

Analysis of Sport Tourism Development on Tourism Attractions in Lubuk Linggau, South Sumatra

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ABSTRACT

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The study aims to discover the development of sport tourism in Lubuk Linggau, South Sumatra. The study uses qualitative method in which data gathered using interview, observation and documentation. The data is analyzed using SWOT. The result shows that although the potential of sport tourism in Lubuk Linggau is very good, but there are some factors that make it hard to develop. Those three factors are the lack of good human resource in tourism, the inability for the local government to cooperate with other parties in pentahelix, and the inability to make an attractive packaging for the market. Therefore, it is suggested to develop a better access to tourism destinations and to improve the skills of tourism human resource as well as to improve the tourism-based services and increase its marketing.



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A. INTRODUCTION

The concept of sports tourism-based tourism is to attract tourists to certain destinations to spend the night (overstay) with sporting events as motivation for their visit. This implies that tourists with the main motivation of sporting events spend a lot of money and tend to stay longer at their destination and can have a domino effect on other forms of tourism. (David Hind, 2018)

Sports tourism as we know it today is an individual and / or group of people who actively or passively participate in sports competitions or recreation. It can be said that sports are the main motivation for traveling. Sports tourism is a combination of sports and tourism, which is now growing and continues to experience an increase in tourists. Although its development has only been known in the last few decades, tourism travel related to sporting activities has actually occurred since thousands years ago. One of the older writings on the relationship between sport and tourism appeared in a journal entitled, Sport and Tourism, written by Don Anthony for the Central Council of Physical Recreation in England in 1966, which looked at the possible involvement of sports in playing a role in tourism (Weed 2008: 1).

In line with the growth of sport tourism, Indonesia has also proven a lot of success in holding world-class sport events which have also had a positive impact on the development of sport tourism, including the Jakarta Mandiri Marathon, Borobudur Half Marathon, Tour de Singkarak, Tour de Ijen Banyuwangi, Musi Triboatton and others. Some of these events have been able to boost the development of sport-tourism. Sports tourism is currently able to boost the country's popularity and prove that Indonesia is not inferior to other countries. By holding a sporting event in a tourist area, it will indirectly stretch and boost the tourism economy of the area concerned as well as adjacent area. This is the domino effect of sport-tourism.

After the 18th Asian Games 2018 Jakarta - Palembang ended, the impacts were 1) Increased income for businesses (MSMEs, hotels, transportation, services, culinary and entertainment) during the activity; 2) promoting Indonesian tourism to participants in the 18th Asian Games 2018; 3) The success of the 18th Asian Games is also an opportunity for Indonesia to take advantage of opportunities to attract investors, because foreign investors' expectations of the Asian Games are very high.

Administratively, the province of South Sumatra has 13 (thirteen) Regencies Governments and 4 (four) Cities Governments, one of which is Lubuk Linggau, which has a geostrategic position by being the city of the middle Sumatra crossing connecting South Sumatra Province with Bengkulu on the west side. Lampung in the South and other areas in the northern part of Sumatra Island. With the meeting of these various traffic flows. Lubuk Linggau has become a transit city for various social, economic and cultural interests. These conditions make Lubuk Linggau a heterogeneous city. (source: www.lubuklingga.kota.go.id, 2020) From the tourism sector, Lubuk Linggau also has a growing trend of tourist visits.

The existing supporting infrastructure for Lubuk Linggau is very potential, but why Lubuk Linggau does not have a sports tourism development strategy, considering the large benefits it may obtained. For this reason, it will be the theme for this research.

Tourist Attractions Areas according to Law no. 10 of 2009 is anything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural, and man-made wealth that becomes the target or destination of tourist visits. Areas and natural tourist attractions are everything that is the target of tourism. Natural tourism area is an area that has potential and becomes a tourist concern to be developed into tourist visits such as the National Park utilization zone.

