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## **Development of the Potential Establishment of the Sports Industry in Creating Business Opportunities in Kuta Mandalika**

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Lalu Moh Yudha Isnaini<sup>1</sup>, Abdul Muttalib<sup>2</sup>

**Abstract:**

**Purpose:** *The sporting events industry is one of the world's largest markets and significantly impacts the economy. The sports industry sector is still new, dynamic, and developing. Using sports tourism will provide opportunities to develop recreational sports to be more desirable and even applied by the community.*

**Design/methodology/approach:** *The type of research used in this research is descriptive qualitative. The qualitative method is a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior. The stages of the research method include data collection techniques carried out through document review, interviews, and observations. The data obtained from the field were recorded in descriptive form according to what was encountered by the researcher. Notes in the descriptive form are natural data records from the research field used for data collection.*

**Findings:** *The availability of natural and tourism potential in Kuta Mandalika dramatically supports the development of the tourism industry. However, the reality is that the community has not fully utilized Kuta Mandalika in developing the sports industry.*

**Practical implications:** *This study aims to analyze the sports industry in Kuta Mandalika, Central Lombok, as a field for developing recreational sports.*

**Originality/value:** *The results showed that cycling, boating, fishing, rafting, diving, snorkeling, surfing, running, swimming, camping, outbound, climbing, camping, cruising, cycling in water and sports events became sports that deserve to be developed as sports tourism in Kuta Mandalika, Central Lombok, West Nusa Tenggara.*

**Keywords:** *Development, sports industry, business opportunities, Kuta Mandalika.*

**Paper type:** *Research article.*

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<sup>1</sup>Faculty of Education, Nahdlatul Ulama University, West Nusa Tenggara, Indonesia, <https://orcid.org/0000-0003-0487-3549> [lalumohyudhaisnaini@gmail.com](mailto:lalumohyudhaisnaini@gmail.com);

<sup>2</sup>Faculty of Economics, Nahdlatul Ulama University, West Nusa Tenggara, Indonesia, <https://orcid.org/0000-0001-5886-318>; [abdulmuttalib3@gmail.com](mailto:abdulmuttalib3@gmail.com);

## **1. Introduction**

The sports industry is one of the essential aspects of the economic development of a country (Savić *et al.*, 2018). Various developed and modern countries have developed the sports industry (Lu, 2012). Sport has become a leading industry as a supplier of foreign exchange for the country (Budovich, 2021). Sport is also designed as a modern industry on a global scale (Zhang *et al.*, 2018). In building the nation's character, the sport has become an industrial identity with significant added value (Armanjaya *et al.*, 2021).

The development of the sports industry in Indonesia still requires the participation of the community in realizing sports that excel with the support of the domestic sports industry (Rizkia, 2017). The State Ministry of Youth and Sports through the Deputy for Youth Entrepreneurship and Sports Industry as a sports industry development agency in Indonesia, has launched an idea to develop the sports industry as a creative industry that is highly competitive in developing the region.

Coordination steps with various stakeholders have been taken. Currently, the State Ministry of Youth and Sports, through the Deputy for Youth Entrepreneurship and Sports Industry, is trying to further develop the sports industry in Indonesia. One crucial step urgently to be implemented is identifying and developing existing sports industry centers.

The tourism industry is engaged in the form of services and is currently the largest industry in the world, especially in Indonesia. Many tourist attractions can attract both domestic and foreign tourists to visit Indonesia. Indonesia is one of the countries in the world with a lot of tourism potential, both nature, and cultural tourism (Soedjatmiko, 2015). The potential of natural resources and ecosystems can be utilized and developed as natural tourism, such as mountains, seas, rivers, beaches, and flora, including forests, fauna, waterfalls, lakes, and natural landscapes.

Sports tourism is an active or passive activity in sports in the form of informal and organized participation, not commercial/business, and having to leave home or work (Ehsani *et al.*, 2012). Sports tourism refers to the experience of traveling to engage in or see sports-related activities (Herbold *et al.*, 2020; Ratkowski and Ratkowska, 2018). Sports tourism is inseparable from recreational sports because most recreational sports are used as games to attract tourists to come to an area (Masa'deh *et al.*, 2017).

Sports tourism as an object of research generates various issues that cannot be analyzed and addressed through a simple amalgamation of the previous approaches applied to the sports and tourism sectors (Djohan *et al.*, 2021). Thus, sports tourism is conceptualized as a social, economic, and cultural phenomenon arising from the unique interactions of human activities and places (Isnaini, 2020). Sports tourism is receiving significant attention from the government, the private sector, the sports

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industry, the tourism industry, academia, and the wider community (Widyaningsih *et al.*, 2020). Sports tourism is a new paradigm in developing tourism and sports in Indonesia.

