

Research article

Sport Policy: Analysis of the Implementation of Sporting Events on Tourism in the City of Bandung

Nuryadi ¹, Mochamad Yamin Saputra ², Agus Gumilar ^{2,3}, Jajat Darajat Kusumah Negara ², Mulyana ², Eko Purnomo ⁴

Citation: Nuryadi 1, Saputra M.Y., Gumilar A., Negara J.D.K., Mulyana 2, Purnomo E. - Sport Policy: Analysis of the Implementation of Sporting Events on Tourism in the City of Bandung
Balneo and PRM Research Journal
2025, 16(3): 880

Academic Editor(s):
Constantin Munteanu

Reviewer Officer:
Viorela Bembea

Production Officer:
Camil Filimon

Received: 06.09.2025
Published: 30.09.2025

Reviewers:
Veronica Morcov
Ruxandra Postoiu

Publisher's Note: Balneo and PRM Research Journal stays neutral with regard to jurisdictional claims in published maps and institutional affiliations.



Copyright: © 2025 by the authors. Submitted for open-access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

- 1 Universitas Pendidikan Indonesia, Post Graduate School, Bandung, Indonesia
- 2 Universitas Pendidikan Indonesia, Faculty of Sports Education and Health, Bandung, Indonesia
- 3 Komite Olahraga Nasional Indonesia, Bandung, Indonesia
- 4 Universitas Negeri Padang, Faculty of Sports Science, Padang, Indonesia

* Correspondence: nuryadi71@upi.edu

Abstract: Hosting a sporting event that attracts large crowds will increase the number of visitors to an area. This will also boost the tourism, restaurant, and lodging sectors, which in turn will boost the local economy. The purpose of this study is to provide an overview and analysis of the impact of sporting events on tourism in the city of Bandung. A survey was conducted to gather information regarding the impact of sporting events on the tourism sector and the economy in the city of Bandung. A total of 145 respondents, consisting of athletes, parents of athletes, spectators, committee members, and sports professionals, agreed to complete a public observation questionnaire regarding the implementation of sporting events in the city of Bandung. The analysis shows that three types of tourism expenditure—cost of staying at a hotel, cost of meals in restaurants, and cost of visiting tourist attractions—have a positive and significant correlation. The strongest relationship was between food costs and tourist attraction costs ($r = 0.776$), indicating interrelated consumption patterns. Tourism promotion through sporting events can also encourage local development, community cohesion, and position a region in the tourism market. Government support in the form of policies and sponsorship is key to the success of sporting events.

Keywords: Sport Event; Sports Event; Tourism; Bandung City

1. Introduction

Sports tourism, a rapidly growing sector at the intersection of sport and tourism, encompasses travel to participate in, watch, or visit sport-related attractions [1]. Sports tourism can be categorized into five main areas: attractions, resorts, cruises, tours, and events [1]. Some argue that sports tourism is essentially event tourism, governed by the principles of event management [2]. This field is characterized by a diverse range of offerings and services, driven by the experiential appeal of sport culture [3]. Sports tourism differs from casual sports participation during vacations, as it involves intentional travel to experience sport culture [3]. Despite its growing popularity, participation in active sports tourism remains stratified by gender, class, and race, with the typical participant being male, wealthy, and college-educated [4]. This highlights the need for further research into participation patterns and potential barriers to sports tourism [4].

Sports tourism has emerged as a significant sector with the potential to promote sustainable development and peace in various regions. Sports tourism offers opportunities for local economic growth and community engagement when organized through collaboration between sports and tourism institutions, decision-makers, and local communities [5]. Sports tourism can contribute to the sustainability of destinations by supporting active lifestyles and offering unique experiences that highlight

natural and cultural assets [6]. Furthermore, cross-border sporting events can foster peaceful relations between conflicting parties, as demonstrated by the Bethlehem to Jerusalem Peace Run [7]. Research interest in sports tourism and sustainability has grown significantly since 2002, particularly following the publication of the UN Sustainable Development Goals in 2015 and the hosting of major sporting events [8], [9]. Sports tourism is a growing sector that combines sports and tourism, offering diverse experiences and economic opportunities [3]. Sports tourism encompasses active participation and spectator-led events, reflecting a societal shift toward individualization and self-realization through physical activity [10]–[12].

Sport has significantly shaped Canadian culture, particularly through ice hockey, national sporting successes, and sporting heroes, which are strategically incorporated into tourism promotion [13], [14]. The Movement Culture concept integrates sport into physical education, recognizes the growing trend of participation, and maintains educational objectives [10]. Modern sport and recreation tourism is influenced by the acceleration of society, increasing work pressure, and the increasing desire for well-being and recreation [15], [16]. Sport tourism offers opportunities for intercultural encounters and international understanding; organizers must focus on creating experiences to meet customer needs and remain competitive in the tourism market [16], [17]. Sport and tourism activities are a new concept that can be developed to support the development of a region. In this study, the researcher intends to analyze studies related to the implementation of high-achieving sport activities for tourism.

From the results of field observations, the problems that arise related to regional development through the implementation of sports activities are expected to serve as a reference that sports activities can have a positive impact on sports development in a region. The implementation of sporting events that attract a large number of participants will have an impact on increasing visits to an area; this will also have an impact on improving the tourism sector, restaurants, and lodging, which will improve the economy of a region. Therefore, it is very important to make an analysis and study of the implementation of sports activities on the development of a region. It is hoped that it can serve as a reference for policymakers to be able to facilitate and create a policy related to the implementation of sports as part of the development of a region. The purpose of this study is to create an overview and analysis of the implementation of sports events on tourism in the city of Bandung.