In a broader scope, the tourism area is known as the Resort City, which is a township that has a life support for the provision of tourism facilities and infrastructure such as lodging, restaurants, sports, entertainment and the provision of other sightseeing services. If the tourism area relies on natural scenery in the form of water areas as its characteristic, then the provision of facilities and infrastructure as well as entertainment or tourist attractions is directed at

The development of a tourist destination is highly dependent on three main factors, namely attractiveness, accessibility and amenities. Based on the regulation of the Government of the Republic of Indonesia No. 20 of 2005 Article 1 paragraph 3, namely development is a science and technology activity aimed at utilizing proven scientific principles and theories to improve the functions, benefits and applications of existing science and technology or to produce new technology. All activities in the development of tourism cover very broad aspects and involve various aspects of life in society, ranging from transportation activities, accommodation, tourist attractions, food and beverages, souvenirs, an atmosphere of comfort and services provided to tourists

themselves. In developing tourism, aspects are needed to support this development. The aspects that are meant are the physical aspects according to the Law of the Republic of Indonesia no. 23 of 1997. In Kapera (2018), the environment is the unity of space with all objects, forces, conditions and living things including humans and their behavior, which affects the continuity of life and the welfare of humans and other living things.

There are three attractions for tourists coming to a tourist attraction, namely:

- A. Natural Attractions are landscapes, seascapes, beaches, lakes, waterfalls, national parks, agro-tourism (agrotourism), volcanoes (volcanoes) including if in this group are fauna and flora.
- B. Build Attractions, such as buildings with attractive architects, such as traditional houses and modern buildings such as the Opera Building (Sydney), the Jam Gadang (Bukittinggi), Taman Mini Indonesia Indah (TMII).
- C. Cultural Attractions, such as historical heritage (historical building), folklore, traditional arts (traditional dances), museums, religious ceremonies, art festivals, and the like.

Sport Tourism has become a tourism industry with very significant developments around the world. The multi-multiplier impact of implementing sports tourism is in the form of economic improvement, infrastructure improvement, promotion of tourist destinations, and development of potential tourist attractions. Sport tourism has been growing in Indonesia in recent years. In the future, sport tourism must be a mainstay of the government to bring tourists, especially foreign tourists, into the country. Indonesia does have a bright prospect to become the main icon of sport tourism in the world. This cannot be separated from the great potential in the form of beautiful natural resources that we have.

Sport tourism can be an effective tourism promotion tool. Through each event that is held, the world will see and get to know Indonesia as an organizer of classy sports activities. At the same time we simultaneously show the richness of art and culture as well as the natural scenery that exists. In the future, the government needs to continue to encourage local governments to organize world-class sport tourism events. This is possible because almost all regions in the country have tourism potential with their own uniqueness and advantages.

B. METHODS

This research is a descriptive study with a qualitative approach. Bogdan and Taylor in Moloeng (2007: 4) define qualitative research as a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior from the phenomena that occur. The location taken in this study was determined purposively at 6 (six) potential natural, cultural and artificial tourism attractions in Lubuk Linggau, South Sumatra.

The main data sources in qualitative research are words and actions obtained from informants through interviews, the rest is additional data such as documents and others. To obtain data and information, the informants in this study were determined purposively or deliberately where the informants had been previously assigned. Informants are people who are involved or experience the process of implementing and formulating programs in the research location.

This research is focused on the readiness of 6 (six) potential tourist attractions (natural, cultural and artificial) and the formulation of a strategy for the development of sports tourism on tourist attractions in Lubuk Linggau, South Sumatra. Data gathered

using three ways, which are interview, observation and documentation. The data analysis technique used in this study is to use the SWOT analysis technique with a qualitative approach, which consists of Strengths, Weaknesses, Opportunities and Threats. SWOT analysis aims to maximize strengths and opportunities, but can minimize weaknesses and threats.

C. RESULT AND DISCUSSION

From the observations at the research location, and based on the theory put forward by Inskip (1991: 76-93) and Middleton (2009: 125), the researchers divided the tourism potential in Lubuk Linggau into natural tourism potential, artificial tourism potential and tourism potential. culture, this is reflected in the 6 (six) tourist attractions that have been selected by the researcher, namely

(1) Bukit Sulap (Nature Tourism),

a. Includes sports and mountain bikes (mountain bikes and downhill), because it has a track to carry out these activities.

b. Rafting, because the area is divided into water and land.

c. Hiking and enjoying the natural scenery.

(2) Temam Waterfall (Nature Tourism).

Sport tourism that can be developed, namely jogging activities, because there are paths or tracks in the form of footpaths that can be used in jogging activities. The location which is quite far from the main road makes the tourist attraction of Temam Waterfall has a low noise level.

