

## **Strategy for the Development of Trail Running as a Sports Tourism Activity in the Area of Batur Mountain, Bangli, Bali**

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### **Abstract**

*The development of sports tourism in Bangli Regency is now being carried out more vigorously, notably in the Mount Batur area, which has numerous potentials. The growth of sports tourism is now being prioritized. Perhaps tourists only know Bali as a water sports paradise, but Bali also has numerous appealing sports tourism sites and has become a staple on the world-class sports tourism agenda. Seeing this potential, the purpose of this study is to examine and propose a development strategy for trail running as a sports tourist activity in the Mount Batur area, beginning with recognizing the potential and elements that influence its development. This research uses qualitative and quantitative approaches. The research informants consisted of related tourism stakeholders and 100 tourists as respondents. The results showed that there are internal and external factors, each of which is analyzed in the IFAS/EFAS matrix. The score on the IFAS matrix is 2.54 and the EFAS matrix is 2.73. From the SWOT matrix analysis, 11 alternative strategies were obtained. Furthermore, the QSPM matrix was used to examine the various strategies to establish the priority strategies that can be utilized in the development of trail running as a sports tourist activity in the Mount Batur area of Bangli, Bali. The analysis results suggest that the approach of allocating admission tickets to tourist attractions in the Mount Batur area is favored because it has the highest overall attractiveness score (TAS) of 8.37 points.*

**Keywords:** Strategy, Development, Trail running, Sports tourism, Bali

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## **INTRODUCTION**

The rapid growth of sport tourism is one of the driving forces behind Indonesia's tourism sector and creative economy. Sports tourism is predicted to be a new tourist trend with a substantial market. Sport tourism in Indonesia is expected to rise to IDR 18,790 Trillion by 2024, according to the Indonesian Ministry of Tourism and Creative Economy (2021). Following the COVID-19 epidemic, the tremendous potential of sports tourism in Indonesia is expected to be an attraction for both domestic and foreign tourists. This is why Indonesia's Ministry of Tourism and Creative Economy is ready to work on sports tourism as one of the areas being developed to revitalize the tourism sector and creative economy following the epidemic of Covid – 19 (Kemenparekraf, 2021). This is consistent with the fact that sports tourism has emerged as a new tourism trend with a large market, particularly given that Indonesia has natural resources such as mountains, oceans, and lakes that could potentially utilize for a variety of sports activities. This was noted in the article "Seeing the Potential of Sport Tourism to Revive the Tourism Sector" (kumparan.com, September 18, 2020 edition).

Nowadays, the development of the field of sports has been aligned with other fields outside of sports, such as the sports industry, sport science, and sports tourism (Priyono, 2012). Many sporting events have been created in Indonesia that are geared toward sports tourism, particularly in the field of running. This sport is one of the fields which has the potential to advance sport tourism activities in Indonesia, for example, the Bali Marathon created around 10,000 participants and competed for a total prize of 2 billion rupiahs for 86 winners, "More than 10,000 participants have registered, including from Kenya, Ethiopia, Europe, the United

States, Australia, and various Asian countries, including running enthusiasts in Indonesia who continue to grow rapidly to date," explained by the President Director of Maybank Indonesia, (exomedia. id, 2018). In addition, the Borobudur Marathon and the Jakarta Marathon are regularly organized and attended by thousands of runners from within and beyond the country. The above-mentioned running event activities not only sell the race but also the potential of the tourist sites surrounding the race location.

Trail running races have shown the same remarkable promise in recent years as running races. This is shown by the staging of trail running contests, which attract a huge number of runners coming from inside and outside of the country. Rinjani 100 Ultra 2018, for example, drew 1,163 runners from 39 nations. This number increased from the previous year which was only followed by 502 runners from 28 countries. Aside from the Rinjani 100, various trail running contests in Indonesia attract a large number of participants, including the Bromo Tengger Semeru Ultra, Mesastila 100 Ultra, and Siksorogo Lawu Ultra 50. Based on these statistics, it is clear that staging trail running races has increased visitor visitation to the organizing area. This event can have a favorable impact on the economy in addition to being a promotional event for tourism potential. Among them, the level of visits and occupancy of lodging will increase, and the economic improvement of the surrounding community will also increase. This is in line with the statement of Ivanov & Ivanova (2012) that sports tourism's benefits and expenses can be viewed from three perspectives: economic, social, and environmental of the place where the event is held. It is frequently discovered that the economic benefits of this kind of tourism outweigh the negative environmental or social impacts (Ivanov & Ivanova, 2012).

