

## Development Of Culture-Based Sports Tourism In The Mandalika Special Economic Area, Central Lombok

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### ABSTRACT

The Mandalika area is the focus of long-term development as a super-priority tourism destination. The urgency of this research is that the natural potential and unique culture of the Lombok region have not been fully studied and mapped to be developed into culture-based sports tourism. Mandalika area held *event* competitions annually, such as *GP motorcycle*, *World Superbike*, and other sports. The uniqueness of local culture has not yet become a development priority, while Lombok's culture has the uniqueness and distinctiveness to be developed as a destination *sport tourism* long-term. The research objectives are (1) to identify the cultural potential of Lombok for the development of sports tourism; and (2) mapping of culture-based sports in the Mandalika special economic zone, Central Lombok as an effort to open new job opportunities and revive the economy. In this section the research only reaches the research level without carrying out development, the research is limited to stages, namely (1) conducting preliminary research, observations, interviews, and literature studies, (2) producing an initial product design concept which will later be used as a product design for a culture-based sports tourism model. Qualitative data analysis using Atlati version 9 software, data analysis was carried out by organizing the data, coding, describing the data, and checking the data again through the coding provided at the beginning of the analysis. Research results The conceptual design of a culture-based sports tourism model is an integral part of sports tourism, local wisdom culture, and government policy.

**Keywords:** Sports Tourism, Culture, Development, Policy, Mandalika

### INTRODUCTION

This research examines "the development of a culture-based sports tourism model. Indonesia is a tourist destination to enjoy a diversity of traditions and cultures (S. Y. Saputra & Astuti, n.d.) The development of tourist destinations needs to take into account the natural potential that is superior to the region. The uniqueness of Lombok culture as strategic capital in developing sports tourism, a combination of local wisdom. Cultural contact significantly and positively influences memorable experiences (Chen & Rahman, 2018). Integration of culture and tourism for the dual development of culture and tourism (Zhang et al., 2024). The mandate for sports development is stated in Presidential Regulation No. 86 of 2021 in Article 3, one of which is the sports industry, the sports industry referred to as sports tourism (President of the Republic of Indonesia, 2021). Sports tourism is travel related to sports activities, both active and passive participation in sporting events (Łuacute, 2023). Sports and tourism are a synergy that has great potential to be developed. This combination makes a big contribution to

increasing the number of tourists who come to visit the super-priority tourism destination Mandalika. Sports activities increase mobility Sports tourism is gaining more and more popularity (Malchrowicz-Mosko & Munsters, 2018). The image of a tourism destination can influence tourists to return to visit, however, creating the competitiveness of tourist destinations as a long-term process involving stakeholders (Bazzanella et al., 2023) (Abreu Novais et al., 2018).

Tourism development has a *grand design* Appropriate development can advance the tourism industry as a whole and sustainably have a positive impact on various groups and influence the increase in tourist area assets (Khairul Amar et al., 2021). The tourism industry plays an important role in the economy because it can create new jobs and increase state income (Ndayisenga & Tomoliyus, 2019) tourism is a factor in generating employment and income for the community (Toriz Bonfiglio et al., 2021). Cultural issues are still not fully utilized in the development of sports tourism in the Mandalika CEA (Creative Economic Area). The cultural characteristics of local communities can be an attraction for sports tourism packaged attractively with the local wisdom of the community. Previous research identified that sector development *sport tourism* which is packaged based on natural potential and local wisdom, has the opportunity to give rise to new and diverse recreational sports (S. Y. W. H. Saputra, 2020). Innovations in tourist attractions with good health services can attract tourists (S. Y. Saputra et al., 2023). The development of a sports tourism model must clearly understand the competitiveness of being involved in the rapidly growing sports tourism sector and adapt it to the specific characteristics of sports tourism destinations. (Moradi et al., 2022)

Currently, the development of the Mandalika area only focuses on implementation sports like *moto GP*, *superbike*, and others are only done once a year. Meanwhile, the island of Lombok has a rich cultural heritage and unique characteristics that have not been fully utilized in the development of sports tourism. The development of sports tourism pays attention to the uniqueness of regional culture which can be used as a special attraction and image of the tourist area *Sport tourism* based on local wisdom can revive the economy while opening up new jobs (Kemenparekraf / Baparekraf RI, 2021). The sports tourism industry in the future can affect the jobs and income of regions that host sporting events as long as the sports tourism industry develops well (Honari et al., 2010). Mapping local wisdom and cultural areas is important in developing tourism. Regional cultural uniqueness is a characteristic that other regions do not have.

