



**ANALYSIS OF THE POTENTIAL FOR NATURAL RESOURCE-BASED SPORTS TOURISM  
IN SANGGAU DISTRICT**

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**Article Info**

*History Articles*

*Received:*

*1 Januari 2024*

*Accepted:*

*1 Maret 2024*

*Published:*

*31 Maret 2024*

*Keywords:*

***management,  
tourism, sport.***

**Abstract**

The aim of this study is to analyze potential for natural resource-based sports tourism and management of natural resource-based sports tourism in Sanggau district. The method used is qualitative descriptive using natural descriptions of objects. The informant selection technique uses purposive sampling technique. This research data consists of primary data and secondary data obtained through pre-field research, field research and data analysis. The results of this research show that the management of sports tourism in Sanggau district, Sekayam sub-district is not running optimally, because human resources are not yet adequate, finances do not meet standards, infrastructure is not evenly distributed and there is a lack of coordination between tourism offices and tourism managers in the local area, especially Sekayam sub-district. The conclusion of this research is that the potential for sports tourism in Sanggau district, Sekayam sub-district has not been managed optimally due to a lack of human resources and a lack of coordination between tourism managers and the tourism office. The limitations of this research are limited time, ability and energy in conducting research, informants and interview sources are difficult to find because of the distance. This research only focuses on analyzing the potential for natural resource-based sports tourism in Sanggau Regency. Further researchers use different, different and more complete instruments and use wider data analysis samples.

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p-ISSN 2252-648X

e-ISSN 2502-4477

## INTRODUCTION

Tourism is an important and integral aspect of the country's development strategy (Deasy, 2020). Tourism studies are an important part of the country's economic development strategy (Utami et al., 2016). So tourism is very important and taken into account because it can help develop the community's economy with a long-term strategy to consider economic and social aspects (Ratkowski & Ratkowska, 2018).

Sports tourism has become a sector of tourism and travel business global with the fastest growth in recent years, with the two industries becoming increasingly complementary and interconnected (Ito, E., & Higham, J. (2020). The government is taking various ways to increase tourist visits to its country, such as through sports tourism (Melo & Sobry, 2017).

Tourism is synonymous with the activities of a tourist traveling itself, or in other words the activities and events that occur when a visitor travels (Sutrisno, 2021). Sports tourism is a sustainable sector because it can be an alternative to efforts to increase positive impacts and reduce the impact on the country public local and natural environment Seni, I. N., Mahmud, A., Susilowati, N., & Prawitasari, A. B. (2021).

Tourism businesses can be linked to the basic facilities of tourism, namely companies whose existence and existence is very dependent on the flow of arrivals of people who undertake tourist trips in accordance with strategies and consequences for tourism competitiveness (Moradi et al., 2022).

Tourism development creates economic growth and employment opportunities, strengthens society through ecotourism which includes conservation and educational content, and helps protect the environment by utilizing IT to influence tourism in a more complex way (Gössling, 2017). Development principles according to interpretation about concentration There are 3, namely social, environmental and economic (Buckley, 2014).

Sports tourism has the same goals as other tourism, namely achieving pleasure, excitement to relieve boredom due to work and providing various challenges, namely challenges and competencies that cannot be separated from the characteristics of sports. Tourism is also a manifestation of nostalgia, memories and a combination of activities, services and industries that provide a travel experience, such as

transportation, accommodation, food and drink, shops, entertainment facilities and other services available to individuals or groups who travel (Choetal., 2019).

Sports tourism has two types, passive visitors and active visitors. Tourism is part of an activity in society, social, cultural, communication and economics which is related to planning, organizing, financing tourists (Kersulić et al., 2020). The intersection between these two social phenomena has gradually increased and in this regard, sports tourism has become a recognized field of interest by both academics and economics (Kim et al., 2015; Melo & Sobry, 2017).

