



## The Role of Micro Business Policies in Sport Tourism Development

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### Abstract

This study aims to analyze the effect of micro business model policy implementation and community readiness on the development of sport tourism in Cijagamulya, Ciawigebang District, Kuningan - West Java. The method used is quantitative approach with survey technique. Data were collected through questionnaires consisting of micro business actors, local communities, and related stakeholders. Data analysis was carried out using multiple linear regression to determine the relationship between independent and dependent variables. The research results show that the implementation of the micro business model policy and community readiness have a significant influence on the development of sport tourism. And based on SWOT analysis, the development of sport tourism in Cijagamulya is included in Quadrant I (Aggressive Strategy) which shows that the development of sport tourism has a strong position to continue to be developed. The results of this study confirm that the strengthening of sports tourism development in Cijagamulya is strongly influenced by the implementation of effective micro business model policies and the readiness of the community to support this sector.

**Keywords:** Sport Tourism, Micro Business Model, Community Readiness

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### INTRODUCTION

Sport tourism is one of the strategic components in regional economic development,

especially in areas that have supporting natural and cultural potential. In this case, the potential of sport tourism has a role in increasing tourist

attractiveness and supporting sustainable infrastructure development (Hu et al., 2024). Sport tourism not only contributes to the improvement of the local economy, but also plays a role in the preservation of regional culture and environment (Raso & Cherubini, 2023).

Conceptually, sport tourism is defined as a type of travel activity wherein individuals journey to a specific location to observe, participate in, or engage with sporting events—either actively or passively—within a given time frame (Higham, 2021). Sport tourism comprises several categories, including; Event-based sport tourism, which involves travel centered around attending or participating in organized sports competitions, such as running races, marathons, cycling events, beach volleyball tournaments, or regional and national championships.

Active sport tourism, where travelers engage directly in physical sporting activities such as hiking, mountain biking, paragliding, rock climbing, trail running, white-water rafting, and other recreational outdoor sports. Nostalgia sport tourism, which includes visiting historically significant sports sites or institutions, such as sports museums and iconic stadiums. Passive sport tourism, where tourists travel to watch sporting events as spectators—for instance, attending football matches or motor racing events.

The development of sport tourism in Indonesia has become a priority in the national tourism development strategy because of the potential possessed by various regions. Sport tourism combines elements of sports and tourism that are mutually beneficial and can increase public awareness of sports and promote tourist destinations (Alim et al., 2024), including Cijagamulya Ciawigebang District, Kuningan - West Java.

Cijagamulya is one of the regions with tourism destinations that hold significant potential for sport tourism, primarily falling under the categories of active sport tourism and event-based sport tourism. The area's geographical conditions are highly supportive of activities such as trail running, mountain biking, eco-walks, and community-based sports events that can be developed into annual tourist attractions.

Its natural assets, including hilly landscapes, expansive rice fields, and a socially traditional rural environment, offer unique appeal to tourists seeking sporting experiences in a village setting. Therefore, a comprehensive understanding of the forms and characteristics of sport tourism is essential to ensure that development strategies are appropriately tailored to the local context.

However, the development of this sector is not without challenges—one of the most significant being the weakness of adaptive local institutional frameworks. A strong and responsive institutional system is crucial for ensuring the sustainability of sport tourism, particularly in terms of cross-sectoral coordination, resource management, and community engagement (Kersulić et al., 2020).

In this context, two critical aspects that must be examined comprehensively are the implementation of micro business policy models and the readiness of the local community to support the development of sport tourism. The micro business policy model for SMEs in this study is understood as a set of policies and strategies formulated by the government or other relevant stakeholders to support the role of SMEs within the sport tourism ecosystem.

These policies extend beyond formal regulations to include practical support such as

access to capital, business management training, facilitation of product promotion and marketing, and the integration of SMEs into the organization of local sport tourism events.

In the context of developing sport tourism in rural areas, such policies are crucial, as SMEs act as the driving force of the local economy and serve as direct service providers for tourists. Therefore, the key dimensions of these policies includes; local regulations and incentives; financial support and access to business capital; training programs and entrepreneurial capacity building; and marketing support and product/service digitalization based on sport tourism.

Secondly, the variable of local community readiness in this study specifically refers to the readiness of SME actors or local communities to accept, support, and actively participate in sport tourism development. This readiness is multidimensional, encompassing social, economic, cultural, and knowledge-based aspects.

