

Development of Pela Village Based on Sports Tourism to Improve Community Economic Income

Irfan^{1*}, Sihana¹, Eko Agus S², Slamet Widiyanto, Khairul A, Rabawan S, Sri S

¹ STKIP Taman Siswa Bima

² Universitas Gadjra Mada

Corresponding author: irfanhmt05@gmail.com

Abstract: Pela Village has natural resource potential in the form of mountainous areas and the Pela Parado Dam area, but current tourist attractions are still limited in their ability to develop tourism potential in order to increase the number of visitors and increase people's economic income. From the existing problems, the development of the potential of Pela Village is based on sport tourism with the Village Sports Tourism Management System (ST-MAS). The research method used is descriptive qualitative research, the technique of determining informants (samples) is purposive to finalize and select informants. Furthermore, if additional informants are needed, the snowball sampling technique will be used. Data collection techniques were interviews, observations, document searches, data validity with time triangulation. The results of (ST-MAS) based tourism development research have an impact on increasing the ability of institutions to develop and plan work programs, increase the ability to guide tours, implement programs that have been planned. Able to understand how to evaluate and improve tourism services, review the achievements and weaknesses of tourism services, present a leadership spirit by communicating humanely in serving and guiding tours. There was an 83% increase in tourists, an increase in economic income, there were 4 UKM with an income of Rp. 500,000 per day, previously only 1 UKM. This increase is not the only one affected by the implementation of (ST-MAS), but there is increased public awareness in tourism as well as the addition of the number of sports tourism facilities in the form of flying fox and other facilities. Conclusions; 1) there is a significant influence on the implementation of (ST-MAS) in tourist sites, 2) there is an increase in the capacity of tourism awareness group organizations, 3) there is an increase in the number of visitors on tours, 4) the economic income of the community increases around tourist areas.

Keywords: Village development, sports tourism, economy

INTRODUCTION

NTB Province has 8 Regencies and 2 Cities and is inhabited by residents on two islands, namely the islands of Lombok and Sumbawa, the island of Sumbawa has 5 Regencies including Bima Regency which is directly adjacent to the NTB Province. Bima Regency has 18 sub-districts, but in this study one of the villages was taken, namely Pela village with an area of 23.89 square km (BPS, 2019). Pela Village is geographically located in the lowlands and part of it is in the highlands, \pm 6 Km west of the sub-district center and has quite strategic potential with an area of land border to the north where Pela and Simpasai rice fields are located, west of the Pela Monta

area, south the pela mountains and the mountainous border of Parado Wane District, east of the pela mountains. The distance from Pela Village to the district capital is \pm 15.1 km (Map, 2023), which can be reached in about 26 minutes. The population of Pela Village is 1,905 people consisting of 959 male residents and 946 female residents. The tourism sector in the Pela Parado Dam has provided job opportunities and increased people's economic income (Bima, 2022). The results of research (Hadi, 2018) tourism activities need to be followed up with programs that are sustainable such as mapping using drone technology so that tourism potential can be described more clearly and can be uploaded on tourism websites thereby increasing riung's popularity in the eyes of the world and increasing the number and length of stay arriving tourists. The results of the study (Satriawan & Rahayu, 2020) show that the uniqueness of natural tourism in Bima Regency consists of the natural tourism of Oi Marai Waterfall. This waterfall consists of seven waterfalls and different water discharges, and throughout the year the water keeps flowing, never dries up or lacks water discharge even during the dry season along the river. The uniqueness can be developed for sports tourism, such as waterfall tracking, flying fox and river tubing. What was stated by some of the researchers above provides important notes on tourism development by considering the sustainability of each tourism development program by using technology that makes it easy to find out all the tourism potential that exists. Bima Regency has extraordinary potential from the natural sector because 70% is mountainous, 10% is lowland (rice fields) and 20% is maritime, this potential for natural content is very rarely found in other areas. However, until now the existing potential has not been optimized for sustainable tourism development by creating community openness and adequate tourism facilitation.

