

MANAGEMENT OF SPORT TOURISM EVENT FOR SOLU BOLON IN NORTH SUMATERA

Joen Parningotan Purba¹, Milda Vinna br Payung²¹Program Studi Pendidikan Guru Sekolah Dasar, Universitas Quality²Program Studi Pendidikan Olahraga Universitas Quality BerastagiEmail : joenpoerba@gmail.com; melda.vinna@yahoo.co.id

Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui sistem manajemen penyelenggaraan event sport tourism Solu Bolon dan dampaknya setelah penyelenggaraan event tersebut. Metode penelitian yang digunakan adalah evaluasi dengan desain CIPP (context, input, process and, product). Pengumpulan data untuk memperoleh temuan penelitian dengan cara wawancara, kuesioner dan, review dokumentasi. Analisis data kualitatif dengan cara pengumpulan data, reduksi data dan, pengambilan keputusan. Hasil penelitian ini menunjukkan bahwa dari evaluasi konteks Pembangunan Olahraga Nasional 2010-2024, bidang olahraga rekreasi memiliki keterkaitan dengan industri olahraga dalam misi, tujuan, dan sasarannya. Ada tiga tujuan dan sasaran antara lain 1) meningkatkan sarana dan prasarana penunjang pembinaan olahraga, 2) meningkatkan kemitraan dan industri olahraga pariwisata, 3) mengembangkan sistem reward dan meningkatkan perekonomian masyarakat. Hasil analisis kuantitatif dari 23 responden menyatakan persentase sebesar 79,82% dengan kategori baik. Evaluasi input berdasarkan hasil wawancara meliputi sumber daya yang dimiliki dalam mendukung acara Solu Bolon (peserta, manajemen, pembiayaan, panitia, alam dan, budaya). Berdasarkan kuesioner diperoleh data partisipan dengan persentase 81,25%, manajemen 79,89%, pembiayaan 84,30%, kepanitiaan 80,87%, sifat 86,96%, budaya 87,50%. Hasil evaluasi proses meliputi aturan main, pelaksanaan event dan supervisi. Hasil kuesioner dari responden menunjukkan bahwa aturan main mendapat persentase 85,14%, pelaksanaan acara 81,88% dan pengawasan 84,78%. Hasil evaluasi produk berdasarkan wawancara dan observasi meliputi menarik, manfaat ekonomi, promosi dan pengunjung. Berdasarkan hasil kuisisioner menunjukkan bahwa peminat mendapatkan persentase keuntungan ekonomi 67,39% 78,62%, promosi 88,04% dan pengunjung 63,04%. Dapat disimpulkan bahwa event sport tourism Solu Bolon dapat memberikan efek positif bagi pertumbuhan ekonomi dengan banyaknya pengunjung lokal dan domestik yang melihat event ini, sedangkan pengembangan potensi wisata pasca event perlu dikaji ulang karena memiliki tidak berdampak baik.

Kata Kunci: Manajemen Event, Sport Tourism, CIPP**Abstract**

The purpose of this study was to determine the management system for organizing the Solu Bolon sport tourism event and its impact after holding the event. The research method used is evaluation with the CIPP design (context, input, process and product). Data collection to obtain research findings by means of interviews, questionnaires and, documentation review. Qualitative data analysis by means of data collection, data reduction and decision making. The results of this study indicate that from an evaluation of the context of the 2010-2024 National Sports Development, the field of recreational sports is related to the sports industry in its mission, goals and objectives. There are three objectives and targets, namely 1) improving facilities and infrastructure to support sports development, 2) increasing partnerships and the sports tourism industry, 3) developing a reward system and improving the community's economy. The results of the quantitative analysis of 23 respondents stated that the percentage was 79.82% in the good category. Input evaluation based on interview results includes the resources owned in supporting the Solu Bolon event (participants, management, financing, committee, nature and culture). Based on the questionnaire obtained participant data with a percentage of 81.25%, management 79.89%, financing 84.30%, committee 80.87%, nature 86.96%, culture 87.50%. Process evaluation results include the rules of the game,

event implementation and supervision. The results of the questionnaire from the respondents showed that the percentage of the rules of the game was 85.14%, the implementation of the event was 81.88% and the supervision was 84.78%. Product evaluation results based on interviews and observations include interest, economic benefits, promotions and visitors. Based on the results of the questionnaire, it shows that enthusiasts get a percentage of economic profit 67.39% 78.62%, promotions 88.04% and visitors 63.04%. It can be concluded that the Solu Bolon sport tourism event can have a positive effect on economic growth with many local and domestic visitors seeing this event, while the development of post-event tourism potential needs to be reviewed because it has no good impact.