Socially, it reflects the community's capacity to collaborate, build partnerships, and participate in sport tourism-related communal activities. Economically, readiness is indicated by the existing business capacity, adaptability to new opportunities, and the willingness to take entrepreneurial risks. Culturally, it involves openness to tourist arrivals, receptiveness to change, and the ability to preserve local values as part of the destination's unique appeal.

In terms of knowledge and skills, community readiness refers to understanding the concept of sport tourism, digital literacy, and the ability to provide quality tourism services. Deficiencies in one or more of these aspects may significantly hinder the transformation of a village into a sport tourism destination.

These two variables are critical as they are interrelated in supporting an adaptive and sustainable institutional capacity for sport tourism. A policy that supports SMEs without being accompanied by community readiness will result in ineffective programs.

Conversely, strong community readiness without clear and structured policy support may lead to directionless and unsupported local initiatives. Hence, this study aims to address this research gap by integrating microeconomic policy approaches and community-based social approaches into a comprehensive analytical framework.

Cijagamulya is one of the regions with strong potential for sport tourism. However, to overcome the existing challenges, a strong and adaptive institutional framework is required, as it serves as a key factor in ensuring the sustainability of sport tourism development itself (Kersulić et al., 2020). In this regard, the implementation of micro business policy models and community readiness are two crucial factors influencing the effectiveness of institutional capacity development for sport tourism.

The implementation of the micro business model policy aims to encourage the involvement of small and medium enterprises (SMEs) in the development of sports tourism. A well-implemented micro business model will have a good impact on increasing the competitiveness of the local economy in creating jobs (Raso & Cherubini, 2023). However, the successful implementation of this policy depends on several factors, including government support, stakeholder involvement and the availability of adequate infrastructure and human resources.

In addition, support in the form of financing, marketing, and innovation is also needed to further strengthen micro businesses

(Mazza, 2023). Apart from the policy dimension, community readiness is also a critical component that determines the success of sport tourism development. This readiness encompasses social, economic, and cultural dimensions that influence the extent to which the community can actively participate in the transformation of tourist destinations (Tsekouopoulos et al., 2022).

Local communities are expected to possess sufficient understanding of the benefits of sport tourism and to acquire the relevant skills to support this sector. A low level of community readiness may pose serious obstacles, especially in terms of participation and the sustainability of tourism development initiatives (Ma et al., 2023).

Several previous studies have examined various aspects of sport tourism. (Nyikana & Tichaawa, 2024) emphasized the importance of integrating sports and tourism policies on a global scale, while (Malchrowicz-Mośko & Poczta, 2018) explored the contribution of sports events to local economic development.

In Indonesia, (Nusraningrum & Pratama, 2019) investigated the impact of sport tourism on the development of the creative economy in natural tourism areas in Central Java. However, most of these studies remain focused on macro-level aspects and have not thoroughly examined how microeconomic policy and social readiness influence the institutional capacity of sport tourism, particularly in rural areas.

Furthermore, studies that directly link the development of sport tourism institutions with both microeconomic policy and local community readiness are still limited. Previous research has often separated the economic and social approaches, thereby failing to provide a

comprehensive picture of the dynamics of sport tourism development at the local level.

In reality, sustainable sport tourism development requires a synergy between supportive SME policies and proactive community involvement (Herbold et al., 2020). Thus, there exists a significant research gap in simultaneously examining the influence of micro business policy models and community readiness on the institutional capacity of sport tourism.

This study aims to address this gap by employing a quantitative approach to objectively measure the extent to which the implementation of micro business policies and community readiness affect sport tourism development, particularly in terms of institutional capacity in Cijagamulya Village.

The focus on a rural local context, which has been rarely explored in prior studies, offers novelty and strengthens the academic contribution to the literature on sport tourism development based on economic and social empowerment.

Theoretically, this research contributes to the development of the concept of the relationship between microeconomic policies and social readiness and the institutional capacity of tourism. Meanwhile, from a practical perspective, the results of this research can provide input for local governments, small business actors, and community members in designing an inclusive, adaptive, and sustainable sports tourism development strategy. Therefore, this research is important to be carried out as a basis for more accurate and data-driven policy making in encouraging the transformation of sports tourism in potential areas such as Cijagamulya.