This research identifies the potential for sports and cultural tourism in the Lombok area in the Mandalika area as an effort to develop sports tourism with the hope that the results will produce a conceptual model that can become a reference for the government regarding development. *Sport tourism* in Mandalika opens up new job opportunities and revives the community's economy. The development of culture-based sports tourism cannot be carried out by one party alone but requires synergy with various groups and support from the government. In 2019, the Mandalika Lombok tourist destination was included in the 5 super priority tourism destinations. This destination is the focus of long-term tourism development.

## **METHOD**

Research and development is a type of research to develop new products, and improve and/or modify existing products. In this section, the research only reaches the research level without carrying out development, the research is limited to stages, namely (1) conducting preliminary research, observation, information gathering interviews, and literature studies (Suhron, 2024). (2) produce an initial product design concept which will later be used as a product design for a culture-based sports tourism model.

Qualitative data analysis using Atlat.ti version 9 software. Atlas. It is a type of CAQDAS program (*Computer-Aided Qualitative Data Analysis Software* or the same as QDA Software (*Qualitative Data Analysis Software*) (Aldila Afriansyah, 2016) data analysis was carried out by organizing the data, coding, describing the data, and checking the data again through coding given at the beginning of the analysis.

## **RESULTS AND DISCUSSION**

Based on data analysis, the researcher mapped out the concept of culture-based sports tourism including (1) Sports Tourism, (2) Local wisdom culture, and (3) policy, among these three themes, based on the researcher's analysis, they are related to each other.

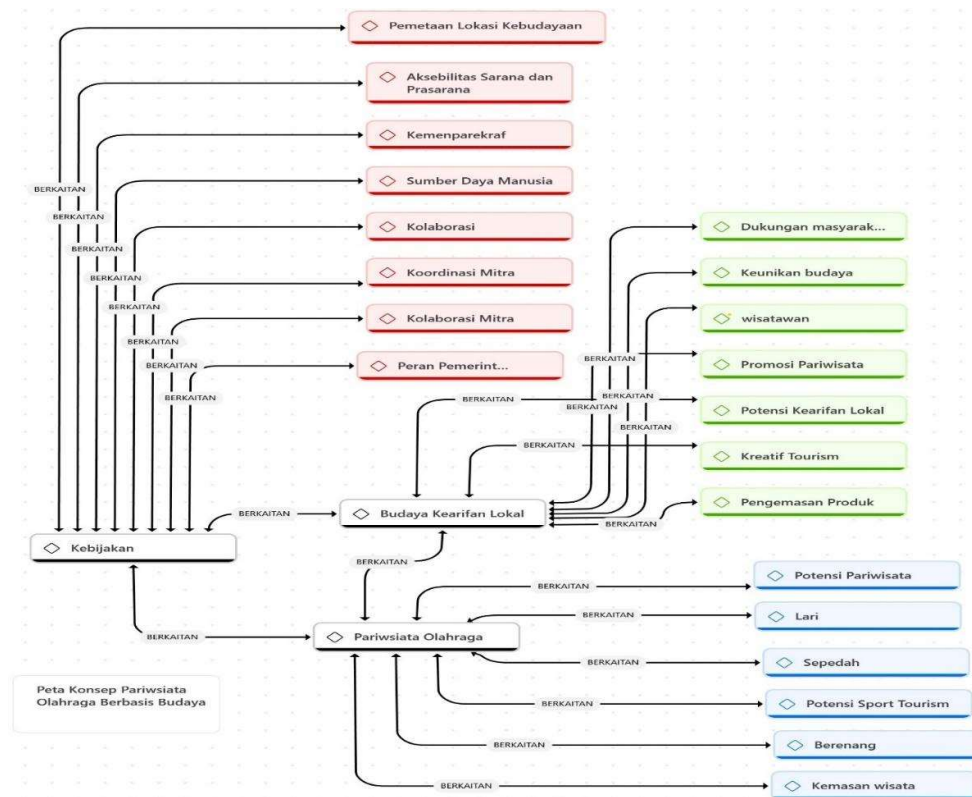


Figure 1.  
Concept Map of Culture-Based Sports Tourism in the Mandalika CEA (CREATIVE ECONOMIC AREA) Area

