



Development of tourism village as sports tourism based on wisdom local for improving the local community economy

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Abstract

Bima Regency has not yet established a sports tourism village incorporating local wisdom. So, the study aims to develop village tours as tourist sports based on local wisdom to increase the public economy. Research is a type of research and development that uses the ADDIE development model. The sample for this study was Lambu Tourism Village, which was chosen for its potential scenic attractions. The study subjects consisted of two expert validators in sports tourism, two expert validators in general tourism, and visitors to the tourist site who served as trial respondents. This research instrument used a validation questionnaire given to expert validators and a feedback questionnaire to visitors to tourist attractions. The data analysis methods employed included quantitative descriptive analysis for assessing needs, expert validation of the product based on average scoring, and product feasibility testing measured by the percentage of community acceptance. The results of the validation of material experts from 2 validators, namely sports tourism attraction experts, validate sports tourism attractions, so the result is an average score of 89.5%, which shows that the sports tourism material is very feasible. Furthermore, expert validation is carried out with 2 validators, namely experts in the field of tourism, to validate sports tourism villages so that the validation results with an average score of 80.5% indicate that it is very feasible. So, this research is a novelty of a local wisdom-based sports tourism village that can improve the economy of local communities in Bima Regency.

Keywords: Tourism village, sport tourism, wisdom local, local community economy.

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INTRODUCTION

Bima Regency so far This has 10 villages tourism determined by the Government West Nusa Tenggara Province in 2020, namely Kawinda Toi Village, Piong, Labuhan Kenanga, Oi Panihi, Sambori, Maria, Soro, Risa,

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Panda and Tolotangga. Government Bima Regency has planned Parent Development Regional Tourism as a reference for developing tourist areas, but it has not yet focused on developing tourist sports. Village tourism in Bima Regency generally has the potential for a unique nature and culture. This includes mountains, rivers, lakes, beaches, and inheritance culture like traditions, arts, and cuisine typical. The development of village tourism that utilizes the rich local nature and culture can become a power pull for tourists (Satriawan Furkan et al., 2024). However, in rural or remote areas, the opportunity for work is often limited. Industry tourists grow in an area, and inequality in income often occurs between the community involved directly in industry tourism and society that does not (Satriawan, Zulharman, et al., 2024). This is seen in several cases of object tourism in Bima Regency. In several cases, the economy of the benefits from tourists tends to flow to big companies or external investors, not to the local public in a direct way. This can happen if tourist sports development does not involve active participation and ownership of locals, so the economy is low and not maximum (Carneiro et al., 2018).

Some public locals benefit directly from tourism, while others do not. This can cause tension social among residents (Kim et al., 2015). The development of tourist sports must be responsible for ensuring the protection of the environment and the conservation of inheritance culture (Gozalova et al., 2014). The local community needs to be involved in the management of destination tours alone, through the formation of group or institution managers of tourism, for a sustainable environment and local wisdom can be maintained. Modern travellers tend to look for different and authentic experiences. Tourism sports like trekking, hiking, or water sports can become a power pull for tourists looking for adventures and physical activities (Gibson, 2017). Appropriate to the results, the study concludes that merging activity sport with the wisdom of local and cultural village villages can interest tourists who want to do more than just holiday (Taleghani & Ghafary, 2014). In some destination tourism, the income of the local public depends on the season tour. During quiet season, income can

decrease significantly, increasing the vulnerability of the economy to fluctuation. Developing village tours as tourist sports based on wisdom can encourage opportunities new for the public to work in industry tourism, such as becoming guide tourism, tour operators, or trader local (Higham, 2020).

Tourism villages in Bima Regency possess substantial potential for transformation into sports tourism destinations that integrate local wisdom. Leveraging the region's natural and cultural resources, these villages can contribute significantly to the local economy by increasing community income, generating employment opportunities, ensuring equitable economic distribution, enhancing public participation, and fostering self-reliance. The integration of sports tourism within tourism villages not only strengthens the tourism sector but also fosters a sustainable economic framework, improves the well-being of local communities, and promotes regional cultural heritage on a broader scale (Dong et al., 2022). Developing tourism villages as sports tourism destinations focusing on local wisdom yields considerable economic advantages for the surrounding communities. A sustainable and inclusive development strategy ensures these benefits are distributed equitably, reducing economic disparities and enhancing overall community welfare (Da Mendez et al., 2025). Thus, active collaboration among the government, investors, and local residents is essential to maximize the development of tourism villages in Bima Regency, ensuring long-term economic benefits and sustainable growth.