(3) Batu Urip Traditional Village (Cultural Tourism)

The preservation of building conditions that are still traditional in this area is mandatory because it is stipulated in the Regional Regulation on Regional Spatial Planning or RTRW. The Batu Urip Traditional Village area is also designated as a cultural heritage in the Regional Regulation. Therefore, there are still many traditional activities such as Rami Almsgiving. Rami alms itself is a traditional ceremony carried out from generation to generation by the community to reject reinforcements and bring sustenance.

(4) Watervang Dam

The attraction of the Watervang Dam waterfall is a unique one that is relatively attractive to some tourists who come to visit the Watervang Dam, especially there is a suspension bridge whose floor is made of wood which is right above the waterfall, the existence of this suspension bridge is also an additional attraction because it is sufficient. adrenaline rush if tourists pass this suspension bridge and after being on top, tourists will get a different view from the top of the suspension bridge.

Around the Watervang Dam there are three food and beverage stalls, then not so far from the food stalls there are also prayer rooms and toilets. Accessibility to the tourist attraction of the Watervang dam is quite easy to achieve, because the quality of the current road conditions is very good and is only about 15 minutes from the center of Lubuk Linggau

Sport-based tourism potential development strategy.

Determining internal and external environmental priority steps is an important step in obtaining a basic overview of the strategy for developing tourism destinations in Lubuk Linggau.

1) Internal Environment Priority

Based on the results of recording the internal environment obtained from secondary data, processed questionnaires and interview results resulted in 4 (four) strengths and 4 (four) weaknesses of the internal factors for the development strategy of tourism destinations in Lubuk Linggau, as shown below:

(1) Strengths (Strength)

a. The availability of various types of actual and potential tourist objects and attractions, supported by the availability of adequate facilities and services as well as accessibility. (Based on the results of observations as well as the description of secondary data and reinforced by tourists' ratings of these elements).

b. Adequate tourism supporting infrastructure. (Based on observations in the field regarding the actual condition of tourism products).

c. The condition of the social environment is quite conducive. (Based on the results of field observations, secondary data processing in the form of an annual report from the Lubuk Linggau police and interviews with various sources such as the head of the Sports, Youth and Tourism Office, the Head of Bappeda)

d. Strategic geographical position (Based on descriptions of secondary data and results of field observations)

(2) Weaknesses (Weakness)

a. The limited funding of the Lubuk Linggau Government in encouraging tourism development. (Based on the results of interviews with various groups of respondents in this study, as well as secondary data in the form of the APBD number of the Sports, Youth and Tourism Office of Lubuk Linggau for the last 4 years: 2009-2012).

b. There is no standard tourism development plan available. (The results of observations are reinforced by the results of interviews with respondents related to planning the development of tourism destinations within the Lubuk Linggau Government).

c. Travel products that have not been packaged properly. (Based on the results of interviews with various groups of respondents in this study). d. Lack of professional staff in the tourism sector (both in the scope of government, private sector, and society). (This is based on the results of interviews with various respondents in this research, especially related fields).

Explanation of internal strategic factors that are the main priority in order to determine strategic assumptions that have previously been determined 4 priority issues of strength (strengths) and 4 priority issues of weaknesses (weaknesses).

(1) Strengths (Strength)

a) Strength 1 (S.1): Availability of various types of objects and actual and potential tourist attractions supported by the availability of facilities and services as well as adequate accessibility.

b) Strength 2 (S.2): Adequate tourism supporting infrastructure.

Supporting infrastructure for tourism activities in Lubuk Linggau was quite adequate and almost all infrastructure requirements in the framework of tourism planning as the theory used by researchers in Inskip (1991: 119-124) were found in Lubuk Linggau, so it can be concluded that the condition of infrastructure in Lubuk Linggau is quite complete and adequate, this is what encourages researchers to place adequate infrastructure as the second priority force that affects the development of tourism destinations in Lubuk Linggau.

c) Strength 3 (S.3): The condition of the social environment is quite conducive.

The data generated from observations and interviews with stakeholders in the field show that the social conditions in Lubuk Linggau strongly support the development of Lubuk Linggau as one of the leading destinations, this is what underlies researchers to place this aspect as the third priority in relation to the development of tourist destinations in Lubuk Linggau, considering the basic desire of tourists to visit a place is the belief that the place is safe and comfortable.

d) Strength 4 (S.4): Strategic geographical position.