Apart from offering competition and natural views, the price of the competition is also a factor that attracts tourists. Currently, the concept of holidays tends not to provide reciprocity, therefore sports tourism offers more value from an economic perspective so that the aim of tourism is not only financial expenditure but also increasing financial (Choridotul, Wahyu Hidayat R, Sudarti, 2018)

Sekayam District is a district that has an area and natural conditions that have the potential to be developed into a natural tourist attraction, such as Mount Beji in Engkahan Village, Entinyu Hill in Lubuk Sabuk Village, Mount Dumom in Kenaman Village, dam rintau in Lubuk Sabuk Village, and the prince padang mas in Balai Karang Village, of the various tourist attractions in Sekayam Padong District, Pangeran Pati is one of the most popular tourist destinations because of its access not far from the city center and beautiful natural views, but its development is still not optimal and there are no programs long term in increasing sports tourism Hendriawan, N., & Mulyanie, E. (2018).

There is quite a lot of tourism in Sekayam District as it is still dominant in natural scenery and art. Padong Prince Pati Tourism has a local wisdom industry as a tourism resource such as culinary delights and typical products from the Sekayam subdistrict Zahrulianingdyah, A. (2018). Regarding the situation on the ground, there is one village that runs sports tourism to attract domestic and foreign tourists. This is proven by the fact that rowing events are still very popular and even increase every year.

Padong Pangeran Pati is an artificial natural tourist attraction in the form of an artificial lake formed due to the damming of an empty river (Yudha Eka Nugrahn, 2020).

According to history, Padong Pangeran Pati was originally made as a resting place for Prince Mas, but in some versions Padong Pangeran Pati was made for meetings with kings in the Sanggau kingdom. Padong Pangeran is currently the most frequently visited natural tourist attraction because access from the city center is closer and provides beautiful views and is the most well-known tourist attraction because it is one of the identities of the Sekayam sub-district. The weakness of Padong Pangeran Pati is that it is far from the provincial city. lack of human resources in management, and lack of development in sports tourism (Putra, W., Rahayu, T., & Wahyudi, A. (2021). The existence of this tourist spot is quite busy with tourists both domestic and foreign. This is proven by the increase in tourists every year, for example in 2019 the number of domestic visitors was 16,734, foreign visitors 123, in 2020 the number of domestic visitors was 79,786, foreign visitors were 280 and in 2021 the number of domestic visitors was 56,808, 38 foreign visitors experienced a decrease due to the Covid-19 pandemic.

The problem is found by researchers when making initial observations, it was found that there was no tourism profile, policies and legal assistance had not been provided by the government, the implementation of Padong Prince Pati tourism activities was only managed heirs and Pokdarwis assistance from the government regency especially the tourism office as a companion, there is a lack of coordination between the management and the village, sub-district and district authorities regarding the management of tourist attractions, tourist attractions only provide views, culinary delights, water rides, the available facilities are inadequate, such as availability public toilets are still minimal, barrier safety from the lake cliffs is not yet available, villa or lodging for visitors is not yet available in the tourist area so visitors who want to stay overnight have to stay in the city center, game rides are still very minimal, only cranked ducks are available, the management system is not yet optimal, the management system is not running properly, human resources are not yet available.qualified and there are no sporting activities even though every year there are in Padong Pangeran Pati itself event annual like a boat race always held after completing the rice harvest. Therefore, researchers want to use natural resource-based sport tourism as an effort

to increase destination visitors regency Sanggau Sekayam sub-district.

Padong Pangeran Pati is the tourist attraction most frequently visited by visitors, both from within the country and abroad. The advantages of Padong Pangeran Pati are that natural tourism is the easiest to access and is close to the Malaysian border. The disadvantage of Padong Pangeran Pati is that management in terms of utilization, especially sports tourism, is still not optimal, therefore the aim of this research is to analyze potential for natural resource-based sports tourism and management of natural resource-based sports tourism in Sanggau district.

