increased demand during the event. Hosting international events like this provides opportunities for micro, small, and medium enterprises (MSMEs) in Bali to introduce local products to visiting guests. Research by Rahmatika & Murdana (2024) supports this finding, showing that international sports events contribute to the local economy by driving growth in the tourism sector and creating new business opportunities, especially for MSMEs. In addition to economic impacts, the Maybank Marathon also serves as a platform for the people of Bali to showcase their arts and traditions. From dances and music to traditional ceremonies, participants and spectators are treated to various forms of cultural expression that are deeply rooted in Balinese daily life. This event also provides a space for the people of Bali to introduce local handicrafts, such as traditional clothing and jewelry, which can be sold as souvenirs for visitors.

Environmental preservation is another aspect closely tied to the Maybank Marathon. The marathon route, which passes through Bali's green areas and natural landscapes, helps promote the importance of environmental conservation. Educational activities on environmental preservation are conducted through side events, such as sessions on the importance of maintaining natural conservation and using renewable energy. Research by Fauzie & Virgianita (2024) also shows that large sports events, such as marathons, can be used to raise awareness of environmental issues and encourage participation in conservation efforts. This helps increase participants' and visitors' awareness of the importance of preserving the environment around Bali. Through this event, Bali becomes increasingly recognized as a tourist destination that not only offers natural beauty but also has a rich cultural and traditional depth. The people of Bali, both directly involved in the event and those not, take pride in seeing their region receive more attention from the international community. Bali's identity as a cultural tourist destination becomes even stronger, making it more than just a vacation spot, but a place filled with authentic cultural experiences.

On the other hand, the Maybank Marathon also provides an opportunity for the younger generation in Bali to become more familiar with and engage in activities that elevate their cultural

and environmental values. Involving the youth in this major event gives them experiences that enrich their perspectives and strengthen their sense of ownership over local culture. Research by Rizki et al. (2023) highlights the importance of involving the younger generation in cultural and sports events, as this can strengthen their cultural identity and contribute to the sustainable regeneration of culture. This opens opportunities for a more dynamic cultural regeneration while ensuring that Bali's traditions remain relevant in the future.

### **Concept and Urgency of Sport Tourism in the Development of Economy, Society, and Environment**

One successful example of sport tourism in Indonesia is the Maybank Marathon, which has become a prestigious international event. This event not only attracts thousands of participants from various countries but also effectively promotes Bali as a prime sport tourism destination. The Maybank Marathon integrates sports with local cultural experiences, such as featuring traditional Balinese performances and local cuisine as part of the event activities. This creates an impressive experience for tourists while introducing Indonesia's rich cultural heritage. Moreover, the event significantly impacts the economy through increased hotel occupancy, local consumption, and broader tourism promotion.

Sport tourism, which combines tourism and sports, has become a new paradigm in tourism sector development in Indonesia. This concept offers great potential to enhance the economy through engaging sports activities, whether large events or recreational activities involving tourists. Sports tourism not only offers travel destinations but also creates opportunities for infrastructure development and improves human resource quality (Kawuryan et al., 2022). This is crucial to support sustainability and ensure that the impact on the local economy is both significant and positive.

According to Daud et al. (2024), sport tourism shows great potential in supporting the tourism sector by creating tourist attractions that cater to multicultural visitors. Natural attractions and cultural diversity are key factors that draw foreign tourists to Indonesia, both to participate in sports and to watch major sporting events such as the Olympics and World Championships. Organizing large sporting events provides opportunities for the tourism sector and local economy through investments in infrastructure, new job creation, and increased tax revenue (Kersulić et al., 2020).

The development of sports tourism in Indonesia must take into account the demand-supply balance to ensure that resources are available when demand increases. The Indonesian Law No. 3 of 2005 on the National Sports System states that recreational sports are activities enjoyed by people with the ability to grow and develop in accordance with local cultural conditions to improve health, fitness, and enjoyment. In this regard, sports and tourism have the same goals. While sports aim to provide enjoyment, tourism is an activity done for pleasure. According to Spillane (1987), sports tourism can be divided into two categories: 1). Big sport events is large sporting events such as the Olympics, world ski championships, world boxing championships, and other sports that are not only popular with participants but also attract thousands of spectators or fans; 2). Sporting tourism is tourism undertaken by sports practitioners, such as mountaineering, horseback riding, hunting, and fishing.

The Ministry of Culture and Tourism gives full attention to the concept of sport tourism to further develop it as a tourism product that can generate significant benefits (Silisna & Susanti, 2020). Moreover, sports enthusiasts are increasingly interested in coming to Indonesia to engage

in sports and attend events. However, areas with natural beauty also play an important role in attracting foreign tourists and generating interest in various sports activities (Susanto, 2022).

In recent years, sports tourism has attracted significant attention from researchers due to its status as one of the fastest-growing sectors in the tourism industry (Lagarensen et al., 2016). More and more tourists are exploring new destinations to watch and participate in sports events or activities. As the phenomenon of sports tourism has rapidly developed in contemporary times, it necessitates the analysis and evaluation of its economic value. Sports tourism can have positive or negative impacts on the local economy, with the potential to generate revenue for businesses such as hotels, restaurants, and transport companies. Furthermore, they emphasize the importance of gaining deeper insights into the local population's perspectives, as understanding these perceptions can be invaluable in shaping tourism policies and strategies.