Based on the picture above, the concept of culture-based sports tourism cannot be separated from the local wisdom of the Sasak tribal community, the potential for sports tourism, and central and regional government policies. Local wisdom culture is related to local community support related to culture, community support for cooperation partners, the community feels the impact so that trust arises from partners. Another support is in the form of the performance of traditional Sasak sports and cultural attractions, namely reason which is held independently by village youth, the uniqueness of Sasak culture and not owned by other regions or communities, culture is a spirit of tourism with this uniqueness being able to become an attraction to attract tourists. Heritage tourism and destination marketing are integrated and the opportunities and challenges are intertwined with the challenge of promoting cultural heritage tourism to international tourists (Rita et al., 2024), Sasak culture must be able to be packaged well, which is called creative tourism so that tourists can understand the culture itself. The authenticity of the region creates an actual, immersive experience for tourists (Ya-Chi et al., 2023). Actual experiences enable visitors to learn and appreciate cultural diversity (Qi et al., 2018)

The strategy is to involve tourists in various cultural attractions. This involvement can increase knowledge about the local wisdom of the region which is not available in other regions. The active participation of tourists is positively associated with unforgettable cultural experiences (Fan et al., 2022). By involving tourists, visitors gain a deeper understanding of culture which can lead to positive attitudes toward other cultures and foster respect for the cultures of different communities. (Bai & Chang, 2021). In addition to the festival held in the Mandalika festival area "Lamp" is Held once a year around the fresh beach, the festival is "big made" camping on the beach while fishing in groups, the festival is a rich nuance of the culture of the people of Lombok, sporting events are associated with culture such as *surf contest* based on local wisdom of festival involvement. *The event* which is held in the Mandalika CEA (Creative Economic Area), is necessary to empower youth or local communities by providing knowledge and guidance related to sports tourism so that local communities around the Mandalika CEA (Creative Economic Area) can optimally support the development of sports tourism in the Mandalika CEA (Creative Economic Area) area.

Based on the researchers' identification, they found various sports that could be played in this special economic

area, such as *paragliding*, *paragliding*, Aerowisata, *mini-triathlon* swimming, cycling and running, event trial events *triathlon* carried out by the Ministry of tourism and Creative economy and the community shows that the potential of the Mandalika CEA (Creative Economic Area) area in sports tourism events is very well supported by adequate facilities, facilities and infrastructure, very beautiful natural panoramas with attractive sports tourism packaging that can attract more tourists to visit. The quality of sport tourism influences tourist satisfaction (Chandra et al., 2023). The event was held in the special economic zone as a supernatural priority destination area that focuses on sport tourism as tourism packaging. Lombok is a strategic place with natural beauty and sports culture that can have a significant influence and can influence policy makers (Perceka et al., 2023). There are six dimensions for policymakers, namely, technology and digitalization, business model innovation, partnerships, domestic tourism, and sustainability, which have a high tendency, to namely innovative and transformative in tourism. (Sharma et al., 2024).

The development of sports tourism cannot be separated from government policy and synergy between partners. Cultural location mapping should be carried out by the government around the Mandalika area. So that these areas can be directly affected by the benefits of having super-priority destination areas. The areas outside the destination, namely Mertak village, Rembitan village, Kuta village, and Tumpak village, are used as supporting villages for the Mandalika destination. Village communities and youth are empowered and equipped with knowledge related to sports tourism so that human resources can be independent and receive a good impact with the existence of a National super-priority area. Apart from empowering the community, it is necessary to carry out discussions, and FGDs with cultural communities, academics, and communities related to development. sports tourism in the Mandalika CEA (Creative Economic Area). Collaboration between partner governments, the business world, communities, and society is very important to realize sports tourism based on local wisdom culture.

## **CONCLUSION**

The concept design of a culture-based sports tourism model is an integral part of sports tourism, local wisdom culture, and government policy. Local wisdom culture is related to local community support related to culture, community support for cooperation partners, the community feels the impact so that trust arises from partners. *Event* which is held in the Mandalika CEA (Creative Economic Area), it is necessary to empower youth or local communities by providing knowledge and guidance related to sports tourism so that local communities around the Mandalika CEA (Creative Economic Area) can optimally support the development of sports tourism. Sports tourism in the Mandalika CEA (Creative Economic Area) area has identified various sports that can be played in this special economic area, such as *paragliding*, *paragliding*, aerowisata, *mini triathlon swimming*, *cycling* And *run*. The development of sports tourism cannot be separated from government policy and synergy between partners. The government is mapping cultural locations around the Mandalika area so that these areas can be directly affected by the benefits of the existence of super-priority destination areas.

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