1. Methods

2.1 Design

This study aims to analyze the impact of sporting events on tourism in the city of Bandung using a descriptive approach. The research design used was an analytical survey, conducted to collect data related to the influence of sporting events on the tourism sector. As a tourist destination with a variety of cultural and natural attractions, Bandung frequently hosts sporting events, which have the potential to attract both domestic and international tourists.

This survey was conducted by identifying various sporting events held in the city of Bandung and then collecting data from event attendees and tourism stakeholders regarding the impact of these events on the number of tourist visits, the duration of their visits, and tourist expenditure. Furthermore, this study also explored the direct impact of sporting events on the accommodation, restaurant, and other tourism-related economic sectors.

2.2 Respondence

The survey was conducted on 145 respondents consisting of athletes, parents of athletes, spectators, committees, and all sportspeople involved in sporting events held in the city of Bandung. There are 5 events that are the target respondents in this

study, namely, the Bandung Race 10K running event, the Indonesia Pingpong League, the 2025 Equipment & Classic Weightlifting Open Championship, the 2025 UPI KARATE CUP V, and the 2025 West Java swimming series 1, Balance Open 2025 Roller Skating sport.

2.3 Research Instrument

The public observation instrument related to the implementation of sports events in the Bandung City environment used in this study refers to the logic model policy evaluation theory, (12) which consists of 6 dimensions, namely context (policy context, organization, and activity objectives), input (activity participants and budget), activity (activity volume, activities, and budget spent by participants), output (participants, amount of income, impact on MSMEs, and improving regional image), outcome (behavior, social conditions, and facilities), and impact (achievement of the objectives of organizing high-achieving sports events).

Table 1. Public Observation Research Instruments Related to Sport Tours in the City of Bandung

Variabel	Source	Dimension	Indicator	Question
Sport Policy: Implementation of Achievement Sports Activities for Bandung City Tourism	Logic Model Policy Evaluation [18]	Context	Policy Context Organisasi Activity Objectives	1. What do you think about the organization of achievement sports events in the city of Bandung?
				2. Is there a need for the role of the government, such as KONI or related agencies, in organizing achievement sports events in the city of Bandung?
		Input	Activity Participants Budget	1. Participant's origin
				2. How much does it cost to buy team T-shirts and other equipment?
		Activity	Volume of Activity Other Activities Outside of Participating in Events Budget Issued	1. How long have you been participating in the event activity?
				2. Did you stay at a hotel while in Bandung?
				3. Are you visiting tourist attractions in the city of Bandung?
				4. Do you use public transportation while in the city of Bandung?
				5. Are You Visiting Shopping Malls in Bandung?
		Output	Participants Total Revenue Impact on MSMEs Improving the image of the region	1. How many families are participating?
				2. How much does it cost to stay at a hotel?
				3. How much do you spend to visit tourist attractions?
				4. How much do you spend to buy souvenirs and eat during the event?
				5. What do you think about the organization of achievement sports events in the city of Bandung?
		Outcome	Behaviour Social conditions Facilities	1. How did the people of Bandung respond?
				2. What was your impression while in the city of Bandung?
				3. What do you think of the public facilities in the city of Bandung?
		Impact	Achievement of the purpose of organizing an achievement sports event in the city of Bandung	1. What impact do you think arises from the implementation of an achievement sports event in the city of Bandung?

2.4 Procedure and data analysis

This research was a survey study in which the data collection team administered a pre-compiled electronic public observation questionnaire regarding the implementation of sporting events in Bandung to respondents who agreed to complete it. The data was then analyzed using the statistical application Jamovi version 2.6.

2. Results

The following are the results of the data analysis that has been obtained, presented in the form of tables and graphs below.

Table 2. Description of Research Data Related to Costs Incurred by Participants When Taking Part in Sports Events (in rupiah)

	Cost of Staying at a Hotel	Cost of Meals in Restaurants	Cost of Visiting Tourist Attractions
N	145	145	145
Mean	910345	768966	734483
Median	500000	500000	500000
Standard deviation	660568	500072	382132

Table 2 describes the data description of this study. The number of respondents was 145 people; all respondents answered completely for all three components of travel expenditure. The mean score for hotel stays had the highest average, at around Rp 910,345, indicating that this expenditure tends to be the largest of the three categories. Restaurant meals and visits to tourist attractions had slightly lower but still significant average costs (Rp 768,966 and Rp 734,483). Interestingly, the median for all categories was the same, at Rp 500,000, indicating that half of the respondents spent less than Rp 500,000, and the other half spent more. The discrepancy between the mean and median indicates an asymmetrical distribution of the data, likely containing outliers or respondents with very high expenditures. Standard Deviation: Hotel stays had the highest standard deviation (Rp 660,568), indicating the greatest variation among respondents. In contrast, visits to tourist attractions had the smallest standard deviation (Rp. 382,132), indicating more uniform spending in this category.

Next, a correlation analysis was conducted to see the relationship between the three variables above, namely cost of staying at a hotel, cost of meals in restaurants, and cost of visiting tourist attractions.