Improving the quality of society is one of the essential things in increasing the human development index. Utilization of existing natural resources by utilizing the latest technology is an opportunity to improve the quality of society. The way to improve people's quality of life is through natural wealth by managing natural resources in the tourism industry. Tourism development is one part of economic development in order to increase the economic growth of a region or a country (Tsekouropoulos *et al.*, 2022). This development can create employment opportunities for the wider community, which can increase the community's income as a whole, and ultimately increase the community's prosperity (Papanikos, 2015).

The development of sports tourism needs to get good support and cooperation between the Government, funders, and the community. The product of the sports industry is sports tourism, which requires further management to attract foreign and local tourists as consumers (Homafar *et al.*, 2011). Kuta Mandalika offers several tourist attractions with beautiful natural panoramas ranging from beaches, hills, and the MotoGP circuit. Sports tourism brings many benefits in developing business opportunities to improve the community's economy (Hsieh *et al.*, 2021a). The sports industry is one type of tourism activity developing quite rapidly (Charika Wickramaratne and Kumari, 2016).

The Mandalika Special Economic Zone has characteristics in tourism development, namely mountains, oceans, and the MotoGP circuit, which attract tourists and can be used as an alternative to the sports industry in creating business opportunities. The fact that researchers found that the cooperation between the government (Ministry of Tourism), private entrepreneurs, and the community was shallow. There was no community assistant in managing nature as a tourist attraction.

There was no counseling from the government on how to see sports tourism opportunities whose impact would improve the welfare of the community, reduce poverty, improve health, and improve the quality of education that can make Central Lombok Regency proud.

The purpose of the research is to formulate the development of the sports industry as an effort to create business opportunities to improve the economy and produce a strategic design for developing business opportunities in Kuta Mandalika. The sports industry brings many benefits to the community's economy, but in reality, the activities of the sports industry are not developing. Based on researcher interviews during tourism observations in Mandalika, the area did not develop, not only because the available facilities had not yet developed. From these facts, people do not fully understand how to develop natural resources as tourism selling power.

The development of the sports industry is essential because it can increase business opportunities for the welfare of the local community. So the focus of this research is the development of the sports industry as an effort to create business opportunities in Kuta Mandalika, Central Lombok.

## **2. Literature Review**

Tourism is a journey from a temporary place that is carried out by someone, as an effort to find balance and happiness with the environment in the social, cultural and natural dimensions (Utami *et al.*, 2018). According to Prasetyo (2013) tourism is an activity that directly touches and involves the community, thus bringing various impacts on the balance of life. Based on the statement above, that tourism is a trip carried out by individuals or groups that are temporary, as a form of effort to get happiness and balance with the natural environment and involve the community in various social and cultural dimensions.

Tourism aims to increase local economic growth, improve welfare, overcome poverty, overcome unemployment, preserve nature and resources, promote culture, raise the image of the nation and build friendship between nations. Tourism is a very important sector and has become a sports industry in accordance with the National Sports Grand Design (DBON). The positive impacts of tourism development include accommodation, restaurants, local sales, sports massage and souvenirs.

The sports industry must be supported by the existence of facilities and infrastructure because the facilities and infrastructure will attract tourists to visit therefore the existence of tourism infrastructure and facilities is very important in providing quality services to visiting tourists (Herbold *et al.*, 2020).

Inadequate tourism infrastructure for tourists such as poor beach conditions and public facilities will reduce the interest of tourists to visit, even though they have attractive beaches. KEK Mandalika has tremendous potential but still lacks in infrastructure and human resources to manage the impact of MotoGP activities in Mandalika.

In Indonesia, for the purpose of developing sport tourism, a relatively more general definition has been agreed upon, namely:

1. Traveling for non-commercial reasons
2. Vacation and leisure activities
3. All active and passive activities in sports or participation in an informal and organized manner for non-commercial reasons and must leave home or work location.