## METHODS

The method used in this research is descriptive qualitative. This approach is an approach used to analyze research subject phenomena as a whole using natural descriptions of objects (Moleong, 2018). The focus of this research is on the process of investigation and understanding based on research on problems in the analysis study of the potential for natural resource-based sports tourism in Sanggau Regency. The researcher explains a comprehensive picture, descriptive analysis, and factual reports from various informants' points of view setting carried out (Creswell, 2013). The instruments used in this research were observation, interviews and documentation.

This research design will be carried out in three stages, namely pre-field, field and data analysis stages. First, the pre-field stage includes activities in the form of preparing a research design, selecting a research field as a research object, obtaining research permits, conducting initial field observations, selecting, selecting and utilizing key informants as data sources, preparing research equipment, and carrying out research procedures and ethics. the field properly and correctly. Second, the field research stage, namely the stage of carrying out research in the field with details in the form of: understanding the research background, carrying out in-depth data mining and collecting all supporting data in the research. Third, the data analysis stage includes data reduction, data presentation and conclusions. Based on these three stages, the expected result is to emerge a picture and identification of the study of natural resource-based tourism potential, mapping and management of sports tourism potential in Sanggau Regency, Sekayam District.

This approach was chosen because the research focus examines physical education in the context of managing sports tourism potential in Sanggau Regency, Sekayam District. The qualitative approach design used in this research is a case study which provides an in-depth description to understand a social phenomenon based on the research focus (Ary et al., 2010). Case studies can provide in-depth descriptions to understand a phenomenon in one focus of the problem being studied. This research focuses on aspects of potential study, mapping and management of natural resource-based sports tourism in Sanggau Regency, Sekayam District which is linked to the implementation and evaluation of physical education, as well as a follow-up program on the results of the physical education learning evaluation.

The data collection technique in this research went through three stages, namely observation, interviews and documentation. Primary data is collected using interview and observation techniques, while supporting data is through documentation. Determining research subjects in qualitative studies using techniques purposive *sampling*. The samples determined by the researchers were: the Head of Sekayam District, Sanggau Regency, the Head of the Sanggau Regency Tourism Office, and all stakeholders who handle aspects of natural potential tourism activities in Sekayam District, Sanggau Regency.

The data analysis technique in this research is a qualitative data analysis technique which includes: data collection, data reduction, data presentation and drawing conclusions. The procedure in this research is that the data that will be taken comes from data that will be provided by primary informants. The informant selection technique uses technique *Purposive Sampling*. The first data collected in this research consisted of primary data and secondary data as support. The characteristics of primary data are in the form of words from interviews. Meanwhile, secondary data is in the form of document studies which can be used as a complement to primary data. The data sources in this research are the Head of Sekayam District, Sanggau Regency, the Head of the Sanggau Regency Tourism Office, and all stakeholders who handle aspects of natural potential tourism activities in Sekayam District, Sanggau Regency.

The location of the research was carried out in Sanggau Regency, Sekayam District, which is located on Jl. Sekayam Cross No.01,

Balai Karang III Hamlet, Balai Karang Village. With a population profile of 38,716 people and an area of 841 km<sup>2</sup>(Source: [https://id.wikipedia.org/wiki/Sekayam,\\_Sanggau](https://id.wikipedia.org/wiki/Sekayam,_Sanggau)).

## RESULTS AND DISCUSSION

The research focus is based on the problem formulation and research objectives of natural resource-based tourism potential in Sanggau Regency, Sekayam District

### Potential of Natural Resource Based Tourism in Sanggau Regency, Sekayam District

Sanggau Regency, especially Sekayam District, has a lot of tourism potential, especially based on natural resources. Place Tourism in Sanggau Regency has various types, for example waterfalls, rivers, lakes and culture. Especially in Sekayam District, there is the Padong Prince Pati tourist attraction which is ±115 km from the city of Sanggau, West Kalimantan. The existence of the Padong Pangeran Pati tourist attraction is very suitable for family tourism because there are several games that can be played, one of which is Bebek Engkol. Apart from that, the tourism potential presented by eachThis year is the Sabang Leaf Bathing event and also the Bidar Perahu Selumak event.

