



## **Analysis of Sports Tourism Potential in Sumedang : an Implementation of MSPDM (Marketability, Sustainability, Participatory, Disaster Mitigation)**

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### **Abstract**

Sports-based tourism can potentially be a tourism product that can provide high economic benefits for a region or even a country. Several types of sports tourism in Sumedang have the potential to be developed, but the local government needs to increase its budget for its development. The purpose of this study is to explore sports tourism, which has the most significant potential for the development of sports tourism, economic quality, regional image and human resources. The method used in this study is qualitative, with using the concepts of Marketability, Sustainability, Participatory, and Disaster Mitigation Management (MSPDM). The results of this study indicate that the marketing indicators of Golf are 100%, paragliding 93%, rafting 80%, and the rest are 50% - 60% each. In the sustainability indicator, paragliding is 96%, golf is 88%, rafting is 68%, and the rest is 48% -56%. In the participant indicator, paragliding 85%, rafting 70%, Golf 55%, and the rest 45% -50%. In the disaster mitigation indicator, paragliding is 100%, rafting is 90%, golf is 70%, and the rest is 40% each. The conclusion of this study shows that 3 potential sports tours were selected with the highest ranking, including Paragliding, Golf and Rafting.

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## INTRODUCTION

The global tourism industry has witnessed a paradigm shift in its focus, with increasing emphasis on sustainability and responsible practices (Xu et al., 2023). The integration of sustainable practices into the tourism industry has become an essential concern in recent years, driven by increasing awareness of tourism activities' environmental and social impacts (Nunkoo et al., 2023). Every form of tourism offering, including sustainable sports tourism, must contribute to the development of local communities, enabling them to become self-sufficient and sustainable (Febryano et al., 2022).

Tourism is one of the mainstay sectors of the Indonesian government because it has abundant tourism potential (Fadjarajani et al., 2022). Tourism development in Indonesia has shown significant development (Ministry of Tourism and Creative Economy, 2020). Sports tourism is one form of special interest tourism in the world of tourism and is widely developed in various regions because it can boost tourists' visits (Hadi & Yulianto, 2021). Sports Tourism or recreational sports based on Law No. 3 of 2005 are sports carried out by the community with the will and ability to grow and develop in accordance with the conditions and cultural values of the local community for health, fitness and pleasure (INDONESIA, 2007).

As an economic driver, sports tourism is developing. It is starting to be noticed by industry players to start taking advantage of this opportunity, mainly due to its contribution to regional development (Bouchet et al., 2004), Increase the income of the residents around the area used as a sports location (Marsudi, 2016), create jobs and income, provide benefits for local companies, increase income taxes, and increase the amount of investment in infrastructure and sports facilities (Lupikawaty et al., 2013). This proves that sports tourism brings positive economic benefits that outweigh the negative environmental or social impacts on local residents (Ivanov & Ivanova, 2011). The impacts of sports tourism can be positive (e.g. local economic development), while others may be negative (e.g. socio-cultural conflicts and environmental problems) (Wäsche et al., 2013). Sports tourism also provides financial contributions to local governments and can improve the welfare of local communities (Isnaini & Hasbi, 2020).

Although there are many actors and types of sports tourism in Sumedang, no research has examined the potential of sports tourism to be developed sustainably. This study aims to explore sports tourism, which has the greatest potential for the development of sports tourism, the quality of the economy, and the people in general, which Sumedang has as an alternative economic driver. The results of this study also have important meaning for stakeholders in developing the sports tourism industry (Xu et al., 2023). Policymakers and destination managers can benefit from the research findings presented, enabling them to formulate precision-oriented strategies that align the advancement of sports tourism, the economy and the well-being of local communities (Ristić et al., 2019).

Sports-based tourism has the potential to become a tourism product that can provide high economic benefits for a country or region (Mapjabil et al., 2015). Next, the researcher conducts priority scale sport tourism mapping to develop potential sport tourism in a focused manner and develop the most potential sport tourism so that it can develop optimally. However, it does not leave other sports tourism as an alternative tourism in Sumedang. A small and developing area with limited natural resources has the potential to be developed as a location for organizing world-class sports tourism if it is able to utilize these resources to build the necessary infrastructure and support services (Mapjabil et al., 2015).

To deepen this effort, this study will use the MSPDM indicator to see what type of sports tourism has the most potential. Then, the local government can focus on developing it as a superior and priority sports tourism.