## RESEARCH METHODS

This study uses a mixed method approach, which is an approach that combines quantitative and qualitative methods to obtain a more comprehensive and comprehensive understanding of the influence of micro business model policy implementation and community readiness on the development of sports tourism in Cijagamulya.

This approach was chosen because it is able to integrate objective numerical analysis with in-depth insights based on experience and social context (Care, 2017). The population in this study consists of three main groups, namely; micro business actors; local communities living around tourist areas; and related stakeholders, such as village officials, destination managers, and representatives from tourism offices.

The sample was taken using a purposive sampling technique with the criteria of business actors involved in local economic activities related to tourism, residents who actively participate in local community activities, and policy makers involved in planning sports tourism development.

The total number of samples in this study is 150 respondents, consisting of 60 micro business actors, 30 general public, and 10 stakeholders. There are three main variables in this study. First, independent variable 1 ( $X_1$ ) is SME Micro Business Model Policy, which is a policy that supports the involvement of SMEs in the sport tourism ecosystem.

These variables are measured through four indicators; local government regulations and incentives; access to capital and business financing; facilitation of SME promotion and marketing; and training and strengthening business capacity. Each of the indicator was measured using 3-4 5-point Likert scale-based

statement items (1 = strongly disagree, 5 = strongly agree).

**Table 1.** The Demographic Characteristics of Respondents

Features	Category	Number (people)	(%)
Gender	Man	87	58%
	Woman	63	42%
Age	21-30 years old	39	26%
	31-45 years old	71	47%
Final Education	> 45 years old	40	27%
	SD/SMP	15	10%
Business Experience	SMA/SMK	83	55%
	College	52	35%
Business Experience	< 5 years	60	40%
	5-10 years	57	38%
Business Experience	> 10 years	33	22%

Source: Data processed, 2024

Second, independent variable 2 ( $X_2$ ) is Community Readiness, namely the extent to which the community is ready to support the development of sport tourism. Key indicators includes; Social readiness (willingness to collaborate, active participation); Economic readiness (entrepreneurial capacity, adaptation of opportunities); Cultural readiness (reception of tourists, preservation of local values); Literacy and skills (understanding of sports tourism, digital services). Each indicator was measured through items compiled in a closed-ended questionnaire on a Likert scale.

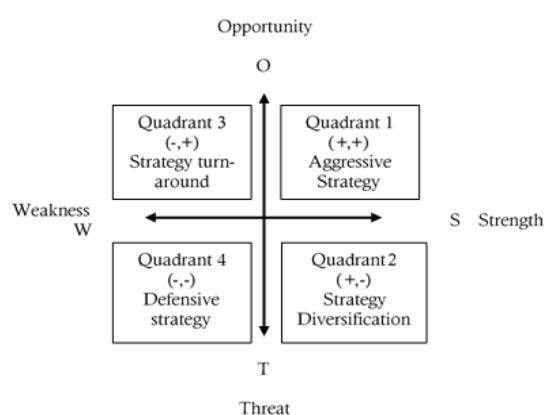
Third, Dependent Variable (Y) is Institutional Capacity of Sport Tourism, which includes; Cross-sectoral coordination; Institutional governance; Sustainability of the

program; Community participation in the institutional system.

This study uses multiple linear regression analysis as an inferential statistical method to determine the simultaneous and partial influence between independent variables on dependent variables. The empirical model tested in this study is formulated in the regression equation as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

Where  $Y$  is institutional capacity of sport tourism;  $X_1$  is implementation of micro business model policies;  $X_2$  is community readiness;  $\beta_0$  is constant;  $\beta_1$  and  $\beta_2$  is regression coefficient; and  $\varepsilon$  is error term. This model was analyzed using the latest version of SPSS software, with significance values set at  $\alpha = 0,05$ .



**Figure 1.** SWOT Matrix

Source: Data processed, 2024

The SWOT analysis was carried out as an integrative step to map the strategic position of sports tourism development in Cijagamulya based on quantitative results and qualitative interviews. The assessment is carried out through scoring based on the total average score of each SWOT component. Strengths (S) and

Weaknesses (W) are obtained from the average value of internal variables, i.e. policy and readiness, calculated from quantitative results.

Opportunities (O) and Threats (T) were obtained from the thematic coding of the interview results which were then given weighted values based on the frequency of occurrence and the intensity of perception from the informant. The SWOT matrix is then formed by summing the values  $S + O$  (strength and opportunity) and  $W + T$  (weakness and threat), then mapped into SWOT quadrants (I-IV).