Sports tourism that emphasizes the uniqueness of nature has been recognized as the biggest industry of this century, seen from various indicators such as contribution to world income and employment (Edwards, 2015). Furthermore (Kantola et al., 2018) said that local governments have an adequate understanding of what tourists like or need and understand how the interests of local communities can be integrated into tourism planning. Danny Woo-Sik Choi (2016) suggests that to increase the number of international sports tourists the most important thing is to introduce the unique tourism that belongs to the area. The development of Sports Tourism requires superior and reliable human resources in designing various sports activities so that they become tourist attractions that have selling value, economic value and bring regional benefits. (Kamble & Bouchon, 2014) mentions tourism as a development sector, which the government tries to coordinate its planning with national development goals, (Bagri & Kala, 2016) shows that the public must

understand the extent of the impact of tourism on the area related to economic, social and environmental dimensions . Therefore, the purpose of this research is to analyses the unique natural tourism potential of Oi Marai Waterfall, Bima Regency for the development of sports tourism.

The tourism potential that has been developed at this time of course there must be efforts to support the government both regarding increasing the ability of human resources and regarding infrastructure at tourist sites as well as guaranteeing the safety of people who will travel. In order for the presence of tourists to feel safe and comfortable, so that the large number of people present at tourist attractions will open up employment opportunities for the community and get additional economic benefits. Because the government has a territory, has tools and systems to drive tourism in the area. Besides that, the government also has the ability to allocate a budget for tourism development, because Bima district has tourism potential, both natural and cultural, to be integrated into other supporting sectors, including in the sports sector. Sports event activities in sports tourism areas will attract people to tourist attractions, this is in line with Gammon's findings, that the atmosphere and atmosphere, coupled with the history and heritage of Brazilian football which is well known in the world, seem to have an impact on sports tourism (Gammon, 2015). In this context, (Schlemmer et al., 2020) the innovative conceptual framework for the Sport Tourism Cube makes it possible to examine the relevance of sports activities in tourism having an impact on an event. Review studies (Koenigstorfer et al., 2019) also focus on state of the art and prospects focusing on tourism events and elements. (Zhang et al., 2019) relates the quality of an event to the perceived effect on the destination's brand image. Tourist satisfaction with sporting events has an impact on destinations. Sports activities should not only improve health and enjoyment for sports players, but sports activities as a life cycle in all aspects, both related to health, social, resilience, economy and so on. The relation from the results of previous research both view that the potential of sport can be developed into tourism, in this study it has an update, namely the implementation of the Village Sports Tourism Management System (ST-MAS) which includes planning, implementation, evaluation and improvement, review, leadership. The aim is to encourage villages to be independent, creative in managing tourism in the Pela Parado Dam, so that the community gets additional (economic) income besides agriculture and animal husbandry at this time.

METHOD

The qualitative approach chosen in this study is to make it easier for researchers to express things that are the goals and focus of conducting research. The choice of a qualitative approach is

because this research seeks to obtain a more in-depth analysis regarding the development of the potential of Pela Village based on sports tourism to increase the community's economic income. Qualitative research is research that intends to understand phenomena about what is experienced by research subjects, for example behaviour, perceptions, motivation for action, etc., holistically, and by means of descriptions in nature and by utilizing various natural methods (Moleong, 2018). The location of the research conducted by the researcher was in Pela Village, Monta District, Bima Regency.

In this study the types of data can be categorized into two, namely primary data and secondary data. Primary data can be obtained through oral statements or utterances as well as in behaviour from informants related to the sports and health physical education system in Bima Regency. Secondary data is obtained from various documents in the form of objects that can be used as another complement to primary data. Secondary data has characteristics in the form of records, writings, pictures related to processes, or all activities related to developing the potential of sports tourism-based villages. The technique of determining informants purposively to resolve and select informants who master information and problems in depth and can be trusted to be a solid source of data. Furthermore, if additional informants are needed, the snowball sampling technique will be used, namely the snowball technique used to search for informants continuously from one informant to another so that the data obtained is more numerous, complete, and in-depth. The use of the snowball technique is stopped when the data obtained about the organizers of physical education, sports and health is considered saturated (data saturation).