## METHODS

This study uses a qualitative method with a mapping criteria approach using the MSPDM concept (Priatmoko et al., 2021). The concept of MSPDM is described based on the indicators in Table 2. This research is highly exploratory and adopts a constructivist approach to representing the experiences and subjective realities of the interviewees (Savin-Baden & Major, 2023).

Referring to **Table 1** above, each type of sports tourism will be analyzed based on the MSPDM indicators, which will then be analyzed using the MCDM approach.

**Table 1.** MSPDM Indicators

Aspect	Parameter
Marketing	Tourism promotion and information model
	Tourism product packaging
Sustainability	Local community response
	Local government response
	Tourist response
	Threshold of development
	Condition of natural resources Infrastructure and facilities
Participant	Local resources
	Local responsibility
	Local area variations
	Local economic benefits
Disaster Mitigation	Natural disasters
	Non-Natural Disasters

## RESULTS AND DISCUSSION

The development of sports tourism in Sumedang has increased significantly since the regional head made Sumedang a tourist city. The local government, in this case, the Department of Tourism, Culture, Youth and Sports, has made various tourism policies to regulate the budget and the running of regional tourism. Various tourism actors such as operators, tourism service providers, guides, tour package providers, and other actors collaborate to realize the wishes of

the regional head. The types of tourism that are developed include nature tourism, cultural tourism, geopark tourism and sports tourism.

Sports tourism is one type that is starting to be noticed by the government. This is because sports tourism is a new industry that integrates the tourism and sports industries. By developing sports tourism, it can effectively enrich the tourism product system, expand the sports consumption space, and encourage the development of national fitness. Sports tourism is generally considered an opportunity to increase economic growth and regional development (Konstantaki & Wickens, 2010).

Over time, the number of sports tourists in Sumedang has reached 8 types. Paragliding, rafting, Golf, horse racing, offroad, motorcross, mountain bikes, and BMX are among them. Of the 8 types of sports tourism, some types have different fixed locations such as Paragliding has 3 locations and rafting has 4 locations. All existing sports tourism will be analyzed using the criteria of which refers to MSPDM. The results of the analysis can be seen in **Table 2**.

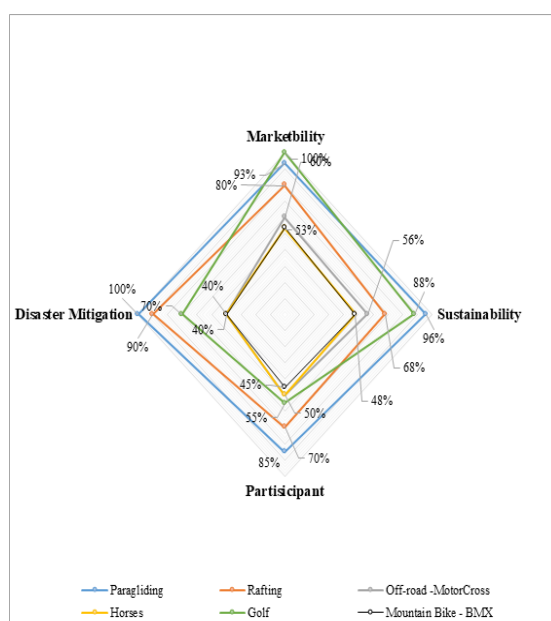
In **Table 2** above, you can see the scores that explain the condition of sports tourism assessed using criteria 1-5 taken based on the interview results. The scores for each type of sports tourism will be percentage and sorted based on the highest value. In general, the percentage results can be seen in Figure 1 below. Figure 1 shows the conditions based on 4 indicators: marketing, sustainability, participants and disaster mitigation. The comparison between each sports tourism and MSPDM indicators is clearly visible.