Table 3. Correlation Matrix of Cost of Staying at a Hotel, Cost of Meals in Restaurants, and Cost of Visiting Tourist Attractions

		Cost of Staying at a Hotel	Cost of Visiting Tourist Attractions	Cost of Meals in Restaurants
Cost of Staying at a Hotel	Pearson's r	—		
	df	—		
	p-value	—		
Cost of Visiting Tour- ist Attractions	Pearson's r	0.359	—	
	df	143	—	
	p-value	<.001	—	
Cost of Meals in Res- taurants	Pearson's r	0.483	0.776	—
	df	143	143	—
	p-value	<.001	<.001	—

Table 3 presents the results of the Pearson correlation analysis (Pearson's r) used to examine the relationship between three components of travel expenditure: Hotel stays Visits to tourist attractions Eating at restaurants Degrees of Freedom (df): All correlations were calculated with degrees of freedom (df) = 143, which corresponds to the number of respondents minus 2 (N-2). Correlation Value (Pearson's r): 0.359 between hotels and tourist attractions, which is a moderate positive correlation, indicating that the higher the hotel costs, the higher the costs for tourist attractions. A correlation value of 0.483 between hotels and restaurants shows a moderate-strong positive correlation, meaning that people who spend more on hotels tend to also

spend more on eating at restaurants. Correlation value of 0.776 between tourist attractions and restaurants, which is a very strong positive correlation, indicating that these two types of expenditure are highly related, perhaps because they occur simultaneously during travel. Significance Level (p-value): All relationships between variables are highly statistically significant ($p < .001$), meaning there is a very small chance that these relationships occurred by chance. Therefore, it can be concluded that there is a positive and significant relationship between the three types of travel expenditure. The strongest relationship occurs between food costs and tourist attraction costs ($r = 0.776$), indicating interrelated consumption patterns. The more expensive one component is, the more likely it is that the other component will also be expensive, reflecting a tendency toward consistent travel styles (e.g., luxury vs. budget travel).

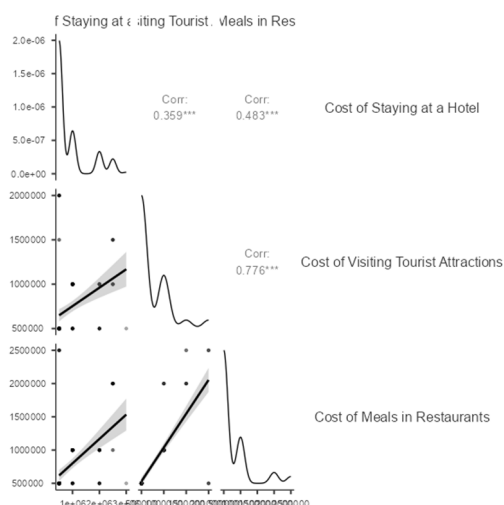


Figure 1. Correlation Matrix Plot of Cost of Staying at a Hotel, Cost of Meals in Restaurants, and Cost of Visiting Tourist Attractions

3.1 Equipment Cost Analysis

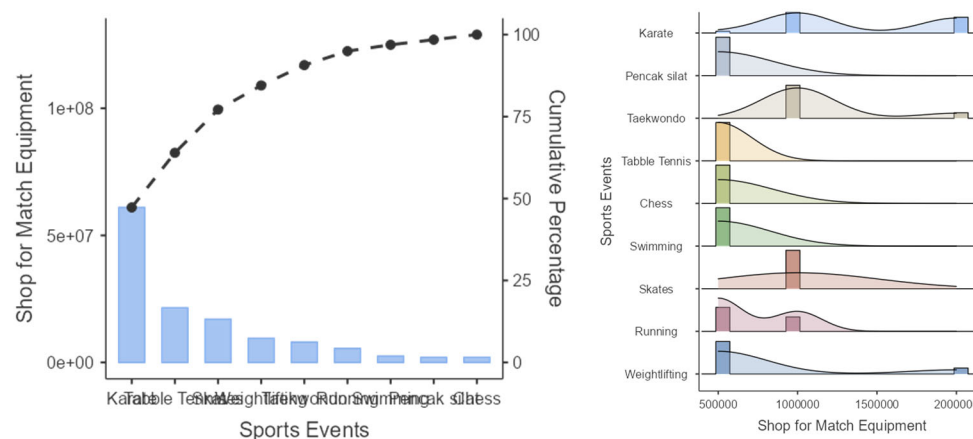


Figure 2. Cost analysis of equipment costs based on sport

Figure 2 shows the visualization of the interpretation of each sport as follows: Karate & Weightlifting has a wide distribution of expenditure, with many participants spending between Rp500,000 and Rp2,000,000, indicating high variation between individuals. Pencak Silat & Skates tends to be concentrated around Rp1,000,000, with a narrower variation, indicating more consistent costs between participants. Taekwondo: Shows a distribution that is elongated to the right, meaning

there are some participants who spend very large amounts (outliers towards expensive). Table Tennis & Chess: Shows a lower average expenditure than other sports, with a concentration of around Rp600,000–Rp1,000,000. Swimming & Running: Has a wide distribution shape but is generally more concentrated below Rp1,000,000. The analysis results can be concluded that there are significant differences in expenditure on competition equipment between sports. Sports such as karate, weightlifting, and taekwondo tend to have higher equipment costs, while chess and table tennis have lower costs. This chart helps in budget planning, subsidies, or sports coaching based on equipment needs.

3.2 Comparative analysis of the cost of staying at a hotel for participants from Bandung and outside Bandung.

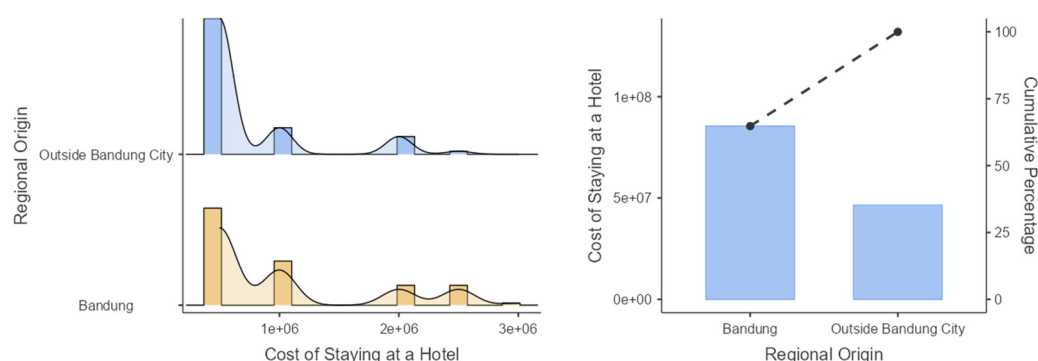


Figure 3. Comparative analysis of the cost of staying at a hotel for participants from Bandung and outside Bandung