Keywords: *Keywords: Management Event, Sport Tourism, CIPP*

1. INTRODUCTION

Sport tourism is part of the tourism industry with a very fast development in various regions in Indonesia. One of the fastest growing tourism industries is travel related to sports. Other destination branding features such as improving safety aspects and more visible on-site branding are contingent on investment and leveraging strategies from both public and private entities (Hemmonsby & Tichaawa, 2020). That a small-scale sports event portfolio consistent with a community's infrastructure and human and cultural capital may be a viable form of sustainable tourism development (Gibson et al., 2012). Many entrepreneurs seized a business opportunity mainly for personal reasons related to enjoying a good lifestyle, being in an attractive natural and human environment, and seeking autonomy at work (Fadda, 2020). All forms of active and passive involvement of all stakeholders in sports activities strongly support the commercial / business value which requires traveling far from home to the destination. There are several categories that are common in sports tourism activities, namely watching sports events, visiting tourist places / objects, participating / taking an active role in activities (Masjhoer & Tyas, 2020). The sport management literature by adding sport-specific factors influencing location decision-making in the sport industry and suggest a new framework for these factors (Happ et al., 2021).

Revealed the multi-dimensional

nature of perceived social impacts and contributed to a better understanding of how local residents view the impacts associated with a large-scale sport tourism event (Kim et al., 2015). Organizing sport tourism events by combining two sports and tourism activities is expected to have a positive impact on regional progress. This event must be carried out on an ongoing basis so that the program being implemented can have a significant impact on society. Local and non-local participants evaluate their event experiences differently and provide practical implications for event organizers (An et al., 2020). In Indonesia, this activity is being carried out in several provinces that have tourism potential to attract tourist visits and promote local culture. Sport tourism is expected to be one of the key elements to stimulate rural areas by utilizing their potential natural resources (Yamashita & Takata, 2020). Organizing sporting events in general has contributed to the level of local income and local residents (Marsudi, Imam, Tandiyo, 2016). The results show that this contribution is higher in those economies where tourism accounts for a higher share of gross domestic product (GDP) (Ivanov & Webster, 2013).

Sport and tourism are global social and economic phenomena that increasingly demonstrate a convergence of business, planning and management interests (Buning, 2019). The development and management of tourism and sports objects requires cooperation between the

government and the private sector. Management and development of clear and structured tourism objects will be able to build and advance the tourism industry, especially sports tourism which will have an impact on various groups such as local and foreign tourists. Foundation for a more nuanced and targeted activity sports tourism strategy, which might have implications for how activity sports tourism may contribute to health and well-being and local economic development to better inform tourism planning and policy (Downward et al., 2020). Increasing tourism destinations and investment, making tourism a key factor in export revenue, job creation, business development and infrastructure (Kemenpar, 2016).

There also remains much potential for sports administrators to harness the interests of non-local residents as consumers of sport. Sports may, for example, moderate the spatial travel patterns of international tourists who may be attracted to the entertainment and cultural values of live sport, much to the benefit of host cities. Clearly, there are many unanswered questions that arise out of a consideration of the relationship between sport and tourism. The sport tourism program has become one of the leading programs to increase the attractiveness of tourists regarding travel and sports which include (tourism objects, participation in sports activities, or as a

spectator of a competition). Strategic guidelines to improve the teaching of tourism withing the secondary education curriculum that could contribute to improve the touristic competitiveness of the country (Coll Ramis, 2020). Spectator sporting events in sport tourism and a framework by which tourism can begin to assess its contributions to the global carbon footprint (Cooper, 2020).