**Table 2.** Analysis process based on MSPDM indicators

Types of Sports Tourism	Aspect	Parameter	Score
	Marketing	Tourism promotion and information model	5
		Tourism product packaging	5
		Marketing distribution	5
	Sustainability	Local community response	5
		Local government response	5
		Tourist response	5
		Threshold of development	4
		Condition of natural resources Infrastructure and facilities	5
Paragliding	Participant	Local resources	5
		Local responsibility	3
		Local area variations	4
		Local economic benefits	5
	Disaster Mitigation	Natural disasters	5
		Non-Natural Disasters	5

Rafting	Marketing	Tourism promotion and information model	3
		Tourism product packaging	5
		Marketing distribution	4
	Sustainability	Local community response	3
		Local government response	2
		Tourist response	5
		Threshold of development	2
		Condition of natural resources Infrastructure and facilities	2
	Participant	Local resources	5
		Local responsibility	3
		Local area variations	3
		Local economic benefits	3
	Disaster Mitigation	Natural disasters	4
		Non-Natural Disasters	5
Off-road and Motor Cross	Marketing	Tourism promotion and information model	3
		Tourism product packaging	2
		Marketing distribution	4
	Sustainability	Local community response	3
		Local government response	2
		Tourist response	5
		Threshold of development	1
		Condition of natural resources Infrastructure and facilities	3
	Participant	Local resources	2
		Local responsibility	2
		Local area variations	3
		Local economic benefits	3
	Disaster Mitigation	Natural disasters	2
		Non-Natural Disasters	2
Horse Riding	Marketing	Tourism promotion and information model	3
		Tourism product packaging	2
		Marketing distribution	3
	Sustainability	Local community response	2
		Local government response	2
		Tourist response	3
		Threshold of development	2
		Condition of natural resources Infrastructure and facilities	3
	Participant	Local resources	3
		Local responsibility	2
		Local area variations	2
		Local economic benefits	3
	Disaster Mitigation	Natural disasters	2
		Non-Natural Disasters	2

Mountain bikes and BMX	Marketing	Tourism promotion and information model	3
		Tourism product packaging	2
		Marketing distribution	3
	Sustainability	Local community response	2
		Local government response	2
		Tourist response	3
		Threshold of development	2
	Participant	Condition of natural resources Infrastructure and facilities	3
		Local resources	3
		Local responsibility	2
		Local area variations	2
	Disaster Mitigation	Local economic benefits	2
		Natural disasters	2
		Non-Natural Disasters	2
GOLF	Marketing	Tourism promotion and information model	5
		Tourism product packaging	5
		Marketing distribution	5
	Sustainability	Local community response	3
		Local government response	5
		Tourist response	5
		Threshold of development	4
	Participant	Condition of natural resources Infrastructure and facilities	5
		Local resources	3
		Local responsibility	3
		Local area variations	3
	Disaster Mitigation	Local economic benefits	2
		Natural disasters	4
		Non-Natural Disasters	3



**Figure 1.** Process analysis based on MSPDM indicators

Based on **Figure 1** above, the highest marketing indicator performance is shown by golf sports tourism 100%, paragliding 93%, rafting 80%, and the rest are 50% - 60% each. The sustainability indicator for paragliding is 96%, Golf 88%, rafting 68%, and the rest 48% -56%. The highest percentage participant indicator is shown by paragliding sports tourism at 85%, rafting at 70%, Golf at 55%, and the rest at 45% -50%. Finally, the disaster mitigation indicator paragliding shows a percentage of 100%, rafting 90%, Golf 70% and the rest 40% each. Furthermore, the researcher only explains the top 3 percentages of each indicator, and the rest will be eliminated because they need to meet the specified criteria.

### Marketing

Theoretically, tourism promotion efforts (including marketing, publicity, and brand names) aim to extensively disseminate significant information about a destination and its attractions (Seetanah & Sannassee, 2015). Information will



be a reference for tourists to determine the destinations to visit. Generally, information about destinations is obtained from various media, such as popular social networking sites including Twitter, Facebook, and Instagram or where destination marketing organizations, including national tourism organizations, post information about tourist attractions and events while inviting their followers to share their experiences and opinions through images, videos, or text (Uşaklı et al., 2017). Websites have also become an essential communication for tourists and an effective distribution channel for tourism operators and related service providers (Law et al., 2004).

To market potential sports tourism destinations in Sumedang consisting of Paragliding, Golf and Rafting, the local government, in this case the Tourism Office, is involved in marketing so that the number of tourists increases. Marketing is carried out through various official government media, including the website. Most tourism promotion efforts are usually carried out by central or regional governments (through budget allocations and tourism-related fiscal measures) through particular institutions (Seetanah & Sannasee, 2015). These three types of sports tourism are the priority of the local government to boost the number of sports tourism tourists in Sumedang. Of the three types of sports tourism, only Golf has its website. This is because Golf management has been carried out professionally under a private company engaged in the golf sports service business and other facilities for sports and recreation called Jatinangor National Golf & Resort. So that tourists can not only play golf but also stay at the resort.