The development of these destinations must also integrate strong elements of environmental sustainability and social welfare into planning and implementation strategies. With local communities playing an active role, sports tourism can become an inclusive and transformative sector that supports regional economic advancement. Nonetheless, one of the key challenges in this development lies in the seasonal nature of tourism demand, which may result in inconsistent income streams for local residents. A comprehensive approach that incorporates local wisdom must be adopted to address this. Such an approach should emphasize community empowerment, ecological sustainability, and cultural

preservation, ensuring that sports tourism delivers stable economic outcomes and plays a pivotal role in protecting the natural and cultural heritage of Bima Regency (Da Mendez et al., 2025).

Description of the above problem as a base for research, so that formulation problem in study is how to develop village tours as a tourism sport based on wisdom local for increasing the economy of public locals. To answer formulation the above problem, then study this aiming for develop village tour as tourist sport based on wisdom local for increase economy public local. Based on related facts and data context, the above problems to increase the economy public in Bima Regency through the development of village tours as tourist sports based on wisdom local. The development of village tourism in Bima Regency as a tourist sport based on the wisdom of locals can be one of the solutions for increasing income and creating opportunities for residents to work. By utilizing source power from existing nature and culture, society can develop efforts for sustainable tourism. The establishment of this local wisdom-based sports tourism village is expected to boost the local community's economy. Tourism village sport is based on the wisdom of the locals in question. This is attractions tourism that connects with customized sports activities and the state of a region in an object existing tourism. For example, develop attractions such as sports race racehorse beaches, ntumbu tuta, game traditional, and games gantao. As far as this research goes, many are developing tourist sports, but there is not yet someone developing village tours with tourist sports.

The research team also analyzed potential village tourism in Bima Regency as development tourist sports, but not yet started to develop potential village existing tourism as attractions tour sports. Based on research that has ever been done previously, the novelty of the study is to develop village tours as tourist sports based on local wisdom to increase the economy public. The hope is to increase the economy and provide recommendations to the regional government to focus on developing tourist sports through village tourism in Bima Regency.

METHOD

This study employs a Research and Development (R&D) design using the ADDIE development model. The ADDIE model was selected because it offers a systematic, structured approach widely adopted in educational and program development. ADDIE is an acronym representing the five sequential phases in the development process: Analysis, Design, Development, Implementation, and Evaluation. The research stages in this study are described as follows:

- 1) Analysis: This initial phase focuses on planning the development of village tourism through a needs analysis to identify existing problems in tourism villages in Bima Regency. The purpose is to determine what is required to resolve those problems effectively. Key indicators of success at this stage include an analysis of the tourism potential of the villages, identification of existing and potential sports tourism attractions, and assessment of the economic conditions of local communities.
- 2) Design: This stage comprises two main components: the conceptual design of the tourism village as a sports tourism destination based on local wisdom and the design of instruments intended to enhance local community income. The design phase has already been completed, with initial outputs including a draft design of a sports tourism village concept grounded in local wisdom. Achievement indicators at this stage include the availability of a preliminary product draft that aligns with the envisioned tourism model.
- 3) Development: The previously designed concept is realized and translated into a tangible development product at this stage. The process involves constructing the sports tourism village model, referred to as Draft 1, and developing related instruments for community income improvement. Following product development, the draft undergoes validation by a panel of experts to assess its validity and feasibility. This stage concludes with revisions made based on feedback and suggestions provided by validators. Achievement

indicators include expert validation results indicating feasibility, along with documented revisions to enhance product quality prior to implementation testing.

- 4) Implementation: The implementation phase aims to collect empirical data regarding the practicality and effectiveness of the developed sports tourism village model based on local wisdom. This phase involves pilot testing the validated product in the tourism village area. The initial trials are conducted in a limited setting using a one-to-one approach, followed by revisions based on the outcomes of the limited trial. Success at this stage is indicated by empirical field testing results and evidence of revisions made to improve the product further.
- 5) Evaluation: In the final stage, a comprehensive evaluation is conducted to assess the developed product based on the findings from the implementation phase. This includes reviewing data on product effectiveness, practicality, and impact, with the goal of producing a refined and validated model of a sports tourism village that integrates local wisdom. Evaluation is critical to ensure the final product meets quality standards and is suitable for broader application in tourism development.

The study selected Lambu Tourism Village as the research site due to its promising scenic and tourism potential. The research participants consisted of four expert validators, two in sports tourism and two in general tourism, as well as site visitors who served as respondents during the trial phase. Research instruments included a validation questionnaire for expert reviewers and a feedback questionnaire for visitors to the tourist destination.