II. METHOD

The method used in this research is evaluation with the CIPP approach which is goal-oriented to measure the level of achievement of the objectives of implementing the program or activity. CIPP, the model’s core concepts are context, input, process, and product evaluation. Context evaluations assess needs, problems, and opportunities as bases for defining goals and priorities and judging the significance of outcomes. Input evaluations assess alternative approaches to meeting needs as a means of planning programs and allocating resources. Process evaluations assess the implementation of plans to guide activities and later to help explain outcomes. Product evaluations identify intended and unintended outcomes both to help keep the process on track and determine effectiveness (Stufflebeam, 2005). The design that will be carried out will be discussed in the image below:

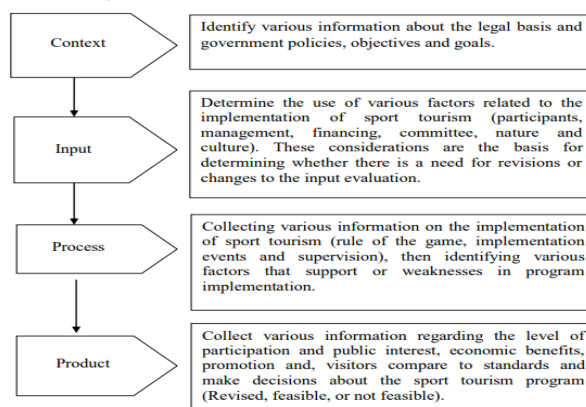


Figure 1. Solu Bolon Event Evaluation Research Flow

The data for this study were qualitative and quantitative collected from 23 informants and conducted for 2 months in 2019. Participant observation involving practical sampling and informal interviews was applied throughout this research. Data collection in the form of observations, questionnaires and, interviews. Observations are used in the implementation of sport tourism to determine the empirical conditions. The questionnaire is a number of written questions that are used to obtain information from respondents about the focus of the problem that can reveal the problems under study. Interview is used to obtain information about the research objectives by means of question and answer.

III. RESULTS

Solu Bolon is one of the Sport Tourism programs from the North Sumatera government. This program was

created to promote Lake Toba tourism, preserve the culture that depicts the ancient means of transportation, and increase visitors. The implementation of the Solu Bolon event is expected to have an impact on increasing economic benefits for the community. The results of this study will be divided into four parts: context, input, process and, product.

1. Context

Evaluation context will discuss the law, purpose and targets. Tourism was decided to be the leading. The Ministry of Sports and Ministry of Tourism support the development of industrial sports and tourism sports. The context evaluation will explain the environmental needs, namely the Solu Bolon event policy which includes the vision, mission, goals and objectives. Based on this explanation, there are three sub-focus of context: 1) Legal and, Policy; 2) Goal; 3) Target. The results obtained can be seen in **Table 1.** as follows:

Table 1. Context Evaluation

Variable	Value		
	Legal and Policy	Goal	Target
Evaluasi Context n = 23	317	367	203
Percentage	86,14%	79,78%	73,55%

Based on a questionnaire by 23 respondents, it was stated that legal and policy got a percentage of 86.14%, Goal got 79.78% and, target got 73.55%. Based on the results of observations on the implementation of Solu Bolon event based on the 2005 National Sports System Law concerning recreational sports. This event was held at Putri Lopian Beach, Lake Toba. Dragon boat race category, there is Lake Toba natural tourism. Solu bolon describes the elite means of transportation used in ancient times. Meanwhile, the results of interviews from several sources obtained the following data:

"The implementation of the Solu Bolon competition has gone well because there is a legal basis and supporting policies. This policy must be explained again through socialization involving the government and society so that the goals and targets can be known by the public" (Samosir City Youth Sports Culture Office).

"Solu Bolon is a sport tourism event held in tourist attractions and can create a different sports atmosphere. The government cares through sport tourism events to create economic and industrial

opportunities for the community. It can be seen that every area that has tourism potential can be used as a place for Sport Tourism events" (Head of Youth, Sports and Tourism, Samosir City).

"PODSI as the implementer always supports all government policies through the programs provided by the Samosir City government. This provides an opportunity for the community to participate in and contribute to the implementation of the event" (Chairman of the Rowboat Sports Committee of the City Samosir).

2. Input

At this stage, identification of the conditions and support of the resources owned in the 2019 Solu Bolon event was carried out. Based on the focus of the

The implementation of the Solu Bolon event must have goals that focus on the expected success. The success of context evaluation as a whole there is a match between the planned program and the results achieved in the event. However, from the results of observations the expected objectives had not been achieved because overall participants only came from North Sumatra and Aceh Provinces. Unlike other events where participants can come from outside the province.

problems identified, the evaluation of inputs includes: participants, management, financing, committee nature and culture. The results obtained from the input evaluation are shown in **Table 2** below.