Golf's marketing is far superior to paragliding and rafting, which are still managed individually and by communities. The marketing strategy carried out by paragliding and rafting in addition to the local government website is by utilizing social media such as Facebook, YouTube, TikTok, and the most popular Instagram. Since its launch in 2010, Instagram has become a popular photo-based platform for brand recognition and tourism promotion (Ye et al., 2018). Instagram is the leading choice because it is easy and its users cover various generations, so marketing efforts can reach various groups.

The form of marketing through social media is generally in the form of photos and videos of sports tourism activities carried out, the introduction of tour packages and various information related to tourist destinations and the image of the tourist location area. The creation of regional images and marketing are identified as essential

things in determining sports tourism destinations (Funk & Bruun, 2007). ETourism elements such as marketing strategies must be consistent across the place identities held by residents, visitors and the tourism business community (Campelo et al., 2014).

### Sustainability

The development of sports tourism in the form of sports events, active participation, or sports heritage activities utilizes local resources and is part of the complex dynamics of community life (Preuss, 2018). Local resources are a group of people who live in the area around the tourist destination that are directly affected, either positively or negatively, by the existence of sports tourism activities. So, their role must be to be involved in the sustainability of sports tourism development. This provides an advantage because local resources generally have knowledge about the characteristics of their area. Therefore, Sports tourism has implications for destination residents who may benefit from or bear the costs of this development, with potential impacts across the local-global spatial spectrum (Giampiccoli et al., 2015).

The involvement of local resources is basically to improve the economy, starting with local residents, which will then develop more widely. The benefits of tourism are widely recognized in the literature, considering its potential to stimulate economic growth through the development of domestic industries related to the tourism sector, stimulating the provision of basic infrastructure, and the transfer of necessary technology through the domestic sector (Seetanah & Sannasee, 2015). Good infrastructure is one of the indicators of the development of a tourist destination in a region. This is the impact of the many tourists who come and spend their holidays for sports tourism activities. Because the increasing demand for tourism-related services can be caused by higher income, better transportation infrastructure, more accessible access to travel information, and increased connectivity (Fang et al., 2016).

The involvement of local governments in the development of paragliding and Golf is carried out massively by building infrastructure, place identity and regional image. This is because tourism is basically related to place identity and destination image (Calgaro et al., 2014). Local community and local government information about places provided through sports subcultures become a very powerful factor in the development of place identity as sports tourists progress

through serious recreational sports travel and careers (Kirkup & Sutherland, 2017). A tourist destination is a place built and a sustainability vision is critical to its success (Azevedo et al., 2011). Unfortunately, the involvement of the local government has not touched rafting activities. The infrastructure needs to be built properly, and around 40% of road access to reach rafting destinations is still wrong. Likewise with rafting facilities that the lyet to beernment has not accommodated. So that the facilities used for rafting activities are still rented from rafting actors in other areas.

The relevance of sustainable tourism development is very important in terms of the movement of tourists from their homes to destination areas to do sports (Heath & Kruger, 2015). Development of tourist destinations, especially paragliding, continues to be carried out by local governments to attract more tourists, not only local and domestic tourists but also international tourists. Sustainable tourism also requires tourists to have a satisfying experience (Hinch & Ito, 2018). Sports tourism destinations that are built to become the image of the region determine the number of tourists who are interested in visiting (Kulczycki & Halpenny, 2014) found that place attachment is a factor that influences the decision to participate or not in a particular sports tourism activity. The most relevant trend is the increasing interest in places far from home. These places often become recreational places like a second home (Van Patten & Williams, 2008); outdoor recreation area (Wynveen et al., 2012), and festivals (Brown et al., 2016).

### Participant

The role of local resources in paragliding and rafting sports tourism is considered dominant in organizing sports tourism. Involving local communities aims to facilitate sports tourism programs and achieve sustainable results (Hinch & Ito, 2018). The role of local communities in this sports tourism is to be the main actors in tourism activities, such as operators/service providers, tour package sellers, gaet, and other economic or supporting actors because this industry consists of various sectors, including accommodation, and food industry services, transportation, travel agents, tour operators, attractions, and related services (Al Saba et al., 2023). So, the existence of sports tourism can provide economic impacts on local resources as the main actors of tourism. Different from Golf, which involves limited local resources, not as the main actors in organizing sports tourism but as supporters such as golf cad-

dies and manual workers in golf and resort companies.