The development of sports entrepreneurship with the concept of combining natural and cultural charm with sports activities while traveling, there have been many

developments in the development of sport tourism in meeting market demand. (Dehnavi *et al.*, 2012) the development of sports tourism has general benefits, namely:

- a. Sport is an investment in the tourism industry
- b. Creating an economy through hotels, restaurants and small businesses
- c. Creating exposure and enhancing a positive image for the community
- d. Creating new products and new tourist destinations
- e. Maximizing the use of community facilities
- f. Building community relations and strengthening company support
- g. Creating youth and entertainment opportunities
- h. Attract visitors with high yields, especially visitors who come many times.
- i. Generate profitable images for the purpose
- j. Using media to extend communication
- k. Generate an increase in the rate of tourism growth
- l. Improve the organization, marketing and bidding capabilities of the community
- m. Securing the financial legacy for the management of new sports facilities
- n. Increase community support for sports and sports tourism.

Sport tourism is people who travel or live in places outside their usual environment and participate in sports activities (competitive or recreational) (Vveinhardt and Fominiene, 2022). Based on the above assumption, that Sport Tourism, Sport Tourist, and Sport Tourism have interrelated meanings about non-business/commercial recreation to a place, and participating in sports activities.

According to Ratkowski and Ratkowska (2018) it is very clear that tourism sports can be defined as sports visiting certain places, sports facilities, and sports games, so it can be interpreted that tourism sports activities can be carried out together with the family while enjoying the available sports facilities by playing various sports games Physical fitness and inner satisfaction can immediately be obtained. Sport has now become a trend or often called a lifestyle for some people, even a necessity of life.

Sport is an activity that is able to unite all components of the nation regardless of ethnicity, race and religion. Sports tourism can be implemented to accelerate the direction of social change, generate economic added value through sports entrepreneurship. Sports tourism makes sports as a destination for tourism. Where natural tourism invites tourists to visit places that have stunning views or natural beauty and have an attraction to explore and enjoy. Sports can be an event in tourism because tourism events are a major part of tourism development. Sports entrepreneurship business requires the touch of various parties in order to achieve maximum results, therefore sports entrepreneurship opportunities need to close themselves to become a sports industry.

Sports tourism is a tourism activity carried out by carrying out fun sports activities, without any element of coercion and is generally carried out in tourist attraction

areas with cultural characteristics (Woo-Sik Choi *et al.*, 2016). Tourism sports that are very possible to be developed in the Mandalika SEZ such as mountain sports; climbing, camping, forest exploring, cycling, or tracking, water sports; diving, canoeing, snorkeling, surfing, etc. Development of tourism sports that are increasingly prospective in the future and contribute tourism for regional development in West Nusa Tenggara.

The relationship between sport and tourism cannot be separated because both can provide benefits to each other in developing sport tourism, so it is necessary to develop a model for empowering the Mandalika SEZ as an icon of sport tourism in Indonesia. So that it can be revealed in depth, it is very necessary to develop a development process in empowering sport tourism in the Mandalika special economic area, Central Lombok, West Nusa Tenggara.

### **3. Materials and Methods**

The type of research used is descriptive qualitative. The qualitative method is a research procedure that produces descriptive data in the form of written or spoken words from people, observed behavior, and reveals government policies (Tjahjono, 2010). In addition, it also reveals why the action was carried out, in what way and mechanism, for whose benefit, what are the results and consequences, and how the impact is within the scope of natural potential and tourism potential in Kuta Mandalika, West Nusa Tenggara, as an area for the development of recreational sports.

The data collection in this study was carried out through document review, interviews and observations. The data obtained from the field were recorded in descriptive form according to what was encountered by the researcher. The use of observation and interview methods in the study was carried out when collecting data in the form of natural potential results and sports tourism in Kuta Mandalika, West Nusa Tenggara, as an area for developing recreational sports.

Interviews aim to obtain data that is happening now about people, events, activities, organizations, feelings, motivations, confessions, concerns, and situations based on experience, which is expected to project better conditions in the future to be developed more wisely. The researchers made observations that played a significant role in the research world. Data collection is done by conducting systematic observations and recording the symptoms.

In this case, the researcher will pay attention to all things that occur in natural processes and tourism development in Central Lombok as an area of recreational sports development. The analysis was carried out following an interactive analysis model. The analysis in this study was carried out in four stages, namely: (1) data collection, (2) data reduction, (3) data presentation, and (4) conclusion drawing/verification.