Data collection techniques in the form of interviews to collect information from data sources, this is done to obtain data in the form of constructs about people, events, organizational activities, feelings of motivation, and recognition. This observation technique is intended as an effort to obtain information that truly describes the actual situation based on facts in the field. In this study the researcher observed, listened to and participated in the activities carried out by the data source. Documentation is intended to obtain data directly from the research site, including relevant books, regulations, activity reports, photographs, documentaries, research-relevant data. Data collection with the village sports tourism management system (ST-MAS) which includes; 1) Planning to conduct a workshop to develop work programs for tourism awareness group institutions with the aim of these institutions having references in developing sports tourism. 2) Implementation as a process to realize what has been planned by the tourism awareness group in the form of a systematic idea taking into account the state of religion, culture and social values. 3) Evaluation

and improvement to determine the effectiveness and efficiency of activities that have been carried out from a planning and implementation, evaluation is also to check everything that has been planned and carried out with the aim of achieving maximum results in developing sports tourism attractions. 4) The review as a telescope in viewing various sports tourism-based village development activities to improve the community's economy, the review is carried out to see which sides have been carried out and which have not been carried out in activities. 5) Review Leadership as a telescope in viewing various village development activities based on sports tourism to improve the community's economy, a review is carried out to see which sides have been carried out and which have not been carried out in activities.

The validity of the data by time triangulation of data collected by interviewing techniques in the morning when the informants are still fresh, there are not many problems, will provide more valid data so that it can be more credible. For this reason, in order to test the credibility of the data, it can be done by checking with interviews, observation or other techniques in different times or situations. If the test results produce different data, then it is carried out repeatedly until the data capacity is found. Triangulation can also be done by checking research results from other researchers who are given the task of collecting data. Data analysis techniques (Huberman., 2014) data reduction, data presentation, and drawing conclusions/verification as an interweaving before, during, and after data collection in a parallel form, to build general insights called analysis.

1. Data Collection

Data collection, namely collecting data at research locations by conducting observations, interviews, and documentation by determining the appropriate data collection strategy and to determine the focus and depth of data in the next data collection process.

2. Data reduction

Data reduction, namely as a process of selecting, focusing, abstracting, transforming raw data in the field directly, and continuing at the time of data collection, thus data reduction begins when the researcher focuses on the research area.

3. Data presentation

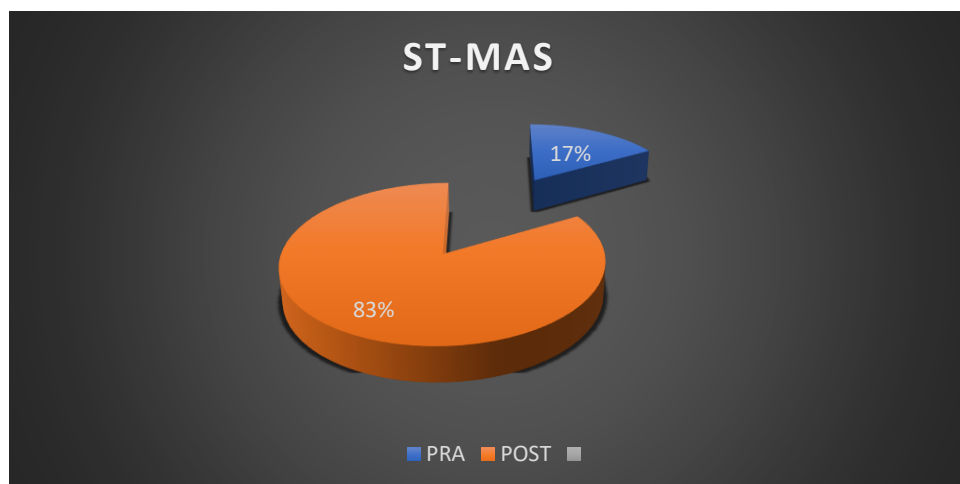
Presentation of data, namely a series of information organizations that enable research to be carried out. Presentation of data obtained by various types, networks, linkages of activities or tables.