Bali is one of the sports tourist locations worth visiting for an adrenaline rush. Bali may only be recognized as a haven for water activities, but it also features a wide variety of intriguing sports tourist attractions. The World Surf League (WSL) Champions Tour, Oceanman, Bali 10K, Quicksilver Surfing Competition, Motocross Grand Prix, Audax Bali 2021, and Bali Triathlon are just a few of the world-class sporting events that Bali has reportedly subscribed to. One of the tourist destinations in Bali that has the potential as a sports tourism attraction and is ideal for hosting sports tourism events is the Batur Geopark Area in Bangli Regency, Bali. According to the National Action Plan for the Development of Indonesian Earth Parks for 2021–2025 and the Regulation of the Minister of National Development Planning/Head of the National Development Planning Agency Number 15, 2020, there are currently 6 UNESCO Global Geoparks (UGGp) in Indonesia, one of which is UGGp Batur. Mount Batur's caldera was produced by two big eruptions that happened tens of thousands of years ago. Until recently, many people have visited this area to admire its beauty as well as participate in a variety of outdoor tourism activities. Tourism development in Bangli Regency is receiving more attention and is being prioritized in regional development. The prospect of Trail Running as a sports tourism activity in the Mount Batur area has distinguished this tourist location from other tourist sites, making visitors to the Mount Batur area more memorable.

Sports tourism, as defined by Lupikawaty and Wilianto (2013), is travel by individuals and/or groups of people who actively or passively participate in sports events or recreation. Although travel considerations can enhance the overall experience, the main reasons why people desire to attend major athletic events are the pleasure motive, the entertainment factor, and the location where the event is hosted. This is consistent with the assertion that sports and tourism are two important phenomena that may be easily combined, particularly in terms of their recreational roles (Purwanti et al.,2022). Based on this background, researchers are interested in investigating the potential of trail running as a sports tourist activity in the Mount Batur area, as well as learning about the variables that contribute to its growth. This research

aims to develop a trail running development strategy as a sports tourism activity in the Mount Batur area, by first identifying the potential and factors in its development, by looking at the developments and trends that occurred in the Mount Batur area after the Covid-19 pandemic, along with the potential of the Mount Batur area to hold international sport tourism events.

## **RESEARCH METHODS**

This research used a mixed research approach, namely qualitative and quantitative. Through observation and interview approaches, the qualitative approach was used to estimate the potential of trail running as a sports tourist activity in the Mount Batur Bangli area and identify elements that influence its development. The research respondents included tourism stakeholders in the region, including representatives from Susut, Bangli, Tembuku, and Kintamani sub-districts, as well as managers of tourist attractions in the four sub-districts involved in Mount Batur tourism development. Furthermore, the quantitative approach was implemented by distributing questionnaires to tourists visiting the Mount Batur area, with up to 100 respondents chosen using a purposive sampling technique. In addition, the Internal Factor Assessment Summary (IFAS) matrix analysis, the External Factor Assessment Summary (EFAS) matrix, the SWOT analysis, and the QSPM analysis are used in the analysis and formulation of trail running development strategies as a sports tourism activity in the Mount Batur area. Analysis of internal and external factors influencing the growth of trail running as a sports tourist activity in the Mountain Area is conducted using the IFAS and EFAS matrices. The IFAS matrix is used to evaluate and weigh internal elements collected in the form of strengths and weaknesses, while the EFAS matrix is used to evaluate and weigh external variables in the form of opportunities and threats (Rangkuti, 2015). Furthermore, the SWOT and QSPM matrices are used to analyze and formulate development strategies that can be applied to the development of Trail Running as a sports tourism activity in the Mount Batur area, Bangli, Bali.