Table 2. Input Evaluation

Variable	Value					
	Participant s	Managements	Financin g	Committe e	Nature	Culture
Evaluasi Context n = 23	299	441	698	744	240	322
Percentage	81,25%	79,89%	84,30%	80,87%	86,96 %	87,50%

The results of research involving 23 respondents stated that participants got a percentage of 81.25%, management got a percentage of 79.89%, financing got a percentage of 84.30%, committees got a percentage of 80.87%, nature got a

percentage of 86.96% and, culture got a percentage of 87.50%. Based on the results of observations, there were 21 teams who participated in the Solu Bolon event in the senior category. The following will display the names of the participating teams:

Table 3. Team Participants Solu Bolon

Team	Category		Total Participants
	Junior	Senior	
Dayung Yonif 8 Marinir Brandan		Upper 20	12
Lobster Dragon Palipi		Upper 20	12
Porhut Lontung		Upper 20	13
Pandulangan Sianjur Mulamula 5		Upper 20	12
Dayung SMA negeri 1 Palipi	Under 18		13
CNN Sport Palipi	Under 18		13
Martoba Solu Bolon Club		Upper 20	12

Team	Category		Total Participants
	Junior	Senior	
Tobasa I		Upper 20	12
Tobasa II	Under 18		12
Tim Sitiotio Expres		Upper 20	13
Baktimas Humbahas		Upper 20	13
Popsir II		Upper 20	13
Marlumba	Under 18		13
Dayung junior Samosir	Under 18		13
Podsi kabupaten Bekasi	Under 18		13
Partao Lumban Suhisui Torupan		Upper 20	13
Tim Ambarita		Upper 20	12
Simeuleu Aceh	Under 18		13
Dayung Lugahon		Upper 20	13
Ogung Star		Upper 20	13

In addition to questionnaire data and observations, researchers obtained interview data from sources to strengthen research findings. The results of the interviews obtained from three sources are as follows:

"Participants who took part in the Solu Bolon competition came from the provinces of North Sumatra, Aceh and West Java. There are teams that take part in the competition that make a selection to get the best athletes and win the championship. There are also participants who come from the Marines" (Samosir City Youth Sports Culture Office).

"Participants who take part in the Solu Bolon event get information from social media and websites from the 2019 Horas Samosir Fiesta (HSF) series of events. Participant registration is also easy by sending team names and members via the website" (Team Simeuleu Aceh).

"Management can run the Solu Bolon event well because many parties support, for example: health and safety. The committee also prepared rowboat

equipment well even though there were only 6 pieces. Nature and Culture Samosir City has its own characteristics based on history and folklore so that it becomes an appeal to the participants" (Team Podsi Bekasi).

"The committee obtains financing from the Samosir City government. Financing provided based on local government budgets to support the Solu Bolon event. The committee assigned comes from the Department of Culture, Youth and Sports in collaboration with the PODSI Indonesian Rowboat Association" (Chairman of PODSI Samosir City).

The success of the input evaluation can be said to be appropriate based on the data obtained from questionnaires, observations and interviews. Then it can be decided that the input evaluation in supporting Solu Bolon event is in accordance with the expected criteria. However, there is something that needs to be improved for the next event in connection with rowboat facilities only amounting to 6 pieces.

3. Process

The evaluation at this stage will

discuss the rules for rowing competitions and the implementation of the Solu Bolon

event in 2019. At this stage, we will discuss the processes carried out during the race. There are three focuses, namely: 1) rowboat competition rules, 2) implementation and, 3) supervision. The

results of the data that have been obtained from the implementation of the Solu Bolon event can be presented in **table 4** as follows:

Table 4. Process Evaluation

Variable	Value		
	Rule of the Game	Implementation Event	Supervision
Evaluasi Process n = 23	235	226	156
Percentage	85,14%	81,88%	84,78%

Based on the results of filling out the questionnaire by 23 respondents, it was stated that it got a percentage of 85.14%, implementation events got a percentage of 81.88% and supervision obtained a

percentage of 84.78%. In addition to the questionnaire data, observations about the competition rules were also obtained in **table 5** below:

Table 5. Rule of The Game

Participants	Rule of The Game	Equipments
<ul style="list-style-type: none"> • Participants in the competition were followed by junior Under 18 and senior Upper 20 categories • Each team consists of a maximum 13 people. • The legality of the participant is proven by the identity sent during registration 	<ul style="list-style-type: none"> • Competition rules of the Indonesian Rowboat Sports Association (PODSI). • Race using a knockout system 	<ul style="list-style-type: none"> • The committee prepares rowboats and paddles • The length of the track on Lake Toba is 850 meters.