4. Drawing conclusions

Drawing conclusions, that is, in collecting data, researchers must understand and be responsive to something that is directly examined in the field by compiling patterns of direction and cause and effect.

RESULTS

Planning has produced various results in the form of increasing the ability of tourism awareness groups in developing tourism based on a village sports management system which has an impact on increasing the ability of institutions to develop and plan work programs, increasing the ability to guide tours, implementing planned programs. Able to understand how to evaluate and improve tourism services, review the achievements and weaknesses of tourism services, present a leadership spirit by communicating humanely in serving and guiding tours. The implementation of all programs had an impact on increasing tourists by 83% after the intervention of the village sports management system and the existence of sporting events in the form of a 5-kilometre run for junior high school students. Besides that, there is also an increase in the number of supporting facilities that invite tourist attraction in the Dam Pela Parado area, an increase in economic income, there are 4 community business units with an income of Rp. 500,000 per day, previously only 1 community business unit. Flying fox rates for adults Rp. 10.00 per person while for children Rp. 5.00 thousand, on weekdays earn Rp. 200,000-400,000, while on Saturdays and Sundays partners get an economic income of Rp. 1,000,000-1,500,000 with 100-200 visitors. Because this flying fox equipment is the only one on the island of Sumbawa, people are enthusiastic about trying it. Plus, in the tourist area, Dam Pela Parado has supporting facilities in the form of photo spots, toilets, etc.



Picture 1. Increase in Sports Tourism Visitors

- a. There is a management decree on tourism awareness groups, organizational rules, organizational structure and work programs as a reference for implementing and developing sports tourism and pela parado. There is a village sports tourism management system document that has been copyrighted.
- b. Equipment or infrastructure at the sports tourism-based village development site is the existence of several camping equipment in the form of tents and 4 mattresses each, the existence of a flying fox tool that is already operating at the location of the tourist area with a height of 10 meters, a distance of 150 meters for adults and parents with 2 track slings. While for children the height is 6 meters with a distance of 50 meters. Besides that, other infrastructure is 3 shelters, 2 information boards, public toilets, 10 photo spots.

Solutions and follow-up to overcome the obstacles faced by tourism awareness group institutions carried out during interviews. 1) Synergize and build communication with the government intensively to support sustainable tourism programs in Pela village. 2) Involve all parties, both the general public and students to collaborate in building sustainable ecotourism at the Pela Village sports tourism site. 3) The community empowerment program has a major impact on new job opportunities and community economic income, so that the program as expected can be carried out again, so that partners can add and develop other tourist vehicles in the Dam Pela Parado sports tourism area. 4) Strengthening the government regarding the sustainability of sports tourism, this is evidenced by the joint commitment of the village government through village budget support. Both regarding tourism management and welfare for the manager, namely Pokdarwis, so that the income from these tourist sites in the future will become a pela village income levy. 5) The need to strengthen the competence of Pokdarwis human resources in managing modern tourism by collaborating with local governments through various trainings organized by the government and by tourism-related institutions. 6) Developing new tourism in the Dam Pela Parado area, in the form of agro-tourism. It is proven that several fruits have been planted with the aim of tourists staying longer in the tourist area, so that there will be a lot of eco-tourism that will grow in the form of culinary, etc.

DISCUSSION

Tourists say that tourist destinations will affect the attachment of tourist attractions to a destination (Veasna et al., 2013). The experience of tourists that the place is a tourist center is very good (Stylos et al., 2017). Event attachment in tourism measures an individual's emotional

relationship with the physical environment and social ties with an event through a survey the results have a very good impact (Ouyang et al., 2017). Large events are publicized through sports tourism activities (Lee et al., 2014), sports management has attempted to uncover the antecedents of sports tourist loyalty (Halpenny et al., 2016). Organizing repeated events can also change the image of a destination and increase tourist engagement and loyalty towards certain destinations in sports tourism sites (Huang et al., 2015). A closer examination of high-quality empirical studies shows that while the structural and programmatic changes associated with certain events are intended to benefit certain groups of stakeholders (i.e. new participants), the consequences are actually more beneficial for others (i.e. existing participants) (Chen & Henry, 2016). The results from this study suggest a more positive outcome related to the human factor than the other structures. Sports events will affect tourism conditions in the event area (Huang et al., 2015), showing the success of travel management plans depends on the type of business, with small companies often struggling to integrate strategies within sports tourism (Jones et al., 2015).