Figure 3 shows a visualization of the distribution of overnight stay costs in the form of density. The boxplot in the violin depicts the categories of respondents from Bandung and outside Bandung City. The cost of staying at a hotel is depicted in rupiah. A logarithmic scale is displayed (e.g., $1e+06 = \text{Rp}1,000,000$). Interpretation per category of origin shows that respondents from Bandung have a wider and multi-modal distribution (having several peaks), indicating that most stay at a cost below Rp1,000,000. However, there are also groups who stay at high-cost hotels (Rp2,000,000–Rp3,000,000), perhaps due to a preference for more comfort or high-end accommodations and lower median spending compared to those outside the city. Meanwhile, respondents from outside Bandung show a distribution that is more concentrated in low-cost accommodations, with the majority staying at hotels below Rp1,000,000. There's a slight peak above Rp2,000,000, indicating a small number of out-of-town respondents opting for expensive hotels. Overall, spending variation is smaller than for respondents from Bandung. Therefore, it can be concluded that respondents from Bandung showed a higher variation in hotel spending, ranging from inexpensive to very expensive. Respondents from outside the city stayed more often in low-cost hotels, likely due to time constraints or efficiency considerations during their visit. This graph shows that region of origin influences accommodation consumption patterns, which is important to consider when planning accommodation, subsidies, or event logistics in Bandung.

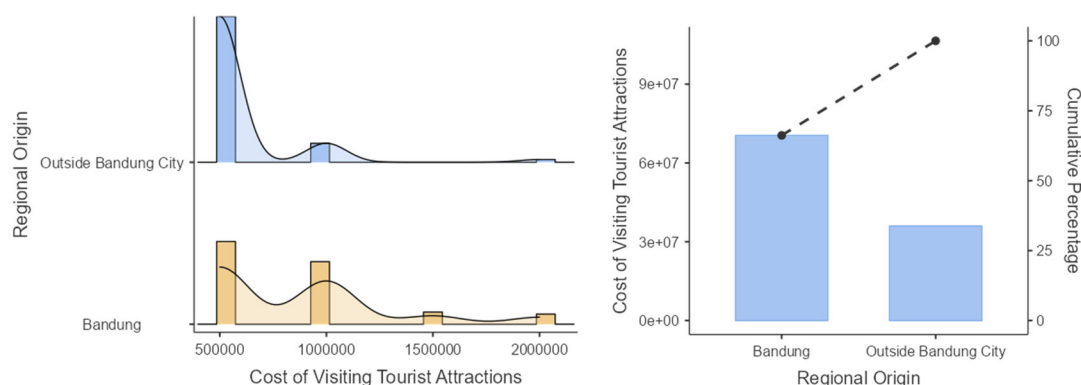


Figure 4. Comparative analysis of the cost of visiting tourist attractions for participants from Bandung and outside Bandung City

Figure 4 shows a visualization of the distribution of costs for visiting tourist attractions for participants from Bandung and outside Bandung. Respondents from Bandung showed a more varied cost distribution with several peaks (multimodal). Three main expenditure groups were seen around IDR 500,000 - IDR 1,000,000 and a small portion between IDR 1,500,000 - IDR 2,000,000. The median expenditure was higher than respondents from outside the city. This indicates a tendency for local residents to be more active in visiting various tourist attractions with a wider range of costs. Meanwhile, respondents from outside the city of Bandung mostly spent below IDR 1,000,000, with a fairly sharp distribution at the beginning and quickly declining. There was a slight increase in density above IDR 1,500,000, but it was very small. The distribution shows that respondents from outside the city are more economical or selective in tourist visits, perhaps due to time constraints and the main focus on certain activities (for example, competitions or work). Conclusion: Region of origin influences tourist consumption patterns: Respondents from Bandung tend to spend more on tourist visits, with greater variation in expenditure. Respondents from outside the city have expenditures that are more concentrated at the low level. These findings are important for: Local tourism promotion strategies Determining tour packages Planning subsidies or managing tourist attraction tickets.

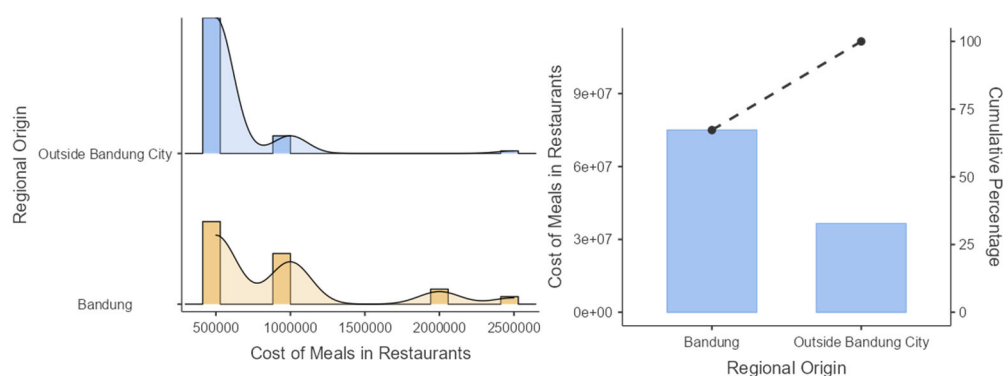


Figure 5. Comparative analysis of the cost of meals in restaurants for participants from Bandung and outside Bandung City