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#### **4. Research Results**

Descriptive analysis is an analysis of data obtained from interviews with informants. Based on the interviews with informants, researchers can analyze the natural potential of the Mandalika Special Economic Zone as the development of the sports industry in creating business opportunities and improving the economy in the Mandalika super priority area. The results of interviews with the Head of Kuta Mandalika Village are as follows:

“In developing the Mandalika area as a business opportunity in the sports industry, it is hoped that all existing components, namely the local community of Kuta Village, conservation of natural resources, the Indonesia Tourism Development Corporation (ITDC), the government of Central Lombok Regency, and West Nusa Tenggara Province, must agree with the mission to use MotoGP as a magnet for sports tourism areas in Kuta Mandalika Village. The development of the sports industry has begun to be carried out by all parties. Hence, the community needs to help and support tourists to feel safe when vacationing in the village of Kuta Mandalika. The management of the Mandalika Special Economic Zone has already been regulated, namely the Indonesia Tourism Development Corporation and the provincial government, so we only manage the people.”

Based on the interview, a marine natural potential can be developed in the Mandalika Special Economic Zone to create business potential through increasing human resources in the surrounding community and promotions. As for the management, it was developed by the ITDC with the regulations of the West Nusa Tenggara provincial government.

Furthermore, the researcher interviewed the Head of the Central Lombok Regency Tourism Office, Mr. Jayadi, who stated that:

“Kuta Mandalika has the potential of beautiful seas and hills as well as white sand, which is a magnet for tourism both locally and abroad. Many visitors are curious about the Mandalika motoGP circuit for sunbathing and enjoying the beaches around Kuta Mandalika. We from the tourism office always promote all tourism potentials around the moto GP circuit, such as Kuta, Nipah, and Selong Belanak beaches, so that tourism in Central Lombok is starting to bounce back, as seen from travel and hotels that are always full. By looking at the potential in Kuta Mandalika, the area will become a leading destination through the sports industry with the existence of the Moto GP circuit.”

Based on these interviews, it can be concluded that Kuta Mandalika has the potential for the sports industry, so many tourists do sports such as running, cycling, snorkeling, canoeing, and swimming which will bring tourists to enjoy the circuits and beaches in Kuta Mandalika.

Furthermore, the researcher interviewed Mr. Hasbulwadi, M.Pd as Secretary of the West Nusa Tenggara Provincial Office, who stated that:

“We strongly agree with the development of the sports industry supported by the MotoGP circuit and its panorama, which is still natural and beautiful. The place has its charm (exotic) and is unique, so it is suitable for development and has great potential for sports tourism. The tourism sector will develop if it is supported by tourism and sporting activities in the Kuta Mandalika area. The Mandalika area has much natural beauty. If it can be developed to the maximum, especially sports tourism, it will be enjoyable and suitable for the natural area. It can organize sports tourism such as cycling, boating, fishing, rafting, diving, snorkeling, surfing, running, swimming, camping, outbound, climbing, camping, cruising, cycling in the water, and sports events. Then Kuta Mandalika Village also has a field that can be used for camping, sports events, and activities that require a large location.”

Based on the interview, the researcher concluded that Kuta Mandalika has the potential to be developed in the sports industry. However, it needs training for the surrounding community to increase public knowledge about recreational sports to bring in local and international tourism.

Based on the results of interviews, the development of the sports industry must be supported by all parties, from the village government, the private sector, and the government, to innovate in seeing business opportunities so that tourists return to enjoy recreational sports entertainment in Mandalika.

## **5. Discussion**

The initial results of researcher interviews with tourists from various regions to develop the sports industry regarding public interest are:

Kuta Mandalika is a leading tourist area, with the MotoGP circuit in the Central Lombok district. The area has natural potential in the form of sea, beaches, hills, circuits, and the diversity of local wisdom in Kuta Mandalika. The wealth of the sea, hills, and the many types of fish and marine life make the Mandalika Special Economic Zone area more dominant and a destination for tourists visiting. The coastal area can be used as an alternative place for water tourism which is much favored by tourists so that it affects the lives of local people.

Based on observations, interviews, and identification, what already exists in Kuta Mandalika are swimming, cycling, canoeing and racing. From these facts, it appears that few businesses are still being developed in Kuta Mandalika, so it is necessary to empower the sports industry. Mandalika offers several attractions with beautiful natural panoramas ranging from beaches, hills, and circuits. The touch of sports tourism will bring many benefits to the community's economy, but in reality, the



sports industry is not developing. Based on interviews, researchers can conclude that tourists' interest in sports activities is very high.

Tourists want to try new sports tourism, which is rare, even not yet in West Nusa Tenggara. Based on the results of interviews with economic actors in Kuta Mandalika, the results obtained are:

- (1) The community does not know what the sports industry or sports tourism is,
- (2) The community does not know the positive impact of the development of the sports industry, and
- (3) People only know that when there is a crowd in an area, it means that there is economic potential, namely that their merchandise will be sold and they will make a profit.