Analysis of potential natural resource-based tourism objects in Sanggau Regency, Sekayam District requires a thorough study and identifying the weaknesses and strengths of the location of the tourist attraction. Natural resource-based tourism programs can take the form of *sport tourism* which increases the attractiveness of tourists regarding tourism and sports trips. The program must have good guidelines and ultimately be able to achieve the goals and results it wants to achieve. Therefore, a program for *sport tourism should* be carried out systematically, based on government policy and planning. However, these activities have not been fully carried out properly with the support of the local government.

Basically, Sanggau Regency is famous for its natural tourist attractions. However, due to poor management, each target event that is held will of course be different every year due to less-than-optimal implementation. The concept of organizing natural resource-based tourism activities can be in the form of events *sport tourism* by combining the two activities of sports and

tourism together, it is believed that it can have a positive impact on regional progress.

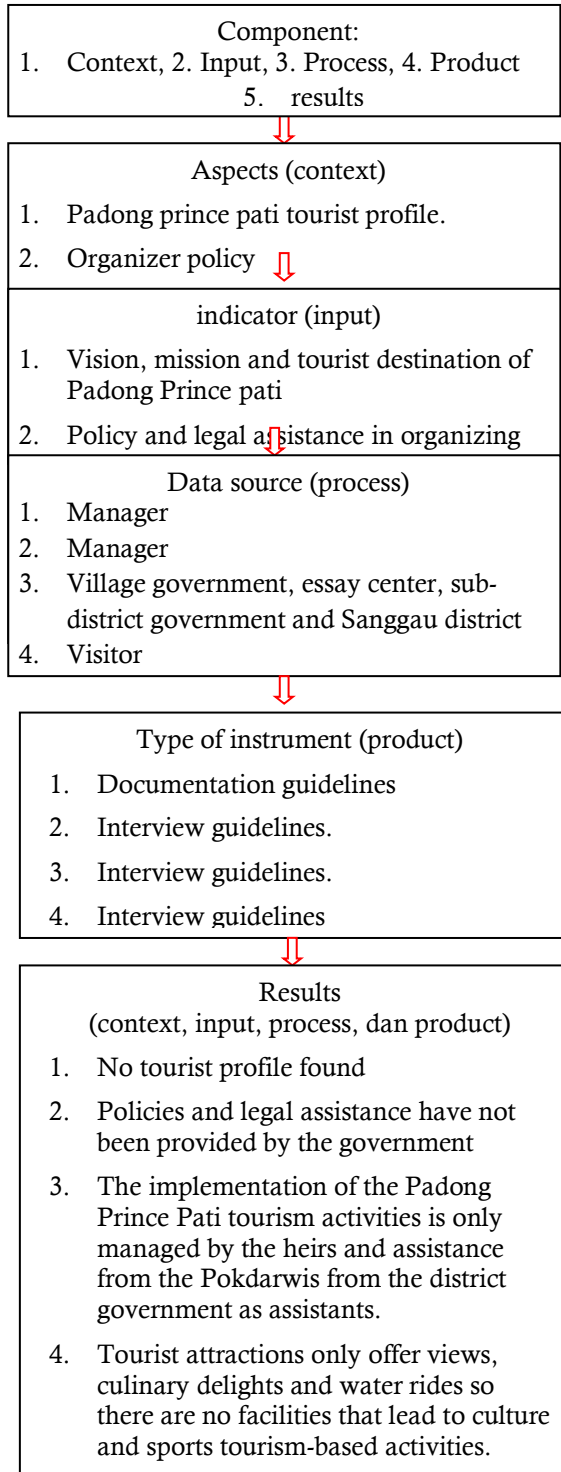
**Mapping and Management of Sports Tourism Potential in Sanggau Regency, Sekayam District**