The main thing that is used as the basis for placing the statement as strength is because the position of Lubuk Liggau is on the main route to almost all areas on the island of Sumatra is confirmed to pass through this city, so that this hat has a fairly strong role in relation to the development of tourism destinations.

(2) Weaknesses (Weakness)

a) Weakness 1 (W.1): Limited funding of the Lubuk Liggau Municipal Government in encouraging tourism development.

The funding factor is an important factor in encouraging regional tourism development, especially in developing Lubuk Liggau as a tourist destination, so the discovery of secondary data findings in the form of the Lubuk Linggau *APBD* allocated for tourism development illustrates the limited funds allocated in Lubuk Liggau.

b) Weakness 2 (W.2): There is no standard tourism development plan available.

In developing an area, of course the development plan plays an important role. Likewise in the development of tourism destinations. The tourism development plan is an absolute thing that must be owned by agencies / organizations, but this does not happen in Lubuk Linggau, so that tourism development activities become unfocused.

c) Weakness 3 (W.3): Travel products that have not been packaged properly.

Tourism products have a significant influence in the development of tourism destinations, to optimize tourism development in an area, the first thing that must be packaged properly is tourism products, so that if this is not done, the strength of a tourist destination will not mean anything because the tourism products are good. not attracting tourists.

d) Weakness 4 (W.4): Lack of professional staff in the tourism sector (within the scope of government, private sector, and society).

Reliable human resources in tourism is a factor that determines the success of a tourism destination development.

Tourism that is not supported by good quality human resources will not be able to do the best in developing tourism destinations. This is also reflected in the availability of human resources within the scope of tourism institutions in Lubuk Linggau who still have limitations in terms of human resources with competence in the tourism sector where they do not formally have human resource tourism experts who conceptually and technically master tourism management, planning and control.

External Environment Priorities

The prioritization of the tourism external environment in Lubuk Linggau serves to determine all external strategic factors of concern so that it can be addressed by tourism stakeholders in Lubuk Linggau. Below is a list of opportunities and threats that are external strategic factors in the development of tourism destinations in Lubuk Linggau, as follows:

a. Opportunities (opportunities)

a. The implementation of Regional Autonomy which gives the city government broad enough authority to develop Lubuk Linggau as tourism destinations. (Based on

the results of interviews with respondents, namely leaders of agencies, both the Tourism, Arts and Culture Office and the Head of *Bappeda*)

b. The accessibility to Lubuk Linggau is relatively very good so that it is easy to reach (This is based on field observations on the aspects of accessibility and ease of reaching the location based on tourist ratings through processed questionnaires).

c. Positive assessment of the level of satisfaction of tourists / respondents with aspects of existing activities, facilities and services. (Based on the opinions of tourists / respondents through processed questionnaires on the aspect of satisfaction levels).

d. The trend of increasing tourist visits to Lubuk Linggau in the last 3 years. (Based on the results of secondary data processing from the Sports, Youth and Tourism Office in the form of tourist visit data to Lubuk Linggau 2008 - 2011).

(4) Threats (threats)

a. Coordination across sectors / stakeholders is minimal and not yet optimal (Based on the results of interviews with respondents who in this case are the heads of agencies both from the Sports, Youth and Tourism Office, the Spatial Planning Office and Wasbang as well as the Head of *Bappeda*).

b. Weak regulatory support from the central government, especially in policies that are directly related to the development of tourism destinations in Lubuk Linggau. (Based on the results of interviews with respondents, namely the head of the Sports, Youth and Tourism Agency and other related agencies as well as secondary data processed in the form of documents of Government Regulation Number 50 of 2011 concerning the National Tourism Development Plan 2010-2025 and Presidential Decree Number 18 of 2011 concerning Spatial Planning Sumatera island).

c. The amount of fees allocated by tourists when visiting Lubuk Linggau (Based on the results of processed questionnaires from respondents / tourists).

d. The tourist rating of the tourism product image of Lubuk Linggau is not clear. (The results of the processed tourist questionnaire which resulted in data finding that most tourist visits to Lubuk Linggau were not for a vacation but to visit friends / relatives and use them for business and as a stopover for lunch before continuing their trip to other areas).

Explanation of the external strategic factors which are the main priority in order to determine assumptions of the strategic assumptions, 4 priority issues are determined. Opportunities and 4 priority issues. Threats.