This analysis serves to develop development strategies based on advantages and real challenges in the field. Quantitative data is used in identifying internal strengths and weaknesses, while qualitative data is used to explore external opportunities and threats (Pregoner, 2025).

## RESULTS AND DISCUSSION

Cijagamulya Village, located at the foot of Mount Ciremai, Kuningan Regency, is known for its natural beauty and rich culture. However, this potential has not been fully explored. Now, with a new spirit, the people of Cijagamulya are determined to develop sport tourism as the driving force of the village economy. The potential for sport tourism in Cijagamulya is very diverse. Its natural beauty offers opportunities for the development of climbing tours, mountain biking and other nature sports.

In addition, the rich local culture, such as dance and handicrafts, can be an additional attraction for tourists. To realize this vision, the researcher adopted the principles of multiplier effect theory proposed by John Maynard Keynes. They realize that every value spent by tourists will revolve in the village economy, and create a multiplier effect (Karyatun et al., 2020).

The first step taken is to increase community readiness. Skills training, such as tour guides, homestay managers, and souvenir artisans, is provided intensively. The business incubation program was also launched to support the development of local micro, small, and medium enterprises (MSMEs).

This result is in line with the situation on the ground. With the support in organizing business incubation programs and training readiness training for the local community, MSMEs in Cijagamulya began to grow rapidly. This can be seen from the emergence of business actors who open food stalls that serve Kuningan's typical cuisine, such as nasi kasreng and tofu kopek, which are increasingly visited by tourists. Bamboo and pandan weaving artisans are also increasing their production to meet the demand for souvenirs.

In addition, the people of Cijagamulya are also active in promoting the potential of their village sports tourism. They utilize social media and other digital platforms to reach tourists from various regions. Sports and cultural events are also regularly held to attract tourists.

However, the development of sports tourism in Cijagamulya does not only focus on economic aspects. The community also pays attention to social and environmental aspects. They maintain the preservation of nature by applying the principles of ecotourism. They also preserve local culture by involving the younger generation in arts and cultural activities.

Local wisdom is the foundation for the development of sports tourism in Cijagamulya. The community prioritizes the values of mutual cooperation, togetherness, and friendliness in welcoming tourists. They also keep their traditions and customs as part of the tourist attraction.

With this approach, sports tourism in Cijagamulya not only provides economic benefits, but also strengthens cultural identity and improves people's welfare. The multiple impacts of sport tourism are felt by all levels of society, from farmers, traders, to artisans. However, challenges remain. Competition with other tourist destinations is getting tighter. Climate change can also affect the potential of nature tourism. Therefore, innovation and adaptation continue to be carried out (Tanzeel your Rahman, Daud Saud, 2024).

**Table 2.** Normality Test

Method	Sig.	Information
Kolmogorov-	0,083	Normal Distribution
Smirnov		(Sig. > 0,05)

Source: Data processed, 2024

The results of statistical analysis show that the research instrument has met the requirements for validity and reliability. The results of the validity test showed that all items in the questionnaire had a Pearson correlation value above 0.30, which means that all instruments are valid.

**Table 3.** Multicollinearity Test

Variable	Tolerance	Vif	Information
Micro	0,571	1,75	Not
Business			Multicollinear
Model Policy			
Community	0,594	1,68	Not
Readiness			Multicollinear

Source: Data processed, 2024

The reliability test using Cronbach's Alpha yielded a value of 0.87 for the implementation of the micro business model policy, 0.85 for community readiness, and 0.89 for the

development of sports tourism, indicating that the instrument has high reliability.

**Table 4.** Heteroscedasticity Test (Glejser)

Variable	Sig.	Information
Micro Business	0,210	No
Model Policy		Heteroscedasticity
Community	0,237	No
Readiness		Heteroscedasticity

Source: Data processed, 2024

From the results of descriptive statistics, the number of respondents in this study was 150 people with an average score of 4.2 for the implementation of the micro business model policy, 4.0 for community readiness, and 4.3 for the development of sports tourism on a Likert scale of 1-5. This shows that in general, the implementation of micro business model policies and community readiness is in the good category.