From the facts found in the field, the community does not fully understand how to develop natural resources as tourism selling power in the Mandalika Special Economic Zone area. Sport tourism facilities do not accompany the high demand for tourists who want to try the sports industry. The development of tourist areas should pay attention to the quality of the attractiveness of tourist destinations because the results of the research prove that the decline in the quality of tourist attractions, such as the decline in services and infrastructure, is the cause of the declining interest of tourists to visit (Hsieh *et al.*, 2021b; Marumo *et al.*, 2015).

From this description, it can be seen that the development of sports tourism is significant because it can increase tourists coming to the area and boost economic growth for the welfare of the local community (Askarian *et al.*, 2015).

Businesses in the sports sector need the touch of various parties to achieve maximum results (Oddy and Bason, 2017). Therefore business opportunities in the sports industry need attention (Perić *et al.*, 2018). Bringing together entrepreneurs, local governments, and local communities will improve the quality and complement the development of the sports industry in Mandalika.

The development of the sports industry in creating job opportunities in improving the community's economy with the concept of combining natural and cultural charm with sports activities while traveling is critical (Dehnavi *et al.*, 2012).

The benefits of the sports industry are: (a) sport is an investment in the tourism industry, (b) Creating economic growth through hotels, restaurants, and retail companies, (c) Creating new products and new tourist destinations, (d) Maximizing the use of facilities in Mandalika, (e) Build community relations and strengthen entrepreneur support, (f) Create opportunities for youth, (g) Attract high-yielding visitors, (h) Develop new infrastructure, (i) Generate increased tourism growth rates, (j) Improving the organization, marketing, and supply ability of the community, (k)

Securing the financial legacy for the management of new sports facilities, and (1) Increasing community support in growing the sports industry.

Based on the results of observations, interviews, and mapping of the potential of the sports industry, which can be developed in the tourist area around Kuta Mandalika, Central Lombok Regency in terms of natural potential are as follows:

**Table 1.** The strengths and weaknesses of sport tourism entrepreneurship in Kuta Mandalika are as follows:

<b>Strength-Threat</b>	<ul style="list-style-type: none"><li>a. Has a very supportive natural potential.</li><li>b. Become a super priority tourism location.</li><li>c. As the venue for the world MotoGP event.</li><li>d. Able to establish cooperation with institutions/organizations, both government and private, in efforts to conserve natural resources that can be developed into sports tourism entrepreneurship.</li><li>e. Collaborating with regions with experience in sports tourism events that have organized sports tourism.</li></ul>
<b>Weakness-Opportunities</b>	<ul style="list-style-type: none"><li>a. Have not established cooperation between the Youth and Sports Office, the Indonesian National Sports Committee, Academics, and sports tourism investors in developing sports tourism entrepreneurship.</li><li>b. Sport tourism facilities that are not yet available.</li><li>c. The public does not yet know the broad benefits of sport tourism.</li></ul>

*Source:* Own study.

Optimizing natural resource-based sports entrepreneurship is one part of sports science related to economic and business values (Tsekouropoulos *et al.*, 2022). The results showed that cycling, boating, fishing, rafting, diving, snorkeling, surfing, running, swimming, camping, outbound, climbing, camping, cruising, cycling in the water, and sports events became sports that deserve to be developed as sports tourism in Kuta Mandalika.

The natural potential that needs to be developed into a sports tourism entrepreneurship with abundant natural resources should be in line with the implementation of sports tourism development, especially the availability of infrastructure as a foundation in recreational sports. Good governance from the government, the community, and academia is very much needed because sports tourism can increase visits by local and foreign tourists so that it has an impact on improving the economy.

MotoGP has a high media exposure value because it is broadcast live worldwide through hundreds of international television networks. It becomes a supporting capacity in developing sports tourism entrepreneurship in Kuta Mandalika. Thus, sports tourism entrepreneurship is very suitable as a tourism promotion event in West Nusa Tenggara so that sports tourism will contribute to foreign exchange for Indonesia.

Tourism development positively impacts the length of tourist visits and the number of tourists, as well as affects various sectors such as the economy, transportation services, and the tourism industry (Malone and Mitchell, 2020).

The Kuta Mandalika area is an area that has its uniqueness. The beauty of the Mandalika Special Economic Zone is a blend of nature and hill views. The development of sport tourism entrepreneurs needs to be done by utilizing the existing potential as an attraction for the Mandalika Special Economic Zone. The potential of marine natural resources, parks, hills, and the availability of facilities and infrastructure make this area a super-priority area.