Data analysis was conducted through the following stages:

1. Expert Validation Analysis: Data from expert validators were collected using a standardized validation sheet. Each expert provided assessments using a rating scale, and scores were averaged and converted into percentage values to determine the overall feasibility level of the product.

2. Visitor Trial Analysis: Data were gathered through feedback questionnaires completed by tourists. The average scores from respondents were calculated to assess their acceptance of and satisfaction with the developed sports tourism model based on local wisdom. Evaluation focused on several aspects, including the appeal of tourist attractions, perceived economic benefits, overall visitor satisfaction, and the extent to which local wisdom was reflected in the tourism experience.
3. Economic Effectiveness Analysis: This stage involved a descriptive analysis of data gathered during the trial phase to understand visitors' perceptions of the tourism model's impact on local economic activities. Supporting data were derived from field observations, informal interviews, and a review of relevant documents pertaining to economic changes within the tourism village.

RESULT

The development research process in this study follows the ADDIE model, which includes five systematic stages: analysis, design, development, implementation, and evaluation. Each of these phases is elaborated as follows.

Analysis

In this phase, the research identified the development needs of sports-based tourism villages in Bima Regency. The findings indicate that several villages possess strong potential to be transformed into sports tourism destinations rooted in local wisdom. Nevertheless, the analysis revealed various challenges, including inadequate infrastructure, low levels of community participation, and the absence of effective promotional strategies for sports tourism. Based on these findings, key areas requiring attention were identified: the development of attractive sports tourism products, improvement of tourism-supporting infrastructure, and implementation of community empowerment programs to boost income generation through tourism-related activities.

Design

The design stage aimed to formulate a tourism village concept grounded in local wisdom adapted to the region's geographic and cultural characteristics. The initial design incorporated diverse sports activities such as trekking, rafting, trail running, cycling, and horse racing. Complementary to this, economic empowerment strategies were designed to increase local income, such as training local tour guides, creating sports equipment rental services, and promoting culinary businesses utilizing traditional ingredients. The output of this stage was an initial blueprint of a tourism village integrated with sports tourism features and rooted in local culture, which would be further refined in the development phase.

Development

In the development phase, the draft product, referred to as Draft 1, was created, including detailed tourism routes, tour packages, and economic empowerment strategies for the community. This draft underwent a validation process by experts in the fields of tourism, sports, and creative economy to determine its feasibility and alignment with development goals. Based on expert feedback, several revisions were made, which included enhancing safety features on trekking paths, adding rest points on cycling routes, and strengthening digital promotion strategies, which are summarized in Table 1.

Table 1. Product eligibility criteria (Sugiyono, 2019).

Score in Percent %	Eligibility Category
<21	Unworthy
21-40	Not feasible
41-60	Quite decent
61-80	Worthy
81-100	Very Worth It

Following the development of the initial product, subject matter experts conducted validation. The validation process involved the use of a structured questionnaire filled out by the validators to assess the quality and relevance of the developed material. The results of this validation are presented in Table 2 and visualized in Figure 1. This evaluation aimed to determine the extent to which the material was feasible and valid for implementation.

Table 2. Results of material expert validation

Validators	Number of Questions	Percentage	Criteria
Subject Matter Expert 1	15	94.0 %	Very Worth It
Subject Matter Expert 2	15	85.0%	Very Worth It
Average		89.5%	Very Worth It

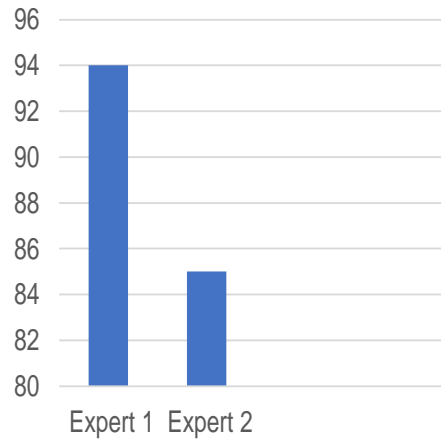


Figure 1. Percentage of expert validation results

The validation of the instructional material was carried out by two subject matter experts who assessed content quality, language clarity, and usability using a 15-item questionnaire. According to the evaluation, Expert 1 assigned a score of 94.0%, while Expert 2 gave a score of 85.0%, resulting in an average score of 89.5%. Based on established criteria, scores between 81% and 100% are categorized as "Highly Feasible." Thus, the material is deemed highly appropriate for use, requiring no significant revisions. These results affirm the content's quality, coherence, and alignment with the learning objectives, while any additional input from experts may still be considered during final refinements.