The facade of the Padong Pangeran Pati building basically implements Dayak Cultural and Malay Cultural Values which are expected to unite two different cultures. Another impact is that it can increase the tourist attraction of the Padong Pangeran Pati area so that it further strengthens and emphasizes Padong Pangeran Pati as the tourism, sports and cultural center of Sekayam City. The potential for cultural tourism development in Sanggau Regency is actually growing with the holding of the Dayak Arts and Culture Festival or the Malay Cultural Festival. Apart from that, the potential for tourist attractions based on natural resources such as sport *tourism* It is also a tourist attraction that offers tourism as well as games and sports which are the characteristics of the city (Sanusi, 2020). This problem emphasizes the need for management of the Padong Pangeran Pati area and the need for a platform that facilitates cultural and tourism-based activities sport *tourism* which can increase the tourist attraction of the Padong Pangeran Pati area and the cultural tourist attraction in Sekayam District and maintain the sustainability of tourism padang with efforts to increase promotion, facilities/infrastructure and involvement of the community and local government (Rojikin, D. M., Hartono, M., & Priyono, B. (2022).

Padong Pangeran Pati basically already has an activity base for sport *tourism* namely, there are activities Seluma Bidar Boat. This activity is a once-a-year activity in the form of a boat race. However, these activities have not been implemented systematically, planned, regularly and continuously and an evaluation needs to be carried out. Activity lumak The Bidar boat is a form of thanksgiving ceremony because the rice harvest has finished. Different from profilesport *tourism* which visitors can enjoy at any time. The research findings on each data obtained will be analyzed by comparing the results of the analysis with the criteria for each component that has been created and then proceed with making assessments and decisions. Qualitative data was obtained through interview guides, documentation and observation. Based on Table 4.2, it shows that the description of the evaluation findings shows that the mapping and

management potential of sports tourism in Padong Pangeran Pati has not been fully maximized in the implementation process.

**Picture 4.2.** Evaluation of Padong Prince Pati Sports Tourism Potential Management Mapping



*Sport tourism* is one of the sports-based tourism activities that can be used as an icon to promote tourist areas so that it can improve the community's economy. Researchers concluded that *event sport tourism* which is managed and promoted well will have a positive impact on society, especially in the economic and cultural sectors of society. By mapping the evaluation of the management of sports tourism potential in Padong Pangeran Pati, this research can provide an analysis of the implementation of tourism promotion activities on a national and international scale and combined with sports activities, which is one of the event, which was organized by the Balai Karang Village government, Sekayam District, Sanggau Regency.

Potential analysis of tourism objects needs to be carried out as a whole and identify weaknesses, advantages, opportunities and threats in the development of tourist attractions and sports locations in Padong Prince Pati. (Muko, W. A. T., Setyawati, H., & Rahayu, S. (2023). This research provides an evaluation that is used to determine whether the activities that have been carried out are running according to the expected objectives.

Based on the qualitative research section program evaluation *context* which includes three things, namely: 1) Legal Basis and Government Policy; 2) Goals; 3) Goals can be categorized **Pretty good**. Evaluation of the Input section program includes four things, namely: 1) Participants, 2) Organizing, 3) Financing, and 4) Committee can be categorized **Good**. Program evaluation *Process* includes two things, namely: 1) competition regulations and 2) implementation can be categorized **Pretty good**. Evaluation of the Product section program includes two things, namely: 1) The level of community participation, and 2) The role of the media in publicizing and promoting sports to the public can be categorized **Pretty good**. Based on the research results, it can be concluded that the program *sport tourism* Padong Pangeran Pati has not been fully implemented well even though the public's interest in participating is very high so it can have an impact on the economy and number *tourist* which comes because it is supported by government policy.