## **RESULT AND DISCUSSION**

### **The potential of Trail Running as a sports tourism activity in the Mount Batur area, Bangli**

Based on the results of the study, it is known that the Mount Batur area has a variety of tourism potential both natural, cultural, and man-made tourism that is interesting to develop. These potentials become important elements in the development of the Mount Batur area as a tourist attraction, namely as follows:

1. **Attraction:** The dominating tourist attractions in the Mount Batur area are nature tourism and climbing which can be reached through several routes. Each path has a different travel time and offers natural beauty along different hiking trails. The hiking trails that can be traveled by tourists include: Climbing from Pasar Agung, Climbing from Toya Bungkah, Climbing from Serongga, and Climbing from Bukit Mentik.
2. **Accessibility:** Accessibility is a type of infrastructure that allows tourists to easily move from one location to another. The path to Mount Batur is highly intriguing since it passes through the Glagalinggah Pine Forest, which is part of Glagalinggah Village, which is located on the slopes of Mount Batur at an elevation of 1,200 meters above sea level.
3. **Amenities:** Amenities are defined as all types of support services and infrastructure that tourists require while visiting tourist locations, such as lodging, food and beverage

provision, performance buildings, entertainment venues, and retail areas. There are several supporting facilities in the Mount Batur tourism region, including accommodations, restaurants, and coffee shops that serve food and drinks to tourists during their stay.

- Ancillary: The presence of tourism organizations that can give visitors a sense of security and protection (tourism protection) reveals ancillary in the Mount Batur tourist area. There are numerous organizations that support and promote the growth and marketing of the Mount Batur region as a tourist attraction. In this case, the related organizations include the tourist office, localities that assist tourism activities, hotelier associations, travel companies, and regional tour guides.

### **Internal Factor Assessment Summary (IFAS) Analysis Matrix**

The IFAS matrix is used to evaluate and determine how much influence each internal factor has on tourist attraction (Prasetya, 2020). The calculation of the IFE matrix in this study is a calculation to determine the weight, rating, and score of each internal factor. The table of IFAS matrix analysis results based on the processing of research questionnaire data shows the following data:

**Table 1 IFAS Matrix**

<b>Strength</b>	<b>No</b>	<b>Internal Factors</b>	<b>Weight</b>	<b>Rating</b>	<b>Score</b>
	1	Nature Tourism	0.17	4	0.67
	2	Cultural richness	0.13	4	0.50
	3	Natural forest and hiking tours	0.13	3	0.38
	4	Good service	0.13	3	0.38
	<b>Total Score</b>		0.54		1.92
<b>Weakness</b>	1	Infrastructure	0.17	1	0.17
	2	Cleanliness and trash	0.13	1	0.13
	3	Low promotion	0.08	2	0.17
	4	Safety in traveling	0.08	2	0.17
	<b>Total Score</b>		0.46		0.63
<b>Total</b>			1		2.54

Source : data analysis

From the IFAS matrix, it can be concluded that the main strength in developing trail running as a sports tourism activity in the Mount Batur area, lies in the natural tourism factor with a total score of 0.67. While there are three main weaknesses owned, namely infrastructure, low promotion, and safety in traveling, each of these factors has a score of 0.17. The total calculation of the Internal Factor Assessment Summary (IFAS) is 2.54. These numbers show that the ability of the Mount Batur area to develop trail running as a sports tourism activity is above the minimum average of 2.50. This total score also shows that internally the Mount Batur area has a fairly good ability to utilize its strengths for the development of trail running as a sports tourism activity.

### **External Factor Assessment Summary (EFAS) Analysis Matrix**

The External Factor Assessment Summary (EFAS) matrix is a matrix that displays external factors that influence the development of trail running as a sports tourism activity in the Mount Batur area. The table of EFE matrix analysis results based on questionnaire data processing shows the following data:

**Table 2 EFAS Matrix**

Opportunity	No	External Factors	Weight	Rating	Score
	1	Growing the creative economy	0.15	4	0.62
	2	Attraction development	0.15	4	0.62
	3	Community and Stakeholder support	0.12	3	0.35
	4	Government Attention	0.08	4	0.31
	<b>Total Score</b>			0.50	
<b>Threats</b>	1	Supporting Facilities	0.12	2	0.23
	2	Accessibility	0.12	2	0.23
	3	Similar tourist attractions	0.15	1	0.15
	4	Natural disasters	0.12	2	0.23
	<b>Total Score</b>			0.50	
<b>Total</b>			1		2.73