In addition to the data above, the results of interviews were also obtained to support the results of this study. Based on the results of the interview, it will be explained as follows:

"Registration for the Solu Bolon event is according to the procedure set by the committee. All participants must have the identification card used during registration. Each team may only register a maximum of 13 athletes. Implementation of the Solu Bolon event, the committee coordinates with the government so that the implementation will be carried out as

expected. All preparations and equipment used during the race are also prepared before the race starts. The committee also prepares a rescue and security team to ensure the safety of all participants and committee members" (Chairman of the committee).

"The rules for rowing boat sports are in accordance with the regulations set by the PODSI organization. The competition is only for 3 days from 7 to 9 November 2019. The number of teams participating in the competition is only 21 so that the

committee applies a knockout system for each race, only the 1st to 3th ranks are taken, on the second day there are 12 teams that take part in the next round. Apart from that, the committee also prepared rowboats, paddles and, making tracks with 850 meters in length." (Head of Competition).

"We registered online by following the requirements set by the committee. The stipulated requirements are an identity card, and proof of registration used for re-registration" (Team Ambarita).

The success of the evaluation process in the implementation of the Solu Bolon 2019 event by looking at the suitability of the data obtained from observations, questionnaires and interviews. Based on the three data

collection techniques it can be decided that the process of implementing the event is in accordance with the expected criteria. However, based on observations, it was found that there were still many people who did not know that this event was carried out and the output that would be produced. It can be decided that the lack of socialization and promotion or the public's appeal is still low to enliven this event.

4. Product

At this stage, it will discuss 1) the Solu Bolon event attracts the audience, 2) economic benefits, 3) promotion of the event to the public, 4) increasing the number of visitors. The results of the data that have been obtained from the implementation of the Solu Bolon event can be presented in **table 6** as follows:

Table 6. Product Evaluation

Konsep	Variabel			
	Interesting	Economic Benefit	Promotion	Visitors
Evaluasi Process n = 23	124	217	81	58
Percentage	67,39	78,62	88,04	63,04

Based on the table above, it can be seen that the results of research that focus on events that attract people only get a percentage of 67.39%, economic benefits 78.62%, promotion 88.04% and visitors 63.04%. In addition to the questionnaire data, information was obtained based on observations, namely: the event held was less attractive for the public to see and enliven the competition even though the event was held on the weekend. The committee and the government have carried out promotions through print and online media to expand information to the public. As a result, only residents around Lake Toba participated in watching the competition. To strengthen the observation and questionnaire data, the following interview results were obtained:

"People are less interested in rowing competitions, because they are considered less well-known than other sports such as football and volleyball. We have made a schedule for the weekend so that people outside Samosir district will also participate in enlivening this event. We also disseminate information by making advertisements and placed in several districts" (Chief Executive).

"We hope that many visitors will come and see this event until the final, but in the implementation it was seen that only the people around Lake Toba acted as spectators on the first day because there were still many participants competing. Even though through this event it is hoped that many visitors will come for a vacation or see the natural beauty of Lake Toba" (Chairman of the Culture, Youth and Sports).

The success of product evaluation is only at promotion events because it has become an agenda every year. The committee always advertises through online media and print media so that visitors can increase and the public can get economic benefits. Even though the

preparation and implementation that had been planned by the committee was good, there are still some focuses on product evaluation that have not reached the criteria.

Discussion

The evaluation of Solu Bolon 2019 event presents four focuses in achieving tourism promotion through sports activities. Based on this, the focus of program evaluation includes four things: 1) context, 2) input, 3) process, and 4) product. To support the government program which aims to develop the tourism sector to attract local and domestic tourists, the Samosir City government has created the Horas Samosir Fiesta program with one of the Solu Bolon rowboat race agendas. Apart from recreation, the zone between tourism and sport contains a type of activity which is referred to as 'exploratory' (Kotus, 2016). The event which was held by the Samosir City Government through the Culture, Youth Sport (Budpora) Office was attended by 21 teams from various regions. The event which started on November 7, 2019 and left 12 teams to enter the final round which was divided into 3 races.