(3) Opportunities (Opportunities)

a. Opportunity 1 (O.1): Enactment of Regional Autonomy which gives the city government sufficient authority to develop Lubuk Linggau as a tourism destination.

b. Opportunity 2 (O.2): Accessibility to Lubuk Linggau is relatively very good so it is easy to reach.

c. Opportunity 3 (O.3): Positive assessment of the level of satisfaction of tourists / respondents with aspects of existing activities, facilities and services.

d. Opportunity 4 (O.4): Trend of increasing tourist visits to Lubuk Linggau in the last 3 years.

(4) Threats

a. Threat 1 (T.1): Weak regulatory support from the central government, especially in policies that are directly related to the development of tourism destinations.

b. Threat 2 (T.2): Coordination across sectors / stakeholders is minimal and not yet optimal.

c. Threat 3 (T.3): The amount of fee allocated by tourists when visiting Lubuk Linggau

d. Threat 4 (T.4): The tourist rating of the tourism product image of Lubuk Linggau is still unclear.

SWOT Strategy

Indicators that can be implemented and developed in order to support the optimization of the potential for sports-based tourism in Lubuk Linggau.

1 The broad authority to implement autonomy plus adequate accessibility is a very good basis for creating policies for the development of various types of tourist objects and attractions

2 Adequate accessibility to Lubuk Linggau, is the basic capital to encourage the mobility of tourists to enjoy the availability of various types of objects and tourist attractions in Lubuk Linggau.

3 Positive assessment of tourists on aspects of activities, facilities and services will encourage the improvement of the quality of various types of tourist objects and attractions

4 Optimizing the promotion of the diversity of tourist objects in order to maintain the trend of increasing tourists visiting Lubuk Linggau

5 The implementation of autonomy encourages local governments to create policies that further improve the already good tourism infrastructure

6 Adequate infrastructure plus accessibility to Lubuk Linggau which is easily accessible will encourage an increase in the number of visits and length of stay of tourists

7 Increase the positive rating of tourists on the aspects of activities, facilities and services, with adequate infrastructure capital

8 Maintaining the trend of increasing number of visits, with adequate infrastructure, tourists can increase the length of stay in Lubuk Linggau.

9 The broad powers of implementing autonomy will encourage creation that prioritizes the interests of hosts and guests. In order to be mutually beneficial

10 Priorities for increasing the assessment of a sense of security and comfort with easy accessibility to Lubuk Linggau which is supported by good social environmental conditions

11 Maximizing conducive social environmental conditions by increasing the rating of "satisfied" tourists to "very satisfied"

12 Maximizing the trend of increasing the number of visits and increasing the length of stay of tourists by taking advantage of the conducive social situation

13 Maximizing the opportunity to become a destination visited by many tourists due to its strategic position with the creation of policies that can make tourists who only pass by with a long stay in Lubuk Linggau

14 Opportunity to develop programs that lead to Lubuk Linggau as a leading destination in South Sumatra because it is supported by a strategic position and not accessibility to a good location

15 Geographical position that makes it easy for tourists to visit Lubuk Linggau, this should be a priority in making policies that can attract tourists to visit

16 Intensifying communication with regional and national government agencies will optimize the potential for various types of tourist objects and attractions

17 Intensifying communication with government agencies between work units and other local institutions will be able to optimize the potential for various types of tourism objects and attractions to be developed into superior tourist destinations

18 Assessing the effectiveness of financing, especially regarding accommodation, transportation, tourist shopping centers, so that tourists can get price certainty according to their motivation to visit Lubuk Linggau

19 Creating a program that focuses on a product for imaging the mainstay tourism products in Lubuk Linggau

20 Building intense formal and informal communication with national tourism institutions, both government and private (non-government)

21 Striving for optimal communication by building intensive cooperation with various work units that are directly or indirectly related to the development of local tourism

22 Analysis of the costs allocated by tourists needs to be studied more comprehensively, so that costs can be economical by involving the tourism industry as users of existing infrastructure in Lubuk Linggau

23 Programs that focus on strengthening the image of mainstay tourism products in Lubuk Linggau, by utilizing communication infrastructure and internet networks that reach a wider market

24 Efforts to communicate with the central government must be carried out with various efforts, one of which is to create a program that directly invites central policy managers to come directly to experience the conducive social environment in Lubuk Linggau

25 Communication with various related work units will increase understanding of the importance of strong coordination, this is done by carrying out joint activities in the community whose social environment is very conducive to the implementation of the scheduled events.