Source : data analysis

In the EFAS matrix, it can be concluded that the main opportunities in developing trail running as a sports tourism activity in the Mount Batur area lie in the indicators of growing the creative economy and attraction development, each of which has a score of 0.62. While there are three main threats faced, namely Supporting Facilities, Accessibility, and natural disasters with a score of 0.23 each. The External Factor Assessment Summary (EFAS) has a total calculation of 2.73. The data presented here demonstrate that the organizational capacity of the Mount Batur area to develop trail running as a sports tourist activity is above the typical minimum score of 2.50. This total score also shows that externally the Mount Batur area has a good ability to see its opportunities for its development.

### SWOT Analysis

The SWOT analysis is used to determine the strengths, weaknesses, opportunities, and threats before formulating a development strategy for trail running as a sports tourist activity in the Mount Batur area, as described in the following table :

**Table 3 SWOT Analysis**

Factors	<i>Strengths (S)</i>	<i>Weaknesses (W)</i>
Internal	1. Nature Tourism 2. Cultural richness 3. Natural Forest and Hiking Tours 4. Good service	Infrastructure Cleanliness and trash Low promotion Safety in traveling
External Factors		

<p><b>Opportunities (O)</b></p> <ol style="list-style-type: none"> <li>Growing the creative economy</li> <li>Attraction development.</li> <li>Community stakeholder support.</li> <li>Government attention.</li> </ol>	<p><b>SO STRATEGY</b></p> <ol style="list-style-type: none"> <li>Creating a tourism attraction development concept by prioritizing the physical qualities of buildings and facilities from the trail running attraction in Bangli Regency.</li> <li>The management and development of <i>trail running</i> should be oriented toward the local community.</li> <li>Determining the distribution of admission tickets to tourist destinations in the Mount Batur Area</li> </ol>	<p><b>WO STRATEGY</b></p> <ol style="list-style-type: none"> <li>Create service standards that can guarantee consistent high-quality services at the trail running attraction as a sports tourism activity.</li> <li>Optimizing community and stakeholder participation in the management of trail <i>running</i> tourism.</li> <li>Establish coordination and cooperation with Bangli Regency officers in cleanliness and waste management.</li> </ol>
<p><b>Threats (T)</b></p> <ol style="list-style-type: none"> <li>Supporting facilities</li> <li>Accessibility</li> <li>Similar tourist attractions.</li> <li>Natural disasters</li> </ol>	<p><b>ST STRATEGY</b></p> <ol style="list-style-type: none"> <li>Strengthen the distinctiveness and authenticity of the Batur Mountain area.</li> <li>Maximizing technology and digitalization in the management of trail running as a sports tourism activity.</li> <li>Designing <i>visual maps</i> on websites and social media that can describe <i>trail running</i> activities as a <i>sports</i> tourism activity</li> </ol>	<p><b>WT STRATEGY</b></p> <ol style="list-style-type: none"> <li>Increase awareness of disaster mitigation, environmental conservation, and carrying capacity.</li> <li>Provide cleanliness assurance and design attributes for tourists to participate in maintaining cleanliness and safety.</li> </ol>

Source : data analysis

### Quantitative Strategic Planning Matrix (QSPM) Analysis

Quantitative Strategic Planning Matrix (QSPM) analysis is the last stage of the strategy formulation process that can be applied in the development of trail running as a sports tourism activity in the Mount Batur area. At this stage, the selection of several alternative strategies obtained through the SWOT matrix is carried out. In the QSPM matrix, there are *AS (Attractiveness Score)* and *TAS (Total Attractiveness Score)* values. The *AS* value shows the attractiveness of each strategy to its key factors. Furthermore, the *TAS* value is obtained from the result of multiplying the weight of each factor by the *AS* value. The alternative strategy with the highest *TAS* is the priority strategy to be implemented, while the alternative strategy with the lowest *TAS* is the last choice alternative. The results of the QSPM Matrix analysis in this study are described as follows:

**Table 4 QSPM Analysis**

Key Factors	Strategic Alternatives																						
	Weight	Strategy 1		Strategy 2		Strategy 3		Strategy 4		Strategy 5		Strategy 6		Strategy 7		Strategy 8		Strategy 9		Strategy 10		Strategy 11	
		AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS
<b>Strengths</b>																							
1. Nature Tourism	0,17	5	0,85	4	0,68	5	0,85	5	0,85	4	0,68	4	0,68	4	0,68	5	0,85	4	0,68	4	0,68	4	0,68
2. Cultural richness	0,13	4	0,52	4	0,52	5	0,65	4	0,52	4	0,52	4	0,52	5	0,65	5	0,65	4	0,52	5	0,65	5	0,65
3. Natural forest and hiking tours	0,13	3	0,39	4	0,52	4	0,52	5	0,65	4	0,52	5	0,65	4	0,52	4	0,52	3	0,39	4	0,52	3	0,39
4. Good service	0,13	4	0,52	4	0,52	5	0,65	4	0,52	4	0,52	5	0,65	4	0,52	5	0,65	4	0,52	3	0,39	5	0,65
<b>Weakness</b>																							
1. Infrastructure	0,17	4	0,68	4	0,68	5	0,85	4	0,68	3	0,51	4	0,68	3	0,51	4	0,68	4	0,68	5	0,85	4	0,68
2. Cleanliness and trash	0,13	3	0,39	3	0,39	4	0,52	3	0,39	4	0,52	3	0,39	4	0,52	3	0,39	4	0,52	4	0,52	4	0,52
3. Low promotion	0,08	4	0,32	4	0,32	4	0,32	5	0,4	3	0,24	2	0,16	3	0,24	3	0,24	4	0,32	2	0,16	3	0,24
4. Safety in traveling	0,08	2	0,16	3	0,24	3	0,24	3	0,24	4	0,32	3	0,24	2	0,16	3	0,24	2	0,16	4	0,32	4	0,32
<b>Opportunities</b>																							
1. Growing the creative economy	0,15	5	0,75	4	0,6	3	0,45	4	0,6	4	0,6	4	0,6	4	0,6	3	0,45	4	0,6	4	0,6	3	0,45
2. Attraction development	0,15	4	0,6	4	0,6	5	0,75	4	0,6	4	0,6	4	0,6	3	0,45	4	0,6	4	0,6	4	0,6	5	0,75
3. Community and Stakeholder support	0,12	5	0,6	3	0,36	4	0,48	4	0,48	4	0,48	3	0,36	4	0,48	3	0,36	4	0,48	4	0,48	3	0,36
4. Government Attention	0,08	4	0,32	3	0,24	4	0,32	4	0,32	3	0,24	4	0,32	4	0,32	4	0,32	3	0,24	4	0,32	3	0,24
<b>Threats</b>																							
1. Supporting Facilities	0,12	4	0,48	4	0,48	5	0,6	3	0,36	4	0,48	4	0,48	3	0,36	4	0,48	3	0,36	4	0,48	3	0,36
2. Accessibility	0,12	3	0,36	3	0,36	2	0,24	3	0,36	4	0,48	3	0,36	4	0,48	4	0,48	3	0,36	3	0,36	4	0,48
3. Similar tourist attractions	0,15	3	0,45	3	0,45	3	0,45	3	0,45	3	0,45	3	0,45	3	0,45	4	0,6	3	0,45	4	0,6	4	0,6
4. Natural disasters	0,12	4	0,48	4	0,48	4	0,48	4	0,48	4	0,48	4	0,48	4	0,48	4	0,48	4	0,48	5	0,6	4	0,48
<b>Total</b>			7,87		7,44		8,37		7,9		7,64		7,62		7,42		7,99		7,36		8,13		7,85

Source : data analysis

According to Table 4, one of the eleven alternative strategies has the highest TAS (Total Attractiveness Score) and can be used as a priority strategy to implement. The strategy with the largest TAS is the government, stakeholders, and managers of tourist attractions should determine the allocation of ticket distribution tourist objects in the Bangli district, which is expected to provide well-being for the community. This strategy has a value of TAS 8,37. Referring to the TAS value of each strategy, the sequence of alternative strategies that can be applied in the development of trail running as a sports tourism activity in Bangli Regency is as follows:

1. Determining the distribution of admission tickets to tourist destinations in the Mount Batur area. The implementation of this strategy can be carried out by the government as a stakeholder together with the manager of the trail running attraction to determine the allocation of ticket distribution to a tourist attraction in Bangli Regency, especially on trail running tours in the Mount Batur Area, so that it can provide prosperity for the community.
2. Increase awareness about disaster mitigation, environmental conservation, and carrying capacity. This is in line with research from Wulandari et al., (2020), which states that it is necessary to provide earthquake disaster mitigation training at tourist sites because the area is prone to earthquakes, including providing training to the community and education about earthquakes, and the formation of disaster response community groups.
3. Maximizing technology and digitalization in the management of trail running as a sports tourism activity. This is in line with research from Vienna et al., (2022) which states that it is necessary to utilize technology as means of tourism promotion.
4. Create service standards that can guarantee consistent high-quality services at the trail running attraction as a sports tourism activity. This strategy is in line with research from Ariastini et al (2017) that says there must be quality service standards for good tourism services.
5. Creating a tourism attraction development concept by prioritizing the physical qualities of buildings and facilities for the trail running attraction in Bangli Regency. This is in line with the research of Vienna et al (2022), that sports tourism events need to be created with

- a concept that highlights the characteristics of tourist attractions to increase tourist visits and promote the area as a sports tourism destination.
6. Provide a guarantee of cleanliness and design an appealing attribute for tourists to participate in maintaining cleanliness and safety. This strategy is in line with the results of research from Sastrawan and Sunarta (2014), which states that there is a need for a guarantee of the cleanliness of tourist attractions to maintain their beauty and cleanliness.
  7. Optimizing the participation of the community and stakeholders in the management of trail running tourism. This is in line with the research of Vienna et al (2022), which states that to encourage an active community role, a government program is needed as a guide to carry out activities regularly and systemically. The result to be obtained from sports tourism activities in the community is an increase in public interest that will have an impact on the regional economy.
  8. Coordination of activities with Bangli Regency Cleanliness and Parks personnel to clean and manage garbage, educate the public, and invite them to help conserve the trail-running tourism region. This strategy is in line with the research of Sastrawan and Sunarta (2014), that related to the cleanliness of tourist attractions to maintain the beauty and cleanliness of tourist attractions.
  9. The management and development of trail running should be oriented toward the local community. This is in line with the research of Kusuma et al. (2020), who found that the development and management of a tourist attraction must be more oriented to the local community.
  10. Strengthening the characteristics and authenticity of the Mount Batur Kintamani area. The development of similar tourism, namely *sport tourism* activities in other tourist areas in Bangli Regency, makes it necessary to strengthen the characteristics and uniqueness of this village so that it is not duplicated by other regions. In addition, the authenticity of tourist attractions needs to be optimized so that it does not seem to follow trends that will change over time. Additional supporting facilities are also needed, including restaurants or eating places with local culinary treats that can be enjoyed by tourists to add to the characteristics and uniqueness of the Mount Batur area. This is in line with research from Kusuma et al. (2020), which states that there is a need to strengthen the characteristics and uniqueness of this area so that it is not duplicated by other regions.
  11. Designing visual maps on websites and social media that can describe the attractiveness of trail running as a sports tourism activity in Bangli Regency.

## CONCLUSION

The Mount Batur area offers natural potential that substantially encourages the growth of sports tourism in the region. The growth of sports tourism is intended to give economic benefits to the local population as well as environmental protection in the Mount Batur Area tourist destination. Based on the results of the research and analysis, 11 strategies for the development of trail running as a sport tourist activity in the Mount Batur area were developed. The QSPM matrix analysis results suggest that the priority strategy that can be used is the allocation of ticket distribution to attending this tourist attraction with a TAS value of 8.37. As a result of the region's tourism development, the adoption of this approach is projected to assist boost the income and welfare of local communities. Furthermore, relevant stakeholders are expected to examine ten other alternative strategies in promoting the growth of trail running as a sport tourist activity in the Mount Batur area.

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