**Table 5.** Autocorrelation Test

Durbin-Watson	Information
1,89	No Autocorrelation (Close to 2)

Source: Data processed, 2024

The results of multiple linear regression analysis showed that the regression equation obtained was  $Y = 0.45X_1 + 0.38X_2 + 1.23$  with a determination coefficient ( $R^2$ ) of 0.72. This means that 72% of the variability of sport tourism development can be explained by the implementation of micro business model policies and community readiness.

The results of the F test showed an F-calculation value of 35.67 which was greater than the F-table, so the regression model used was significant. In addition, the t-test showed that

the implementation of micro business model policies ( $t = 6.42, p < 0.05$ ) and community readiness ( $t = 5.78, p < 0.05$ ) had a significant influence on the development of sports tourism in Cijagamulya.

**Table 6.** Linearity Test

Variable	Sig.	Information
Micro Business	0,000	Linear
Model Policy		Relationships
Community	0,000	Linear
Readiness		Relationships

Source: Data processed, 2024

Based on these results, it can be explained that the implementation of the micro business model policy has a significant influence on the development of sports tourism in Cijagamulya, especially in increasing institutional capacity. In this context, the micro business model acts as a strategic mechanism that allows small and medium enterprises to contribute to the sports tourism sector through adaptive business innovation, operational efficiency, and increased local competitiveness.

**Table 7.** T-test (Partial)

Variable	T-Statistic	Sig.	Information
Micro Business	6,42	0,000	Significant
Model Policy			
Community	5,78	0,000	Significant
Readiness			

Source: Data processed, 2024

From the results of multiple linear regression analysis, empirical evidence was obtained that the better the micro business model policies were implemented, the more the

institutional capacity of sport tourism increased. This can be explained through the approach of local economic development theory (LED) which emphasizes the importance of community participation in development based on local potential.

**Table 8.** F-test (Simultaneous)

F-Count	F-Table	Sig.	Information
35,67	3,06	0,000	Significant Model

Source: Data processed, 2024

In this regard, the micro business model can become a new economic opportunity for the local community by integrating small businesses into the value chain of the sports tourism industry. In addition, this finding can also be attributed to the theory of institutional capacity put forward by North (1990), which asserts that the success of an economic policy depends heavily on a supportive institutional structure (Oleg Kichigin, Andrey Zaytsev, 2023).

**Table 9.** Coefficient of Determination ( $R^2$ )

R <sup>2</sup>	Information
0,72	72% of dependent variables are explained by the model

Source: Data processed, 2024

Strong policy implementation will strengthen coordination between stakeholders—including local governments, the sports community, and the tourism industry—thereby creating a more stable and productive business environment (Kifworo & Dube, 2024).

Furthermore, the relevance of the results of this research can be seen in the context of the theory of sustainable tourism (Sustainable Tourism Development) put forward by Butler (1980) (Holladay, 2018). With the

implementation of a community-based micro-business model, sports tourism can develop sustainably without sacrificing social, economic, and environmental aspects (Forradellas et al., 2021)

In addition, community readiness is one of the key factors in the success of sports tourism development, especially in the context of the implementation of micro business model policies (Yanes et al., 2019) The results of the analysis show that people who have a good understanding of tourism policies and are actively involved in sports tourism activities are better able to adapt and support the policy.

This readiness includes various aspects, from awareness of the economic benefits generated, involvement in sports-based tourism activities, to readiness to adopt microbusiness practices that allow them to participate directly in the sports tourism industry. With strong support from the community, the institutional capacity of sport tourism can increase significantly, creating a more self-sufficient and sustainable system (Giango et al., 2022)

From a theoretical perspective, this phenomenon can be attributed to the Community Participation Theory put forward by Tosun (2000), which emphasizes that the active involvement of the community in tourism development will improve the sustainability and effectiveness of the policies implemented (Fiona Leh Hoon Chuah, Aastha Srivastava, Shweta Rajkumar Singh, Victoria Haldane, Gerald Choon Huat Koh, Chia Kee Seng, David McCoy, 2018).

In addition, the Social Capital Theory from Putnam (1993) is also relevant in explaining how community readiness, which includes aspects of belief, social networks, and social norms, can increase the effectiveness of tourism

policy implementation. Communities that have strong social capital tend to be more ready to cooperate and support government and private initiatives in developing sport tourism (Pramanik et al., 2019).

Multiple linear regression analysis in this study shows that community readiness has a significant and positive influence on the institutional capacity of sport tourism. Key

factors that contribute to people's readiness include their understanding of policies, involvement in tourism activities, and readiness to manage micro-businesses.