Solu bolon is a way to protect the culture and heritage of the community. This event can further introduce Samosir as a tourist destination that has major events and can increase tourist visits. Maintaining the cleanliness of Lake Toba and always being friendly in welcoming tourists is also an important part of attracting visitors. In addition, the government must provide an information center about the schedule of events, cultural festivals and other activities. Even in the light of low access costs, tend to use new technologies not only to organize their travel, but also to obtain information about a destination, for example, through geo-location based social networks and "augmented reality" which match the mobile communication with information related to specific

places and activities (Radicchi, 2013).

The first day saw many visitors and supporters of the Solu Bolon team competing at Putri Lopian Beach. The committee always improves services and promotions so that every event held can attract visitors from outside the province of North Sumatra. In 2019 the government has carried out online promotions through social media so that there will be many visitors. Local event is an event that is targeted for local audiences and staged primarily for their social, fun and entertainment value. these events often produce a range of benefits, including engendering pride in the community, strengthening a feeling of belonging and creating a sense of place.

Based on the evaluation context of the Solu Bolon program, it has been supported by the government by issuing a legal and policy basis to carry out the competition. The District and Provincial Governments always coordinate to develop tourism through sport tourism events. The strategy of sports tourism at the “Banja Vrućica” spa needs to be developed primarily as a shift strategy (Milinković et al., 2017). Even though this is a local event, the government's goal has received appreciation from the community to introduce the beauty of Lake Toba to people outside the province of North Sumatera.

Based on the evaluation input, the participants' came from the provinces of North Sumatera, Aceh and West Java. In 2019 there was an increase in the number of participants so that it can be said that the committee was successful in promoting through print and online media. The use of promotion through social media also affects the development of information dissemination to participants from outside the province. It is necessary to develop destination-specific marketing strategies for upland sport destinations (Hodeck & Hovemann, 2015). The establishment of an organization should be accomplished so

that the various sectors engaging in sport tourism will be coordinated and so that the country's projection abroad will be thorough, and thus the selection of the country as a destination will not be hindered due to lack of information (Yiannakis, 2010).

The government also supports the financing of each event which aims to advance the tourist area so that it has economic benefits for the residents around Lake Toba. Residents see sports as one of the factors contributing to the identity of the municipality, underlying motivations for participation as the search for happiness, health, wellbeing, fun and effects in the local economy (Perna et al., 2019). Nature and culture characterize every region in Indonesia as a legacy that must be preserved. Segmentation of the tourists and a strategy for tourism destinations that highlight culture, endemic forest, authentic landscapes and the hospitality of local people in active tourism services (Soares & Nunes, 2020).

The committee also establishes competition rules as the basis for implementing the event so that there are no problems. The committee also prepared rowboat and paddle equipment because this competition was one of the characteristics of elite vehicles in ancient times. The race schedule for 3 days did not attract the public to watch the competition, only on the first day many residents came while on the second and third days the audience began to decline. As a result, after this event was completed the number of visitors to Lake Toba had not increased significantly.

IV. CONCLUSION

This paper discusses the management of the Solu Bolon event as a sport tourism program in the province of North Sumatera, exactly on Lake Toba. This lake is the largest lake in Southeast Asia because it has a length of 87 kilometers, a width of 27 kilometers and an

altitude of 904 meters above sea level. This place is often visited by tourists because it is famous for its natural beauty. Therefore, the government wants to develop a sport tourism event in Lake Toba so that it can have an impact on the surrounding community.

The main focus of this paper is to evaluate the Solun Bolon event which aims to promote Lake Toba tourism so that it has economic benefits and increases visitors. In the evaluation framework, the following results have been obtained: context evaluation shows good criteria because it has a legal and policy basis for organizing events. Input evaluation: the government has the resources to support each event that is incorporated in the Horas Samosir Fiesta so that it shows good criteria. Process evaluation shows good criteria because the committee has determined the rules for participants and the implementation of competition. In the product evaluation, set results have not met the target because this event has not been able to attract many people, the number of post-event visitors has not increased even though the government has carried out promotions through social and electronic media. So that this event only provides economic benefits at the time of the competition. Conclusion at the Solu Bolon promotion event which is carried out through social and electronic media can expand information so that there is an increase in the number of participants, even though the audience who comes is only local residents, but with many participants it can increase economic benefits for the community.

Acknowledgment

We thank the Samosir city government and the committee for giving permission to conduct an evaluation of the Solu Bolon event. The Samosir Regency Government also provides information openly so that the results of this study can be a consideration for making policies and can provide input on the next event. It is

hoped that there will be other analyzes that can develop tourism potential in North Sumatera.

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