Tourism activities that are integrated into sports activities will have an impact on physical health, tranquility and good stories about tourist visits at sports tourism sites dam pela parado Bima Regency (Bazzanella et al., 2019) shows that doing physical activity during holidays triggers beneficial effects on well-being and fun that goes beyond the actual vacation time. (Peters & Schnitzer, 2015) may indeed differ in relation to the sports tourism background of the sample. Implementing the Sports Tourism Cube has had a very good impact on sports actors in tourist sites. Previous research in sports tourism has mostly focused on the impact and impact of tourism on major sporting events; Nonetheless, tourism has also become prevalent in the events and leisure literature in recent years (Preuss, 2015). The tourism industry is characterized as a highly competitive economic sector, constantly pushing and increasing the supply of tourism to lay the foundation for attracting tourists successfully (Mariani et al., 2014). who have considered sports tourism from a multidimensional viewpoint. One of the most investigated sub-categories of the Sports Tourism Cube is that characterizing spectators at sporting events, who intentionally travel to visit a particular sporting event (Schnitzer et al., 2019). In addition, there has been an increase in the number of promotions in a chain, indicating a positive effect on well-being of any tourism-related experiential activities. (Blank et al., 2018) The sports tourism management system model views that tourism activities must be designed with clear planning, able to carry out various programs to attract and invite the public to travel, evaluate and improve activity achievements, review and lead as accumulated of sports tourism activities.

a. Planning

Plans to set goals that have been filtered so that it is easy to determine what performance can be realized within the organization, planning is also a reference for taking real action in developing sports tourism in the Dam Pela Parado area. In order to have targets for each activity so that the achievements of the activities can be measured. Pokdarwis who were trained through workshop activities carried out planning preparation by implementing (ST-MAS). So that the understanding of Pokdarwis can increase in relation to the development of applied sports tourism. Pokdarwis was guided to make the development of tourist attractions by making master planning for the formation of institutions, making organizational structures, and work programs. Which includes activities to run a 5 kilometer race once in 1 year, hiking is carried out every semester break, meaning 2 times a year and camping activities are held every weekend, Saturday and Sunday. Camping activities are also carried out every semester break, meaning 2 times a year. While the flying fox is held every day which is packed with fun karaoke activities and healthy gymnastics in the sports tourism area and pela parado.

b. Implementation

Doing, implementation as a process to realize what has been planned in the form of a systematic idea taking into account the state of religion, culture and social values, so that whatever is implemented can be accepted by all parties. A program will not run well if it is not implemented in activities including in this connection the implementation of sports tourism-based villages. For example, there are already facilities in the pela parado sports area in the form of camping trips (gajebo, toilets, setting up fields, etc.), flying fox at sports tourism sites, opening hiking trails as well as cross-country panning. Run 5 kilometers for students as an effort to promote tourist attractions, as well as several photo spots at the Dam Pela Parado sports tourism area to increase the enthusiasm of tourists visiting the place.

c. Evaluation and improvement

Evaluation is to find out the effectiveness and efficiency of the activities that have been carried out from a plan, evaluation is also to check everything that has been planned and carried out with the aim of achieving maximum results in developing sports tourism attractions and pela parado. Evaluation of all activity programs that have been implemented by tourism awareness group institutions in the form of hiking, camping, 5-kilometer running, as well as various sports tourism development activities so that they can be improved both in terms of readiness time