The results of an in-depth study with the Head of Sekayam Village concluded that in

Sekayam District there are many types of tourism, but tourism is based *sport tourism* has not been implemented well and requires change and good governance because it has not been supported by qualified human resources and the availability of facilities that support it. *sport tourism* still in the lacking category. Existence *Sport tourism* which currently exists under the name Padong Pangeran Pati, activities cannot yet be carried out *sport tourism* because the existing facilities are still inadequate and the private sector that manages it still thinks traditionally, namely only using the existing dam as a place for recreational activities filled with small boats and water toys. Based on the results of this in-depth study, there needs to be support from local governments such as the Head of Sanggau Regency Tourism to provide guidance and counseling regarding the importance of activities. *sports tourism and* conducting training or workshops related to management *sport tourism* as one of the mainstays of tourism in Sekayam District, Sanggau Regency.

Results *Crosscheck* evaluation of the management of Padong Pangeran Pati tourism with the management leader saying that the name Padong Pangeran Pati tourism circulating so far is not the correct name and it was conveyed that the correct name is **Padong Pangeran Pati**. The existence of this name is also in accordance with the origins of tourism which was formed by three managers. This is a new finding that the *data dyspora* also does not mention the correct name so that this research can be a basis for justifying tourism name data. The types of tourism carried out in Padong Pangeran Pati so far are activities such as traveling around the lake by canoe, fish breeding and culinary activities around tourist attractions. Based on information from the management of the tourism site, basically tourism activities in Padong Pangeran Pati are related; *sport tourism* has not been carried out so there is a need for human resources who can manage activities based on *sport tourism* the. The results of this study basically make it possible to carry out activities based on *sport tourism* and other sports activities because they are supported by natural resource conditions and the environment. The main obstacle to non-implementation of activities *sport tourism* by This tourism site has inadequate human resources and has not been touched by the district in providing education regarding activities *sport tourism*.

The results of an in-depth interview study regarding tourism spots in Sanggau Regency, West Kalimantan with the Head of the Sanggau Regency Tourism and Sports Office stated that there is hot spring tourism, Saka Dua waterfall, Pancur Aji waterfall, Riam Macan waterfall, Riam Asam Telogah waterfall, waterfall. kujato, hill *Bellew*, mount tong kandang, kajang waterfall, bengkawan hill, *hillback mouth*, Gurong Maloh waterfall, Siling Bembangai waterfall, Entugun waterfall, Sentana tourist village, Sekayam suspension bridge, Nosok waterfall, Jitok waterfall, Suryanegara palace, Salt rock, Lait ake, padong crocodile, and Padang Prince Pati. Sanggau Regency has a lot of natural wealth, especially its natural wealth, customs and culture.

The existence of the Padong Pangeran Pati tourism site is quite busy with tourists both domestic and foreign because its location is very strategic in the border area of Sarawak, Malaysia, has a beautiful view of the lake which is equipped with buildings in the middle of the lake, the forest is still beautiful with the area spacious, easy access, and every year there is a rowing competition held by the local community, this is what makes it unique from other tourism. This is proven by the increase in the number of visits from 2019 to 16,857, 2020 to 8,0066 and 2021 to 56,846. This has become the main point that the existence of tourism in Sanggau Regency is quite attractive to both domestic and foreign people. However, from the management of this tourist spot there has been no tourism activity. In fact, it is very possible for tourism activities in Sanggau Regency to be activity-based sport *tourism*.

The Head of the Youth and Sports Service added that the management of tourist attractions is carried out entirely by the village in that location and the district government supports it by monitoring tourism activities. This is acknowledged because the district government does not yet have human resources that can facilitate tourism development, in particular sport *tourism*. This is the finding that there is a lack of coordination between management, villages, sub-districts and districts in managing tourism sites which do not just provide natural scenic facilities but also make new breakthroughs into sports-based tourism sites.

The results of a cross-check of information with the Sekayam District government regarding the existence of the Padong Pangeran Pati tourism site stated that the

district had never been involved in tourism management activities. So the sub-district cannot provide input because it is completely managed by the private sector and the village government which acts as a bridge in administrative activities. The sub-district government explained that the activities in Padong Pangeran Pati consist of rowing and every year there are joint activities which have become a routine or tourist attraction in the form of bathing and rowing together.