This study found the existence of entrepreneurial empowerment such as:

- 1) The development of the Mandalika area must be carried out to provide a fun recreational sport feel with its unique nature without eliminating or changing the preservation of the natural environment and still maintaining local wisdom.
- 2) The history of the emergence of Mandalika needs to be published to tourists because it contains exciting things to be studied by academics or for research development.
- 3) In developing Mandalika, it is hoped that there will be good cooperation between the people of Kuta Mandalika Village and the conservation of natural resources in developing the world of sport tourism entrepreneurship.
- 4) It is necessary to make a management arrangement for empowering human resources that is more professional in serving tourists visiting the Kuta Mandalika area.
- 5) A more professional arrangement is needed so that there is a precise spatial arrangement between the ownership of agricultural land by the local community and the Mandalika area, which the government owns.

### **5.1 Sport Tourism Entrepreneurship Development Model**

Entrepreneurship development and empowerment plans must be supported by tourist attractions, hotel and restaurant facilities, accessibility, and tourism institutions that can contribute to the economy and welfare of local communities (Permadi *et al.*, 2018).

The development of the Mandalika Special Economic Zone can be carried out using the Mandalika planning and development strategy that is guided by natural resources, economic activities, and the needs of the local community, both for the present and the future. One of the steps that can be used is to identify existing problems. The problems in the Mandalika Special Economic Zone are the absence of sports tourism facilities and infrastructure, unclear transportation access, and the low participation of the Government, non-governmental organizations, and the community in empowering the Mandalika Special Economic Zone.

Policy reviews show a lack of government participation in the Mandalika Special Economic Zone. Existing policies need to be reviewed, and regulations for the Mandalika area must be emphasized so that the development of the Mandalika Special Economic Zone can be carried out in an environmentally friendly manner. Resource strategies, socioeconomic laws, and area demarcation plans must be implemented. The people of Kuta Village directly get a sustainable tourism project by creating sizable job opportunities through tour guides, securing the Mandalika Special Economic Zone, and selling local food and handicrafts.

The Mandalika area is unique and beautiful. The state of the sea, the calm Mandalika hills, the cool and comfortable mountain air, and the unique culture of the Kuta people have the potential to be developed as an icon of sport tourism. Mandalika's potential in empowering sports tourism entrepreneurship is following its natural conditions, tourist attractions, and sports activities. The tourism product development strategy can be proposed as ten tourism products as an attraction (Tangkudung and Tangkudung, 2021). The community's response to the development of entrepreneurial empowerment has been shown by positive reactions and hopes that it can improve the standard of living of the local community and play an active role in developing tourism areas.

The strategy of the sport tourism entrepreneurship empowerment model is carried out with tourist attractions and production facilities. The proposed strategy is as follows:

- A TIC (Tourism Information Center) exists to socialize and expose the entrepreneurial potential of Mandalika's sport tourism resources.
- Development and empowerment in making zones and signs throughout the area signify seawater depth.
- The boat pier is in the Mandalika area, and tourists can use a guide or go boating alone while enjoying the panorama of Kuta beach.
- Tourists go on sports tours accompanied by professional guides.
- Cycling activities started from the Mandalika Special Economic Zone and the implementation of Car Free Day along the Mandalika Special Economic Zone road.
- The Central Lombok Regional Government, through the Cultural and Tourism Office and Central Lombok Regional Development Office, helps facilitate sustainable sports tourism facilities and infrastructure.

## **6. Conclusion**

The development of sport tourism entrepreneurship has excellent potential as an attraction and promotional tool for the area in Kuta Mandalika Village. This method can be done by holding sports tours with the highest potential, such as cycling, boating, fishing, rafting, diving, snorkeling, surfing, running, swimming, camping, outbound, climbing, camping, cruising, cycling in the water, and sports events.

The sport has not been optimally developed in several places in Kuta Mandalika. The results of data analysis in the field related to the condition of sports tourism in the City of Mandalika, Central Lombok, show that the types of sports tourism that exist today have not developed yet. The analysis results related to the obstacles that occur in developing sports tourism in the Central Lombok Regency Region show that the obstacles faced by one party to another are different but have one common thread.

The impact of the problems faced is interconnected, resulting in a lack of good cooperation between tourism entrepreneurs and the Tourism Office, and village heads. The work program carried out by the tourism office has been going well. It is just that the programs implemented are still focused on one area, while Kuta Village, Central Lombok, also has a field that can be used for sports events and events that require a broad location.

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