In addition to material validation, the instrument developed for assessing tourism potential was also validated by two tourism experts. Their evaluations are presented in Table 3 and illustrated in Figure 2.

Table 3. Tourism expert validation results

Validators	Number of Questions	Percentage	Criteria
Tourism Expert 1	15	74.0 %	Worthy
Tourism Expert 2	15	87.0 %	Very Worth It
	Average	80.5%	Very Worth It

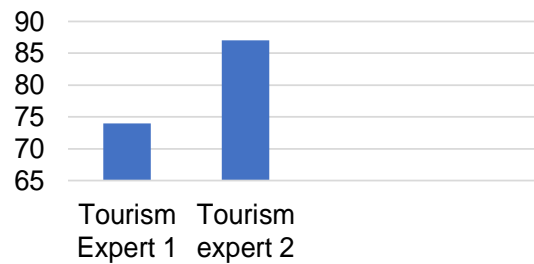


Figure 2. Percentage of Validation Results of Tourism Experts

Based on Table 3, the validation of the instrument by the two tourism experts yielded the following results: Expert 1 assigned a feasibility score of 74.0%, which falls into the “Feasible” category, indicating that while the instrument is usable, it may benefit from refinement. Meanwhile, Expert 2 gave a score of 87.0%, which falls under the “Highly Feasible” category. The average of both scores was 80.5%, positioning the instrument in the “Highly Feasible” range. This suggests that the instrument is of acceptable quality in terms of content, structure, and relevance, and is considered valid for use in the field of tourism research and development.

Implementation

During the implementation phase, the validated sports tourism village model was tested in the field. The initial stage involved a limited trial using a one-to-one approach, where a small group of tourists participated directly in the activities. Feedback from this stage was used to refine the product. A broader field trial followed, involving more participants to assess practicality and effectiveness. The trial confirmed that the concept was well-received and contributed meaningfully to community economic welfare. After

validation and revision, the product was tested empirically in several tourism villages, with the results summarized in Table 4.

Evaluation

The evaluation phase measures the success of the program based on implementation outcomes. This evaluation was conducted through direct observations, interviews with tourists and local residents, and data analysis related to visitor numbers and community income growth. The findings reveal that the sports tourism village concept based on local wisdom effectively enhances tourism appeal in Bima Regency and positively impacts the local economy. Furthermore, this concept helps preserve local culture by promoting traditional sports. The conclusion of this phase is that a sports tourism village rooted in local wisdom can serve as a sustainable tourism development model that benefits the local community.

After being validated by material and tourism experts, a trial was conducted. The results are shown in Table 4.

Table 4. Results of the Tourism Village Trial

Tourism Village	Results	Percentage
Tourism Village 1	Effective	75%
Tourism Village 2	Effective	87.5%
Tourism Village 3	Effective	95%

Based on Table 4, the first tourism village demonstrated an effectiveness score of 75%, indicating a satisfactory implementation with scope for optimization. The second village showed improved results with an 87.5% effectiveness rate, suggesting more effective implementation and better community involvement. The third village achieved the highest score at 95%, reflecting a very successful application of the sports tourism village model. These findings imply that while all three villages benefited from the implementation, continuous improvement is still necessary—especially in areas showing lower percentages.

The evaluation phase aimed to assess the final effectiveness of the developed product based on implementation outcomes. Evaluation methods included direct observation, interviews with visitors and community members, and data analysis on visitor numbers and income growth. The

results revealed that the sports tourism village model based on local wisdom significantly enhanced the tourism appeal of Bima Regency while also contributing to the local economy and preserving cultural traditions through the promotion of traditional sports.

Overall, the findings support the conclusion that the developed model aligns with the ADDIE framework and meets the standards for product development in educational tourism and community-based initiatives. The trial results indicate that the local wisdom-based sports tourism village is highly effective in boosting the economic resilience of local communities. Consequently, this study presents a clear novelty in the form of an integrative tourism model that not only enhances destination attractiveness but also ensures sustainable economic development through local participation in Bima Regency.

DISCUSSION

Developing tourist villages in Bima Regency as a form of local wisdom-based tourism represents an innovative approach that strategically leverages the region's geographic landscape, rich cultural heritage, and potential for outdoor sports as core attractions (Gozalova et al., 2014). This approach emphasizes the integration of local traditions such as horse riding, traditional cuisine, and indigenous environmental knowledge into the tourism experience, creating a unique and authentic offering for visitors (Kim et al., 2015). The analysis stage identified several villages with strong potential for sports tourism, offering activities like trekking, rafting, trail running, cycling, and horse racing. These activities are tailored to the local environment and aligned with the socio-cultural context, differentiating them from conventional sports tourism destinations (Gibson, 2017).