The condition of visitors is that on average they only use the Padong Pangeran Pati tourism site as a place for fishing, family recreation and a place to gather by setting up tents. Visitors can only enjoy the view, even though if managed well it can provide consumer satisfaction and can increase income for small and medium businesses around the tourism site. Basically, in Sekayam District there is a lot of tourism, but the management has not been optimal in promoting and developing tourism in their own place. The Padong Pangeran Pati tourism spot has become a special attraction for the community, as proven by the large number of visitors every day and the village government has benefited from the circulation of money there. Economic growth has become rapid, small and medium businesses and culinary establishments have emerged which have become the mainstay of Balai Karang village, Sekayam District as a result of the existence of the Padong Pangeran Pati tourism site.

Based on an in-depth analysis of the results of interview studies from managers, village, sub-district and district governments, it can be used as an evaluation that tourism activities in Padong Pangeran Pati have not yet implemented activities. *sport tourism*. Researchers provide a new view that with the support of existing facilities it is necessary to add new spots such as a volleyball court which is an attraction for local residents, gymnastics and a cycling arena. Through the addition of this new spot, it is hoped that it will become a wider attraction and make Padong Pangeran Pati develop and be known not only for providing scenic tourist attractions but also based on sport *tourism*.

The relationship between sports and tourism is basically inseparable because both provide advantages and disadvantages. Based on tourism activities sport *tourism* can have a positive impact on sports players because the activities obtained while carrying out various sports-based tourism activities will provide changes to a

healthier physical condition. In the aspect of spiritual satisfaction, more emphasis is placed on inner satisfaction during sports-based tourism activities because it can provide pleasure and inner satisfaction. From an economic perspective, it can increase economic income around the place where sports tourism takes place, making it a potential tourist area. Apart from that, it can make the active participation of people around tourist attractions more productive. In terms of cooperation between the central government and the regions, it is very good because of the control of tourism and tourist attractions so that it is hoped that they can develop and find new tourist attractions to improve existing tourist attractions in Sekayam District. Increasing employment opportunities and improving local products and marketing in all aspects of tourism as well as introducing various types of regional culture and sports lovers packaged in tourism-based tourism. *sport tourism*.

The limitations in this research are as follows: firstly, limited time, ability and energy in conducting research, secondly, informants and interview sources are difficult to find because of the distance. These three studies only focus on analyzing the potential for natural resource-based sports tourism in Sanggau Regency and the fourth conclusion from this research analyzes more the potential for resource-based sports tourism and spatial management. To research further regarding the analysis of the potential for natural resource-based sports tourism in Sanggau district using different methods, different and complete instruments and using a wider data analysis sample.

## CONCLUSION

The potential for natural resource-based tourism in Sanggau Regency, Sekayam District is famous for its natural tourist attractions. However, due to poor management, each target event What is held will of course be different every year due to less than optimal implementation. Mapping and management of sports tourism potential in Sanggau Regency, Sekayam District at the Padong Pangeran Pati tourist attraction has basically carried out activities based on sport *tourism in the form of* See the Bidar Boatis an event annually as one of the activities to promote tourist areas so that tourist visits will increase after the activity takes place.

The limitations in this research are distance, time, ability, energy, informants who

are difficult to find, this research focuses on analyzing the potential for natural resource-based sports tourism in Sanggau Regency, so it can be concluded that this research focuses more on analyzing the potential for sports-based tourism resources and spatial management. For further research regarding the analysis of the potential for natural resource-based sports tourism in Sanggau district using different, more complete and extensive methods, instruments, and analysis samples.

## ACKNOWLEDGEMENT

I would like to express my thanks to the mentors. Supervisor 1 Prof. Dr. Tandiyo Rahayu, M. Pd., Supervisor 2 Dr. Agung Wahyudi, S. Pd., M.Pd., scholarship provider for the Japanese Jam mission, Sakai church congregation, and Sanggau district, Sekayam sub-district.

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