26 Conducive environmental conditions can attract investors to participate in the provision of tourist facilities, with the development of existing tourist facilities and facilities, price competition will be very competitive, this can affect the overall allocation of costs for tourists in Lubuk Linggau because tourists will have many choices in fulfilling the his wish

27 Building an image as a tourist destination that is safe and comfortable in its social environment, will be one of the efforts that can project an image as a safe and comfortable tourist destination for tourists

28 Intensive communication built by convincing the central government about other potentials that Lubuk Linggau has

29 Efforts to discuss the problem of joint destination development with cross-sectoral must be more intensive considering the strategic geographical position will make the Lubuk Linggau as the center of community mobility

30 A strategic position should have an advantage for tourists in terms of saving costs incurred for the benefit of traveling, this will encourage a deeper study program regarding the cost of traveling to Lubuk Linggau, especially in the aspects of transportation and accommodation

D. CONCLUSION AND SUGGESTIONS

Some of the conclusions are as follows:

1. Various sports-based tourism products are supported by good accessibility and complete infrastructure that become unbalanced due to unprofessional packaging, and there has been no concrete effort to develop tourism products. The sport is a tourist attraction that has benefits and sales value for the community, especially in the economic sector. From the research conducted, the researchers concluded that one of the causes of the unpackaged condition of tourism products is the lack of professional human resources in the field of sports event management.

2. The tourist market segmented for sports-based tourism for Lubuk Linggau has a large enough opportunity to develop. The high preference of tourists for tourism activities that support the development of sports-based tourism can be carried out in Lubuk Linggau, such as culinary tours and enjoying natural scenery, as well as tourists' satisfaction with the aspects of activities, facilities and services in Lubuk Linggau. It takes the right strategy in determining the target market that you want to focus on so that the development of sports-based tourism destinations is truly effective and efficient. As for the amount of costs incurred by tourists when visiting Lubuk Linggau and the fact that tourists assess the tourism image of Lubuk Linggau is still unclear, it can be concluded that this occurs due to many interrelated factors. The most significant effect is related to the packaging of tourism products that do not have a selling value.

3. The government is considered to have not been synergized and not comprehensive. This is due to a lack of coordination between work units within the government, private sector and the community, resulting in overlapping programs. As a result, adequate infrastructure support, strategic geographical position and good accessibility have not finally provided significant strength in the development of tourism destinations in Lubuk Linggau. Another conclusion is that the budget collected by the government for the development of sports-based tourism is very limited, so that programs aimed at supporting the development of tourism destinations are less sharp.

Recommendations for a sports-based tourism development strategy in Lubuk Linggau

1. To develop sports-based tourism and its supporting infrastructure. This policy is important because generally tourists visiting an area are more dominant for holidays with a purpose to visit tourist objects. An area that has many and attractive tourist objects tends to be visited more frequently and visitors stay longer. Therefore, the development of tourist objects and their supporting infrastructure needs attention in the context of developing the tourism industry

2. To develop the quality of the business-based tourism services. This policy is important because the hotel and restaurant industry has the greatest direct impact. Meanwhile, the other kinds of tourism industry usually have a lower direct impact compared to the hotel and restaurant industry, which is an industry that at any time (directly) requires tourists visiting a place, especially those who will stay a day or more.

3. Development of the Implementation of Tourism Promotion and Marketing related to sporting events. This policy is important because through the development of the promotion and marketing of sports-based tourism destinations, the flow of tourists visiting both foreign, domestic and local tourists can increase, especially active and passive sports tourists. Tourist visits to an area will benefit the area, both in the form of increased production, income, expansion of employment, government revenue, and so

on. Although it cannot be denied that an increase in the number of tourist visits to an area can have a negative impact on the area

4. Human resource capacity development and public awareness in managing sports-based tourism destinations. This policy is important because human resources (HR) managing tourism, both government and community human resources, play an important role in developing tourism destinations in an area. The role of the government, for example, is needed in ensuring stability and security, cleanliness, competitiveness of the tourism industry and in creating a business climate that is conducive to investment in the tourism sector. Likewise, the role of the community is important, especially in awareness and concern in tourism activities.

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