Figure 5 visualizes the distribution of restaurant dining expenses based on respondents' region of origin, namely those from Bandung City and those from outside Bandung City. Respondents from outside Bandung generally spend less on dining, with the majority of expenditures being below Rp 100,000. Respondents from Bandung show a more varied distribution of expenditures, including high expenditures (Rp 150,000–250,000), which are less common among respondents from outside the city. The curve from Bandung tends to have two peaks (bimodal), indicating two

dominant spending groups: one in the low range ($< \text{Rp } 100,000$) and another in the medium to high range ($\sim \text{Rp } 150,000\text{--}200,000$). The curve from outside Bandung slopes down more sharply, indicating that the majority of respondents from outside the city tend to be frugal when it comes to dining at restaurants. Conclusion: This figure shows that region of origin influences restaurant dining expenditure patterns. Respondents from Bandung tend to have higher and more varied expenditures, while respondents from outside Bandung are more concentrated in lower expenditures. This data can be useful for studies of consumption behavior, restaurant business strategies, or local economic research.

3. Discussion

The analysis results show that the three types of tourism expenditure, namely cost of staying at a hotel, cost of meals in restaurants, and cost of visiting tourist attractions, are positively and significantly correlated. The strongest relationship is between the cost of meals and the cost of tourist attractions ($r = 0.776$), indicating inter-related consumption patterns. It is likely that other components will become more expensive as the cost of one component increases, indicating that tourism styles tend to be consistent; for example, luxury tourism compared to budget tourism. Major sporting events can have a significant impact on regional economic development in various ways. These events attract tourists, create jobs, generate income for local businesses, and stimulate infrastructure investment [19]–[22]. The economic benefits can be substantial, with estimates that a single rugby match can contribute around £20 million to the Scottish economy and £12 million to the Edinburgh economy [21]. However, the long-term economic impact depends on the effective management of sports infrastructure post-event and its integration into urban development strategies [19]. While both small- and large-scale events can contribute to regional development, proper planning is essential to maximize benefits and minimize potential negative impacts [22]. The study also highlighted the need for public-private partnerships and sustainable use of sports facilities to ensure long-term economic benefits [20], [23].

1. *Organizing sports events and tourism*

Organizing sporting events also has an impact on tourism sector revenue in Bandung City, especially culinary tourism and other tourism such as shopping places, malls, museums, and other tourist attractions. Data shows that the cost of eating at restaurants and visits to tourist attractions has an average cost that is slightly lower but still significant (Rp 768,966 and Rp 734,483). Sports tourism, especially through organizing championships and events, can have a significant impact on the regional economy. These events can increase tourist attraction, improve the image of the destination, and drive economic income [24]. Studies show that sports tourism events can contribute up to 3.1% to regional GDP [25]. However, the economic impact may be limited in the short term and does not result in a stable increase in indicators such as gross domestic product (GDP) or investment [26]. Small- and large-scale sporting events have the potential to contribute to regional economic development, create jobs, and generate income for local businesses [22]. Challenges include high costs of organizing, environmental issues, and pressure on local resources [24]. To maximize benefits and reduce negative consequences, strategic planning, community participation, and effective management strategies are essential [22], [24].

The amount of lodging costs reported by respondents attending the event indicated that they stayed in hotels costing less than Rp1,000,000. However, there was also a group who stayed in high-cost hotels between Rp2,000,000 and Rp3,000,000, perhaps due to a preference for the upper class or a lower median expenditure compared to those outside the city. Meanwhile, respondents from outside Bandung indicated that they stayed more in low-cost hotels. Research on the impact of sporting events on hotel revenues and the local economy has shown mixed results. While

some events, such as NASCAR races and political conventions, significantly increase hotel occupancy, prices, and revenue in Charlotte [27], many others have no significant impact. In Los Angeles, sporting events and concerts at Staples Center cause small revenue increases for nearby hotels but decreases for hotels farther away, resulting in no overall positive impact [28]. The impact of Southeastern Conference football games on hotel demand varies widely, depending on the quality of the teams and opponents [29]. In Indonesia, the National Games (PON) affected total regional tax revenue, restaurant tax, and entertainment tax in the short term but did not affect hotel tax revenue [30]. These studies show that the relationship between sporting events and hotel revenue is complex and context-dependent.

2. *Community Economic Development*

The analysis concludes that sports differ in the amount of money spent on competition equipment such as jerseys and other gear. For karate, weightlifting, and taekwondo, equipment tends to be more expensive, while chess and table tennis tend to be cheaper. This graph is useful for budget planning, subsidies, and sports organizations based on equipment. Research shows that hosting sporting events can have a positive economic impact on local businesses, including sports equipment providers. Studies have found that such events can increase sales, profits, and employment for local companies [31]–[33]. Small-scale events in mid-sized cities have shown promising potential in generating economic benefits, particularly through increased hotel occupancy [34]. However, the long-term sustainability of these impacts remains uncertain, with factors such as event scale, location, and management influencing outcomes [32]. Public support for hosting events is generally high, especially in low-income countries, although concerns about public sector deficits can influence attitudes [35]. To maximize economic benefits, researchers recommend comprehensive impact assessments, effective planning, stakeholder engagement, and sustainable development strategies [32], [34]. Overall, while sporting events can stimulate local economies, careful planning and management are critical to success.