Therefore, a participatory approach is needed in the development of sport tourism, where the community is involved from the planning stage to the implementation of policies.

**Table 10.** SWOT Analysis

No.	Information	Result
1	Strengths	The implementation of micro business model policies effectively supports small and medium enterprises (SMEs); the participation of local communities is active in supporting sport tourism; Cijagamulya's location is strategic and has the potential for natural attractions and sports tourism; and the regression coefficient and the results of statistical tests showed a significant relationship, indicating readiness to support the development of sport tourism.
2	Weaknesses	Limited sports tourism supporting facilities provided; public education and training related to sport tourism may not be adequate; regulatory and infrastructure support from the government is not optimal; and lack of promotion to attract tourists or sponsors from outside the region.
3	Opportunities	Sport tourism has an increasing popularity trend, especially among domestic and foreign tourists; the involvement of local SMEs in the tourism-based economy can expand employment; digital technology allows the promotion of sports tourism destinations with a wider scope; and private or investor support for the development of sports facilities and accommodation
4	Threats	Competition from other sports tourism destinations, both at the regional and national levels; the risk of environmental damage due to uncontrolled tourism activities; dependence on government policies that can change at any time; and local economic challenges that can affect communities' ability to support the sector

Source: Data processed, 2024

The implications of these findings confirm that the development of sports tourism does not only depend on government policies or micro-business strategies, but also on the readiness of the community to accept and adapt to change. Therefore, policies that can be implemented

include increasing socialization and education about sports tourism, micro-business-based economic empowerment through business assistance and access to credit, as well as improving supporting infrastructure to accelerate community integration into this

sector. With optimal community readiness, sports tourism can develop sustainably and have a positive economic, social, and institutional impact on the local community in Cijagamulya. Based on the SWOT analysis, the results are also obtained as in table 10.

Regarding the results of the SWOT analysis, it was found that Strength and

Opportunity showed that Cijagamulya has great potential to be developed, supported by effective policies, community participation, and market opportunities and technology support. Meanwhile, Weakness and Threats show challenges such as facility limitations, unoptimal regulations, risk of environmental damage, and competition from other destinations.

**Table 11.** Quadrant Assessment

SWOT Factors	Weight (B)	Effectiveness Score (S)	Value (W x S)
<b>Strengths (S):</b>			
Implementation of microbusiness policies	0.30	4	1.20
Community Readiness	0.25	4	1.00
Potential local appeal	0.20	4	0.80
Early regulatory support	0.15	3	0.45
Total Strengths			3.45
<b>Opportunities (O):</b>			
Increasing trend of sport tourism	0.30	4	1.20
Digital promotional technology	0.25	4	1.00
Collaboration with the private sector	0.20	3	0.60
Government program support	0.15	3	0.45
Total Opportunities			3.25
<b>Weaknesses (W)</b>			
Lack of supporting facilities	0.30	2	0.60
Limited public education	0.25	2	0.50
Regulations are not comprehensive	0.20	3	0.60
Lack of promotion	0.15	3	0.45
Total Weaknesses			2.15
<b>Threats (T)</b>			
Competition for other destinations	0.30	2	0.60
Risk of environmental damage	0.25	3	0.75
Policy dependencies	0.20	2	0.40
Economic uncertainty	0.15	3	0.45
Total Threats			2.20

Source: Data processed, 2024

Based on this combination, the development of sports tourism in Cijagamulya is

included in Quadrant I (Aggressive Strategy) in the SWOT Matrix. Quadrant I is used when

strengths and opportunities are more dominant than weaknesses and threats. The strategy that can be taken is to maximize internal potential by taking advantage of external opportunities, such as strengthening policies, improving facilities, and optimizing destination promotion.

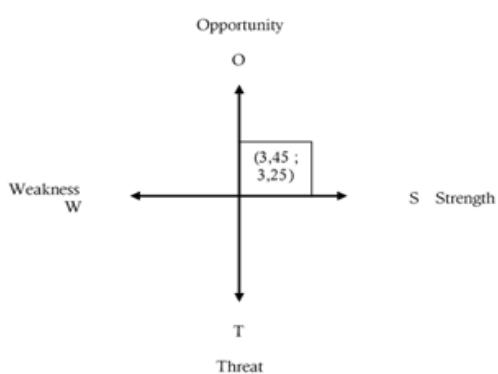
Based on the results of the calculation in table 11 and 12, it shows that internal forces and external opportunities are highly contaminated. Therefore, development strategies can be aggressive to accelerate growth through policy strengthening, facility improvement, and optimal promotion.