The tourism sector can involve all levels of society, which shows that all of society can participate in realizing tourism development (Suhel & Bashir, 2018). Therefore, the government must pay more intensive attention to supporting this sector (Curristine et al., 2007). In the context of paragliding and rafting sports tourism, which are generally close to rural areas, rural communities as providers of travel services involve people with very diverse activities ranging from travel agencies to transportation services, accommodation services, food services, tourist souvenir sales services, and services to tourist attractions (Wijijayanti et al., 2020).

Economically, the number of tourist arrivals is very beneficial in absorbing employment for the community and improving the economy (Suhel & Bashir, 2018). The more tourists come, the more the community's need to be involved in the tourism business as a whole will increase. The growth in the number of tourist visits to an area is one of the popular sports tourism destinations while developing the local economy (Mapjabil et al., 2015). The large number of spectators and the involvement of domestic and foreign participants in sports tourism events also contribute to national income (Mapjabil et al., 2015).

### Disaster Mitigation

Sustainable sports tourism development must pay attention to disaster mitigation management. Disaster mitigation in the context of tourism aims to protect tourists and communities from disasters and the impacts they cause (Wahyuningtyas et al., 2019). The context of disasters in tourism development can be divided into 2, namely natural disasters and non-natural disasters (Alencar, 2018). Natural disasters include earthquakes, floods, hurricanes, volcanic eruptions and droughts (Oloruntoba et al., 2018). While non-natural disasters cover accidents caused by technological failure, resistance to modernization, human negligence, epidemics, pandemics, or disease outbreaks (Caraka et al., 2021). In paragliding sports tourism, the highest potential for natural disasters is strong winds. In rafting sports tourism, the potential for natural disasters is minimal because the source of the river flow comes from a dam that can regulate water discharge. In golf sports tourism, the potential for natural disasters is mud floods if it rains because it is located in the hills with only seasonal trees.

Disaster mitigation is divided into structural mitigation and non-structural mitigation.

Structural mitigation is carried out through physical and infrastructure development efforts to reduce disaster risks (Wahyuningtyas et al., 2019). Meanwhile, non-structural mitigation is carried out to raise awareness or education to reduce the risk of disaster (Wahyuningtyas et al., 2019). Disaster mitigation that can be done by paragliding includes measuring wind speed and direction with an anemometer. Each pilot will fly according to wind conditions. In Golf, disaster mitigation efforts are by providing evacuation directions during a disaster. While rafting does not carry out disaster mitigation efforts. Natural disasters require companies, sports tourism actors, and the government to work together to prepare, respond to, and design new, effective disaster management strategies (Oloruntoba et al., 2018).

As for non-natural disaster mitigation in paragliding related to equipment damage, it is by checking the equipment before flying and bringing a spare parachute when flying. Golf has no non-natural disaster mitigation because there is no potential for non-natural disasters. While in rafting, the same thing is done by paragliding, namely checking equipment such as boats, using safety jackets for tourists, bringing rescue equipment in the form of ropes and educating tourists about self-rescue when tourists are swept away during the activity. This aims to reduce injuries that occur during the incident until the rescue team arrives.

## CONCLUSION

The sports-based tourism industry has the potential to become a tourism product that can provide high economic benefits for Sumedang and Indonesia. By doing this, development of sustainable sports tourism by regional capabilities. The analytic based MSPDM can help local governments determine the most potential sports tourism to improve the economy and local community welfare and the region's image. The existence of a ranking of potential sports tourism makes it easier for the government to determine the priority of sports tourism to be developed first. Based on the Analytic Hierarchy Process results using the MSPDM indicator, 3 most potential sports tourism was obtained from 8 sports tourism running in Sumedang. The three sports of tourism are Paragliding, Golf and Rafting. Of these three sports tourism, paragliding, rafting, and golf are the most worthy to be prioritized in developing sports tourism. This is because Golf is owned by a private company with its own resort business budget. The researcher realizes that the

MCDM method used by the researcher is not the only method that can be used to determine criteria in the tourism industry.

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