3. *Government Support*

Government policy plays a crucial role in supporting sporting events, influencing national and international competitions. The Bandung City Sports Agency and the National Sports Committee (KONI) play a crucial role in supporting sporting events held in Bandung. Bidding for major sporting events has become increasingly competitive and politicized, with government support key to success [36]. Governments use sporting policy to generate political support and strengthen citizen values, while opposition parties can exploit sport to undermine systemic support [37]. Canada's 1967 federal sport policy exemplifies how governments develop strategic approaches to selecting events that benefit amateur sport and meet national objectives [38]. Sports development policies often encompass educational, recreational, and achievement-oriented aspects, aiming to improve public health, build national character, and enhance the country's international reputation [39]). However, certain government policies, such as taxation, have the potential to undermine the competitiveness of national governing bodies in event bidding [36], highlighting the complex relationship between government policy and sporting events.

Additionally, sponsors play a crucial role in organizing sporting events, providing financial, technical, and expert support [40]. In return, sponsors benefit from enhanced brand image, increased customer exposure, and higher sales [40]. Sports sponsorship is an effective marketing tool for building brand awareness and offering networking opportunities [41]. However, cultural factors can influence the effectiveness of sponsorship, especially in global sporting events [41]. Sponsors are motivated by various factors when participating in sporting events, including economic, sociological, and psychological considerations [42]. Experiential sponsorship activations encourage high levels of active participation and a meaningful brand experience. To

attract more spectators and increase sponsor visibility, event organizers should focus on relevant messaging, flexible ticket pricing, and accessibility across platforms[42]. Additionally, fan engagement through social media can enhance branding opportunities for event sponsors [42].

The impact of sporting events has expanded beyond mega-events to include non-mega and local events, with a growing focus on social impacts alongside economic ones [43], [44]. Studies have found that hosting events can positively influence citizens' perceptions of social impacts, attitudes towards the city, and word-of-mouth behavior [45], [46]. Local governments play a crucial role in event planning and leveraging these impacts for community development [43]. Longitudinal studies have revealed changes in citizens' perceptions before and after events, highlighting the importance of sustainable event management [45], [47]. While economic impact assessments are still prevalent, research is increasingly examining intangible impacts such as destination image and consumer behavior [44]. However, there is a paucity of research on the impact of sporting events on health and education[44], [48].

4. Conclusions

Sporting events play a vital role in tourism and regional development, offering economic and social benefits. They attract tourists, create jobs, and generate revenue for local businesses. Both small- and large-scale events can contribute to regional economic growth, such as for micro, small, and medium enterprises, as well as increasing hotel occupancy and visits to tourist attractions within Bandung. Furthermore, sporting events enhance destination image, improve infrastructure, and strengthen Bandung's regional identity. Tourism promotion through sporting events can also foster local development, community cohesion, and position the region in the tourism market. However, challenges such as high costs and environmental concerns must be addressed. The involvement of government policymakers and sponsors is crucial in supporting sporting events. Strategic planning, community participation, and modern technology can help optimize opportunities and mitigate the negative consequences of sporting events in Bandung.

Author Contributions: Conceptualization, N., M.Y.S., and A.G.; methodology, J.D.K.N., M., A.G., and E.P.; software, N., M.Y.S., and A.G.; validation, N., A.G., and E.P.; formal analysis, J.D.K.N.; investigation, N., M.Y.S., A.G., J.D.K.N., and E.P.; resources, N., and M.Y.S.; data curation, M.Y.A.; writing—original draft preparation, J.D.K.N., M., A.G., and E.P.; writing—review and editing, A.G., and E.P.; visualization, E.P., and A.G.; supervision, J.D.K.N., M.Y.A., M and E.P.; project administration, N., A.G. All authors have read and agreed to the published version of the manuscript.

Funding: This research received no external funding.

Institutional Review Board Statement: Not applicable.

Informed Consent Statement: Not applicable.

Data Availability Statement: The corresponding author can provide all data collected and analyzed in the present study upon reasonable request.

Acknowledgments: The author's thanks to all research respondents.

Conflicts of Interest: The authors declare no conflict of interest.

Abbreviation:

KONI	National Sports Committee of Indonesia
Rp	Rupiah

References

1. Delpy, L. A. (1998). An overview of sport tourism: Building towards a dimensional framework. *Journal of Vacation Marketing*, 4, 23–38. <https://doi.org/10.1177/135676679800400103>
2. Deery, M., Jago, L. K., & Fredline, L. (2004). Sport tourism or event tourism: are they one and the same? *Journal of Sport & Tourism*, 9, 235–245. <https://doi.org/10.1080/1477508042000320250>
3. Pigeassou, C. (2004). Contribution to the definition of sport tourism. *Journal of Sport & Tourism*, 9, 287–289. <https://doi.org/10.1080/1477508042000320205>
4. Gibson, H. J. (1998). Active sport tourism: who participates? *Leisure Studies*, 17, 155–170. <https://doi.org/10.1080/026143698375213>
5. Londoño, M. del P. L., Molero, R. T., Medina, F. X., Naudí, S. A., & Bergara, S. S. (2021). Sport tourism: an opportunity for local regions in a global context. A Delphi study (Turismo deportivo: Una oportunidad para los territorios locales en un contexto global. Un estudio Delphi). *Retos*, 42, 77–88. <https://doi.org/10.47197/retos.v42i0.86696>
6. Morfoulaki, M., Myrovali, G., Kotoula, K. M., Karagiorgos, T., & Alexandris, K. (2023). Sport Tourism as Driving Force for Destinations' Sustainability. *Sustainability*. <https://doi.org/10.3390/su15032445>
7. Gelbman, A. (2019). Sport tourism and peace: crossing the contested wall. *Tourism Geographies*, 21, 163–189. <https://doi.org/10.1080/14616688.2018.1519718>
8. Marheni, E., Purnomo, E., Jermaina, N., Afrizal, S., Sitompul, S. R., Suardika, I. K., & Ardita, F. T. (2021). Discipline Levels of Junior Students during Physical Education Lessons at Schools. *International Journal of Human Movement and Sports Sciences*, 9(4), 635–641. <https://doi.org/10.13189/saj.2021.090405>
9. Jiménez-García, M., Ruiz-Chico, J., Peña-Sánchez, A. R., & López-Sánchez, J. A. (2020). A Bibliometric Analysis of Sports Tourism and Sustainability (2002–2019). *Sustainability*, 12(7), 2840. <https://doi.org/10.3390/su12072840>
10. Ward, G. (2014). Learning movement culture: mapping the landscape between physical education and school sport. *Sport, Education and Society*, 19, 569–604. <https://doi.org/10.1080/13573322.2012.690342>
11. Jermaina, N., Kusmaedi, N., Ma'mun, A., Gaffar, V., Purnomo, E., & Marheni, E. (2022). Effects of Relaxation Exercises to Reduce Anxiety in Beginner Athletes. *International Journal of Human Movement and Sports Sciences*, 10(6), 1275–1283. <https://doi.org/10.13189/saj.2022.100618>
12. Purnomo, E., Jermaina, N., Hambali, B., Amirudin, A., Cahyani, F. I., Dermawan, A., & Ningrum, D. T. M. (2024). Sports Participation, Family Communication and Positive Youth Development. *International Journal of Human Movement and Sports Sciences*, 12(4), 663–670. <https://doi.org/10.13189/saj.2024.120407>
13. Hinch, T. D. (2006). Canadian Sport and Culture in the Tourism Marketplace. *Tourism Geographies*, 8, 15–30. <https://doi.org/10.1080/14616680500392440>
14. Purnomo, E., Jermaina, N., Marheni, E., Gumilar, A., Widarsa, A. H., Elpatsa, A., & Abidin, N. E. Z. (2024). Enhancing Problem-Solving Skills Through Physical Education Learning: A Comprehensive Analysis Mejora de las habilidades para resolver problemas mediante el aprendizaje de educación física: un análisis integral. *Retos*, 58, 435–444. <https://doi.org/10.47197/retos.v58.106838>
15. Afrizal, S., Purnomo, E., Marheni, E., Jermaina, N., Cahyani, F. I., Saputra, D., Ikhlas, A., & Helmi, R. F. (2024). Integration of Life Skills in Football Training Programs in the Context of Positive Youth Development. *International Journal of Disabilities Sports and Health Sciences*, 7(1), 29–36. <https://doi.org/10.33438/ijdshts.1368983>
16. Zarotis, G. F. (2020). Recreational Sport & Cultural Tourism. *Saudi Journal of Business and Management Studies*, 05(02), 146–153. <https://doi.org/10.36348/sjbms.2020.v05i02.006>
17. Purnomo, E., Aisyah, S., Hadjarati, H., Cerah Kurnia Azis, A., Kadek Suardika, I., Jermaina, N., & Gumilar, A. (2024). The Coach's Role in Understanding the Athletes' Condition: Maximizing Communication Functions El papel del entrenador en la comprensión de la condición de los deportistas: maximizar las funciones de comunicación. *Retos*, 55, 543–551. <https://doi.org/10.47197/retos.v55.105991>
18. Chen, S., Henry, I., & Ko, L. M. (2013). Meta-evaluation, analytic logic models and the assessment of impacts of sport policies. *Routledge Handbook of Sport Policy*, July, 33–47. <https://doi.org/10.4324/9780203807217>
19. Shlee, I. P., Bersenev, I. I., & Vershinin, V. G. (2025). Economics of Sports Events: Impact of Major Competitions on Regional Development. *Ekonomika I Upravljenje: Problemy, Resheniya*. <https://doi.org/10.36871/ek.up.p.r.2025.02.08.009>
20. Kopylova, T. V. (2024). Economic Impact of Major Sporting Events on Regional Development. *Ekonomika I Upravljenje: Problemy, Resheniya*. <https://doi.org/10.36871/ek.up.p.r.2025.02.08.009>
21. McQuaid, R. W., & Lindsay, C. (2003). The Economic Impact of a Sporting Event: A Regional Approach. *Urban Studies*, 42(2), 197–219. <https://doi.org/10.1080/0042098042000316100>
22. Raso, G., & Cherubini, D. (2024). The sport tourism and regional economic development: A systematic review. *Scientific Journal of Sport and Performance*, 3(1), 108–121. <https://doi.org/10.55860/JKWX7277>
23. Darajat, J., Negara, K., Gumilar, A., Hambali, B., Martini, T., Purnomo, E., & Jajiyah, N. K. (2024). Student-Athlete Non-Academic Performance in Sport Faculty Rendimiento no académico del estudiante-deportista en la facultad de deportes. *Retos*, 55, 105–111. <https://doi.org/10.47197/retos.v55.103756>
24. Abdollahi, A., Ramezaninezhad, R., & Naderi Nasab, M. (2024). The Impact of Sporting Events on Sports Tourism. *Journal of Study and Innovation in Education and Development*, 4(3), 136–152. <https://doi.org/10.61838/jsied.4.3.8>