**Table 12.** Determination of Quadrants

Quadrants	Calculations
Total S + O (Strengths + Opportunities):	$3.45 + 3.25 = 6.70$
Total W + T (Weaknesses + Threats):	$2.15 + 2.20 = 4.35$

Source: Data processed, 2024

Because the value of Strengths + Opportunities (6.70) is much greater than Weaknesses + Threats (4.35), the development of sports tourism in Cijagamulya is included in Quadrant I (Aggressive Strategy).



**Figure 2.** SWOT Matrix Results

Source: Data processed, 2024

Based on the results of a SWOT analysis on the development of sports tourism in Cijagamulya Village, Ciawigebang District, Kuningan, West Java, it was found that this area has a very strong strategic potential to be developed aggressively. The results of the assessment show that internal strengths and opportunities dominate when compared to weaknesses and threats.

This is reflected in the total strength value of 3.45 and the total opportunity value of 3.25, which when combined becomes 6.70. Meanwhile, the total value of weakness and threat is 2.15 and 2.20, with a combined total of 4.35. Based on these results, the sports tourism development strategy in Cijagamulya is in Quadrant I in the SWOT Matrix, which is an aggressive strategy.

In terms of strength, some of the main factors that support the development of sport tourism include the implementation of effective micro-business model policies, active participation of local communities, potential natural attractions and strategic locations, as well as statistical test results that show significant relationships between variables. This reflects that the internal condition of Cijagamulya is quite ready to be developed as a community- and environmentally-based sports tourism destination. This strength is an important foundation to accelerate the development of tourism in a sustainable manner.

However, there are still weaknesses that must be considered, including limited sports tourism supporting facilities, lack of public education and training, government regulations that are not optimal, and the lack of promotions carried out to reach tourists from outside the region. These weaknesses need to be addressed

immediately through program interventions and cross-sectoral collaboration so as not to hinder the growth rate of destinations.

Meanwhile, the opportunities available greatly support the sustainability of the program. The trend of increasing interest in sports tourism, both at the local and international levels, is the right momentum. Plus, advances in digital technology allow for wider and more effective promotions. There is potential for collaboration with the private sector as well as support from government programs in the field of tourism and MSMEs.

On the other hand, threats must still be anticipated. Competition with other sports tourism destinations that have developed first, the risk of environmental damage due to uncontrolled tourism activities, dependence on government policies that can change at any time, and unstable local economic conditions are external factors that have the potential to hinder development.

Thus, the strategy for developing sports tourism in Cijagamulya needs to be aggressive, namely by maximizing internal strength and making optimal use of external opportunities. This strategy can be realized through strengthening the implementation of micro business model policies, building community capacity, building supporting facilities, and optimizing digital destination promotion. This approach will not only increase Cijagamulya's competitiveness as a sports tourism destination, but also encourage sustainable local economic growth.

## CONCLUSION

This study was conducted to analyze the influence of the implementation of micro business model policies and community

readiness on the development of sports tourism in Cijagamulya Village, Ciawigebang District, Kuningan Regency, West Java. The urgency of this research lies in the importance of integration between microeconomic policies and community social involvement in forming strong and sustainable sports tourism institutions.

The approach used is a mixed method—combining quantitative methods through questionnaire surveys and qualitative methods through in-depth interviews and field observations. The main variables in this study include the implementation of micro business model policies and community readiness, which are measured against the institutional capacity of sport tourism as a dependent variable.

The results of the study show that these two independent variables have a significant effect on the development of sport tourism. The multiple linear regression test showed a determination coefficient value ( $R^2$ ) of 0.72, which indicates that 72% of the variation in the institutional development of sport tourism can be explained by policy implementation and community readiness.

The value of the t-test and the F-test are also statistically significant, showing that both micro business model policies and community readiness have a real contribution to strengthening the institutional capacity of sport tourism. In addition, the SWOT analysis shows that Cijagamulya is in Quadrant I (Aggressive Strategy), meaning that this area has great strength and opportunities to encourage the development of competitive sports tourism.

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