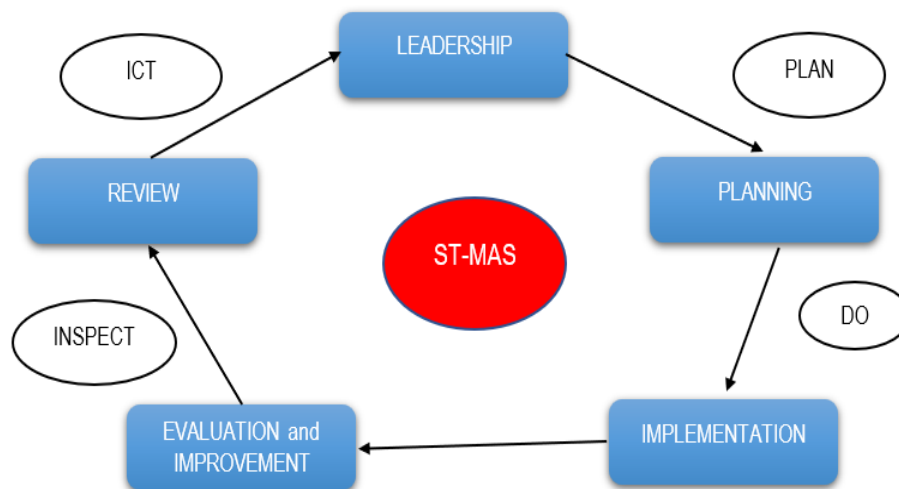
between planning and implementing activities so that the level of community participation in these various activities increases .

d. Review

The review is a telescope in viewing various village development activities based on sports tourism to improve the community's economy, the review is carried out to see which sides have been carried out and which have not been carried out in activities. Thus monitoring or reviewing is to minimize failures in carrying out performance on the implementation of the sports tourism management system in dam pela parado. The review is a follow-up to the evaluation in the form of improvement of the evaluation, the aim of future improvement is in the form of camping activities targeted at 400 people participating in new activities 40 communities and 200 people, 5 kilo run between junior high school students targeted 100 people participating 56 people Cool short preparation carried out during the exam. The review can provide a reference for all planning activities and their implementation in subsequent activities for the purpose of tourism promotion and increasing the number of tourist visits at dam pela parado.

e. Leadership

Everyone needs to have a leadership spirit, so that together they can make changes in order to improve a better standard of living, especially improving the community's economy in the pela parado sports tourism area. The leader must be able to uphold and run the Pokdarwis organizational mechanism, in accordance with the rule mechanism which is drawn up through 1-time 5-year deliberations. The minimum requirements for a Pokdarwis chairman are to have a creative spirit to develop sports tourism, and be able to carry out their duties and responsibilities as an organizational leader. Ensure that all programs can be realized which are led by the leader so that other members can also work together to realize all work programs both regarding the development of tourist sites and tourism promotion so that the public is aware of the existence of sports tourism in the pela parado dam. The more people who visit, the more opportunities to add a lot of people at tourist sites, jobs will open, the community at tourist sites will be involved, so that the community's economic income will continue to increase.



Picture 2. Sports Tourism Management System (ST-MAS)

CONCLUSIONS

Based on the results of sports tourism research, it can be concluded that the development of the potential of sports tourism-based villages in increasing economic income is as follows:

1. That the Dam Pela Parado tourist site is still relatively new so the number of visitors is relatively not too many.
2. The ability of tourism awareness groups to guide tourists is still minimal before intervention is carried out with the village sports tourism management system, because there is no training.
3. There is no government support for facilities, training and various activities that invite large crowds to tourist sites. Because it has not become a priority for regional tourism development.
4. there is a significant effect on the implementation of the village sports tourism management system at tourist sites after intervention with the sports tourism management system.
5. After the intervention with the sports tourism management system, there is an increase in the capacity of tourism awareness group institutions related to compiling and planning work programs, increasing the ability to guide tours, implementing planned programs. Able to understand how to evaluate and improve tourism services, review the achievements and weaknesses of tourism services, present a leadership spirit by communicating humanely in serving and guiding tours.
6. After the intervention with the sports tourism management system, there was an increase in the number of visitors on tours reaching 83% after implementing the village sports tourism management system.

7. After the intervention with the sports tourism management system, there was an increase in the economic income of the community around the tourist area with sales revenue per day of Rp. 500,000 while the income of the tourist counter reaches Rp. 2,000,000.

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