25. Pedauga, L. E., Pardo-Fanjul, A., Redondo, J. C., & Izquierdo, J. M. (2022). Assessing the economic contribution of sports tourism events: A regional social accounting matrix analysis approach. *Tourism Economics*, 28(3), 599–620. <https://doi.org/10.1177/1354816620975656>
26. Pletnev, D. A., Silova, E. S., & Seifi, A. (2020). Tourism Development Trends in the Regions that Hosted the 2018 Football World Cup. *Вестник Сургутского Государственного Университета*, 3 (29), 17–27.
27. Depken, C. A., & Stephenson, E. F. (2018). Hotel demand before, during, and after sports events: Evidence from Charlotte, North Carolina. *Economic Inquiry*, 56(3), 1764–1776. <https://doi.org/10.1111/ecin.12572>
28. Chikish, Y., Humphreys, B. R., Liu, C., & Nowak, A. (2019). Sports-led tourism, spatial displacement, and hotel demand. *Economic Inquiry*, 57(4), 1859–1878. <https://doi.org/10.1111/ecin.12820>
29. DeSchriver, T. D., Webb, T., Tainsky, S., & Simion, A. (2021). Sporting events and the derived demand for hotels: Evidence from Southeastern Conference football games. *Journal of Sport Management*, 35(3), 228–238. <https://doi.org/10.1123/jsm.2020-0268>
30. Budiarto, S., & Qibthiyyah, R. M. (2022). The Relationship of Organizing National Sports Events to Local Tax Revenue in Indonesia. *Jurnal Ekonomi Indonesia*, 11(2), 173–191. <https://doi.org/10.52813/jei.v11i2.208>
31. Wikarya, U., Widyasanti, A. A., Revindo, M. D., Siregar, C. H., & Dewi, C. E. (2022). Impact of international sports event on local businesses: Insight from the stallholders and official partners of the 2018 Asian Games. *JEJAK: Jurnal Ekonomi Dan Kebijakan*, 15(2), 336–353. <https://doi.org/10.15294/jejak.v15i2.36216>
32. Thabi, K. (2024). Economic Impact of Major Sporting Events on Local Economies. *International Journal of Arts, Recreation and Sports*, 3(3), 1–13. <https://doi.org/10.47941/ijars.1940>
33. Hafiar, H., Budiana, H. R., Mirawati, I., Abdullah, K. H., & Purnomo, E. (2024). Conceptual structure analysis with Bibliometrix package in R: A scientific communication of sport education. *Retos*, 51, 1245–1254. <https://doi.org/10.47197/retos.v51.101298>
34. Rowley, A., & Smith, J. (2022). An investigation of the economic impact of small-scale sports events: The case of a medium-sized city in the Western United States. *Auc Kinanthropologica*, 58(1), 19–37. <https://doi.org/10.14712/23366052.2022.2>
35. Preuss, H., & Solberg, H. A. (2013). Attracting major sporting events: The role of local residents. In *The impact and evaluation of major sporting events* (pp. 79–99). Routledge. <https://doi.org/10.1080/16184740601154524>
36. Walters, G. (2011). Bidding for international sport events: how government supports and undermines national governing bodies of sport. *Sport in Society*, 14(2), 208–222. <https://doi.org/10.1080/17430437.2011.546520>
37. Johnson, A. T. (1982). Government, opposition and sport: The role of domestic sports policy in generating political support. *Journal of Sport and Social Issues*, 6(2), 22–34. <https://doi.org/10.1177/019372358200600203>
38. McCloy, C. (2009). Canada hosts the world: An examination of the first federal sport hosting policy (1967). *The International Journal of the History of Sport*, 26(9), 1155–1170. <https://doi.org/10.1080/09523360902941761>
39. Rahadian, A. (2018). Kebijakan olahraga dalam pemerintahan lokal: Sebuah penelitian dalam merumuskan rancangan induk pembangunan olahraga nasional.
40. Nuseir, M. T. (2020). The effects of sponsorship on the promotion of sports events. *International Journal of Business Innovation and Research*, 22(2), 191–207. <https://doi.org/10.1504/IJBIR.2020.107838>
41. Keshkar, S., Lawrence, I., Dodds, M., Morris, E., Mahoney, T., Heisey, K., Addesa, F. A., Hedlund, D., Dickson, G., & Ghasemi, H. (2018). The role of culture in sports sponsorship: An update. *Annals of Applied Sport Science*, 7(1). <https://doi.org/10.29252/aassjournal.7.1.57>
42. Sen, S. (2020). Parsimonious motivational factors for participation in sporting events: A review. *Indian Journal of Marketing*, 50(5–7), 61–74. <https://doi.org/10.17010/ijom/2020/v50/i5-7/153072>
43. Wang, X., Qiao, G., & Lu, Y. (2024). Sustainable development of non-mega international sports events in a small town: Social impacts, residents' attitudes, and leveraging role of local government. *International Journal of Tourism Research*, 26(4), e2699. <https://doi.org/10.1002/jtr.2699>
44. Zourgani, A., & Ait-Bihi, A. (2023). A systematic literature review: assessing the impact of sports events between 2010 and 2022. *International Journal of Sport Policy and Politics*, 15(2), 347–365. <https://doi.org/10.1080/19406940.2023.2206397>
45. Yamashita, R., & Ogiso, W. (2023). Residents' perceived social impacts and attitudinal change: a case of the skateboarding event in Japan. *International Journal of Sport Policy and Politics*, 15(4), 671–686. <https://doi.org/10.1080/19406940.2023.2218850>
46. Yu, H. Y., Lee, D., Ahn, J., Lee, M., & Foreman, J. J. (2023). City Branding's impact on cities hosting sporting events: Top-down and bottom-up effects in a pre-post study. *Tourism Management Perspectives*, 46, 101098. <https://doi.org/10.1016/j.tmp.2023.101098>
47. Hendrayana, Y., Negara, J. D. K., & Gumilar, A. (2019). The Analysis of Muscle Performance on Softball Pitching Motion. *11(Icsshpe 2018)*, 401–403. <https://doi.org/10.2991/icsshpe-18.2019.111>
48. Gumilar, A., Ma'mum, A., Nuryadi, Kusumah, J. D. N., & Hambali, B. (2022). Can a Healthy Lifestyle Reduce Feelings of Anxiety during the COVID-19 Pandemic? *Universal Journal of Public Health*, 10(6), 620–626. <https://doi.org/10.13189/ujph.2022.100609>