The urgency of sport tourism can be seen in its economic impact, where the involvement of resources influences economic movement in a region. This will also bring about the effects of various investments, ensuring that sport tourism can create maximum economic movement in a region. Economic benefits and tourism-related benefits are seen as tangible or 'hard' impacts, and local stakeholders view the organization of events as beneficial (Mbulu et al., 2024). Economic benefits include targeted investments in sports infrastructure and events, job creation, longer tourism seasons, increased tourism, and new tax revenue.

Another contribution of sports tourism to host regions lies in infrastructure development. Tomino argues that organizing sports events requires investments in infrastructure, including stadiums, arenas, transportation networks, and new or upgraded accommodations (Kersulić et al., 2020). These investments can lead to long-term economic benefits by enhancing the region's appeal to visitors and businesses. Job creation is another substantial economic impact of sports tourism, as highlighted by Njoroge, where organizing sports events generates job opportunities in various sectors, including hospitality, tourism, transport, and construction, contributing to the overall economic growth of the region (Njoroge et al., 2017).

In more detail, several impacts of sports tourism, according to Kersulić et al. (2020), can be seen in the table below:

**Tabel 2.** Impact of Sport Tourism

Main Dimensions	Impact	Sub dimensions
Economy	Positive	Tourism development investment and profit Sports development with business opportunities Employment enhancement opportunities economic sustainability
	Negative	Overinvestment Higher cost of living Lack of strategic planning
Socio-cultural	Positive	Social heritage Educational and information capital Socio-cultural exchange Interest in sports Social sustainability
	Negative	Disorder and conflict crime and vandalism
Lingkungan Hidup	Positive	Infrastructure and urban development Regional attractiveness



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	Technology and resources
Negative	Infrastructure traffic problems
	Destruction of the natural environment

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Source : (Kersulić et al., 2020)

The positive economic impacts of sports tourism events are mainly focused on tourism development, such as increased tourism revenue, the development of tourism resources and infrastructure, and tourism promotion. The results are related to other economic benefits, such as improved destination/country image, increased investment, enhanced public infrastructure, increased business and export opportunities for local companies, new job opportunities, and sustainable economic growth. Negative economic impacts mostly refer to local residents: higher cost of living, higher housing prices, higher prices for goods and other local services, non-recoverable investments due to improper use of public funds, or lack of strategic planning.

The positive socio-cultural impacts are focused on benefits for the community, such as contributing to the social sustainability of residents' lives, social-cultural heritage, and development capital, increased social and cultural exchange, greater interest in sports and events, increased participation in sports/physical activities, community-oriented regeneration, engagement in social and cultural activities, and the educational influence of events, preservation of local traditions, as well as political and psychological benefits (e.g., increased pride and community spirit).

The most commonly cited negative socio-cultural impacts are crime and vandalism, terrorism, cultural conflicts, and lack of security. The positive environmental impacts include infrastructure development, regional attractiveness, and technology. Negative environmental impacts, on the other hand, involve traffic infrastructure problems and environmental degradation.

### **Limitations of the Study**

The research on the Maybank Marathon as a means of preserving and promoting Bali's local culture has several limitations that need to be considered. One limitation is the scope of time and location. Although the event is held annually, this study can only cover the impacts that occurred within a specific period and in a limited area around Bali. Additionally, this study only examines the positive aspects that are immediately apparent during the event, without exploring potential negative impacts that might arise beyond the event, such as changes in the community's lifestyle or broader social consequences. Another limitation is the focus on cultural and economic aspects, which does not fully encompass all dimensions of the event's impact. For example, psychological factors or the influence on the Balinese people's perception of their cultural identity may not have been systematically explored. Furthermore, this research primarily focuses on the perceptions of the local community and participants attending the event without involving further analysis of the impacts felt by groups of people who are not directly involved, such as those outside the marathon area or groups that may experience disruptions from the event.

### **D. CONCLUSION**

The urgency of sports tourism can be seen from the economic impact that arises where the resources involved will affect the economic movement in a region. This will also have an impact on the various investments that are present so that sports tourism is able to create maximum economic movement for a region. Another important contribution of sports tourism to the host region lies in infrastructure development. that organizing sporting events often requires investment in

infrastructure, including new or upgraded stadiums, arenas, transportation networks, and accommodation. This investment can generate long-term economic benefits by increasing the attractiveness of the area for visitors and business people. Job creation is another substantial economic impact of sports tourism, The existence of the Maybank Marathon as an international event will certainly affect the image and identity of Bali where this mechanism will emphasize that there is an introduction from outside nations to get to know Bali better so that they attract attention and interest to always visit Bali. In other words, it can be drawn that sports tourism is able to create benefits where areas can be promoted according to the potential of the area so that good marketing will certainly attract foreign tourists to visit the city of Bali.

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