Despite the promise, early development encountered significant challenges, including insufficient infrastructure (such as road access, accommodations, and sanitation), limited community participation, and ineffective marketing and branding strategies. The ADDIE development model (Analysis, Design, Development, Implementation, and Evaluation) was employed to systematically guide the program's implementation. This

model ensured that the concept incorporated physical and cultural components while emphasizing community empowerment (Siyabulela, 2016).

Validation by subject matter and tourism experts yielded high feasibility scores, with average ratings exceeding 80%, suggesting the design outputs ranging from route maps and tourism packages to empowerment programs were relevant, practical, and contextually appropriate. A critical contribution of this initiative lies in its impact on the local economy, achieved through community involvement in tourism services (as guides, equipment rental providers, and food stall operators), the creation of new non-agricultural jobs, and the promotion of MSMEs based on traditional products. Tourism activities also contributed to local financial circulation, as tourists' expenditures on lodging, food, and activities directly supported community welfare (Dong et al., 2022).

The pilot trial conducted in three tourism villages demonstrated progressive improvement. The third village achieved a 95% rating in the "Very Effective" category, reinforcing the conclusion that, when appropriately designed and executed, a local wisdom-based sports tourism model can significantly enhance economic outcomes in rural areas.

However, the tourism development in villages such as Pela also revealed several critical gaps. Although Bima Regency has allocated zones for tourism within its spatial planning documents, promotional efforts remain limited to exhibitions and printed materials, lacking the use of modern digital marketing tools such as social media, digital advertising, or influencer collaboration (Carneiro et al., 2018; Mollah et al., 2021; Hritz & Ross, 2010). In addition, there has been no systematic planning involving market analysis, target segmentation, consumer behaviour studies, or strategic branding. The absence of strong tourism branding hinders the region's potential to position itself as a competitive sports tourism destination (Yfantidou et al., 2017; Chang et al., 2022; Nasseef et al., 2017).

The current institutional structure also presents limitations. The Tourism Awareness Group (Pokdarwis) has yet to function in Pela Village.

Management remains fragmented, lacking coordination between local actors such as culinary businesses, craftsmen, and cultural performers. Moreover, the community suffers from low capacity in tourism management, poor knowledge transfer, and minimal adoption of digital tools (Theodoropoulou & Alos, 2020; Mascarenhas et al., 2021). Social issues such as mistrust and low cohesion further weaken collaboration and collective efforts in destination management.

Regulatory frameworks and benefit-sharing mechanisms are also underdeveloped. Although Pela Village has set a formal rule to guide profit distribution between community members and stakeholders, other tourism destinations lack such agreements, often leading to disputes and inequities (Slak Valek et al., 2014; Swart et al., 2018). According to Butler's tourism area lifecycle, during the development stage, there is often increased external investment, which may pose a threat to local ownership if not managed cautiously (Moradi et al., 2022; Belias et al., 2018).

This study acknowledges several limitations. The number of research subjects was relatively small, involving only four expert validators and three pilot tourism villages. While providing meaningful insights, this limited sample may not represent the broader diversity of tourism settings in the region. Furthermore, the ADDIE model, though systematic, does not account for other development models that may offer greater flexibility or context-specific adaptability. The evaluation of feasibility and effectiveness relied primarily on percentage-based validation scores and trial observations without deeper exploration into other influencing factors such as long-term sustainability, institutional readiness, or digital infrastructure.

CONCLUSION

The study concludes that developing sports-based tourism villages grounded in local wisdom presents an effective and sustainable model for enhancing tourism appeal and boosting local economies. By systematically applying the ADDIE development model, the findings demonstrate that sports tourism in Bima Regency can be successfully developed when supported by adequate infrastructure, strong community participation, and

strategic promotional efforts. The results contribute to the broader discourse on rural tourism development by illustrating how the integration of natural resources, cultural assets, and physical activities can enrich visitor experiences and generate economic opportunities for local populations.

Furthermore, the study emphasizes the importance of empowering communities to actively participate in tourism management, ensuring that economic gains are equitably distributed and cultural heritage is preserved. It recommends that regional governments, particularly in Bima Regency, formulate tourism policies that prioritize local involvement and promote tourism initiatives aligned with the principles of local wisdom. The sports tourism village model offers a promising pathway for sustainable development, merging economic, cultural, social, and environmental objectives into a cohesive strategy.

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