

CHAPTER I

BACKGROUND

A. Introduction

Sports tourism is one of the growing sector in the whole tourism industry (Taleghani & Ghafary, 2014). UNWTO classifies sports tourism the interrelated activities that visitors or tourist may undergo sport activities at a professional, amateur, or leisure level during travel (UNWTO, n.d.). The Ministry of Tourism of Indonesia has identified sports tourism as a viable strategy in post pandemic tourism revival. On May of 2022 in the weekly press briefing of the minister of tourism, the minister stated sports festival and event will be pushed to attract not only local and domestic tourist, but also international tourist.

Sports tourism can be used in the context of recreational individual activity (Hudson, 2008) or in terms of events, both participatory events and spectator events (Gozalova et al., 2014; Schwark, 2007). Globally, sports tourism has increased in popularity as a practice and as an academic pursuit. One of the fast-growing iteration of sports events in world are running events. These events ranges from shorter distances of 5K (five kilometers), 10K (ten kilometers), half marathon distances of 21.1K (21.1 kilometers), full marathons of 42.2K (42.2 kilometers), to ultra-marathons (more than 42.2 kilometers). As well as different environments such as trail courses to road courses, and held in various parts of the world. This growth can be seen in studies from various countries such as Greece, Japan, South Africa, The United States, And The United Kingdom (Alexandris & Balaska, 2017;

Coleman & Ramchandani, 2010; Go et al., 2016; Nowak & Chalimoniuk-Nowak, 2015; Saayman & Saayman, 2012).

Indonesia is no different. Holding various events throughout a calendar year in various cities across Indonesia, with varied distances available for runners to join. The growth can be seen on Figure 1, that clearly illustrates the rapid increase of running events from 2013 up to 2019 before the global pandemic, which may be able to support the aspirations of the Tourism Ministry.



Figure 1. Running Events in Indonesia.

Source: ayolari.in

At first, most races in Indonesia offers all distances with 5K and 10K being more popular. However, as running becomes more popular, longer distances begin to attract more and more runners. In addition to the growth in popularity for more distances, cities that hold running events become more spread-out. At first, most of the running events were held in the Greater Jakarta area. Now, running events spreads across the archipelago.

In addition to the various distance, environment and cities across the country to illustrate the popularity of running events in Indonesia, a number of running event has grown some clout in both domestic and international running scene. Examples of these races are Pocari Run in Bandung with various running distances of 5K, 10K, 21K and 42K, Maybank Marathon with distances of 5K, 10K, 21K and 42K in Bali and Borobudur Marathon in Magelang with an open 21K and 42K reserved for elite runners. With the additional note that the Maybank Marathon and the Borobudur Marathon road running events that is part of the World Marathon organization. In 2022, Pocari run had more than 5,000 on site participants, the race in Bali attracted 10,000, and Borobudur marathon attracted 4,600 with a lower cap of participants. The high number of participants is achievable by having participants coming in from various areas of the country.

Previous studies may also validate this line of reasoning as there has been many publications pointing out a myriad of positive outcomes that can be gained through sports tourism events (Kersulić et al., 2020; Papanikos, 2015; Widyaningsih et al., 2020). Studies using running events such marathons as points of interest within the study of sports tourism are also becoming more in vogue, studying elements of development, destination image and impacts among others (Chen et al., 2021; Olberding & Olberding, 2014; Septiana et al., 2022). Results of studies mentioned surrounding running events shows many economic and social benefits such as financial gains for the host city and promotion of a healthier lifestyle respectively. The economic benefits that has been fleshed out by previous studies show promising additional income upwards to 5 million Euros in the 11th Douro Valley Marathon (Carvalho et al., 2018). While these results are desirable for

various parties, efforts to ensure these benefits come to fruition needs to be present, with various stakeholders play different roles.

There are various stakeholders in marathon events. These stakeholders includes, but not limited to, the participants, the sponsors, the local government and the host community (Wańkowski, 2015). According to a study in 2011, the participants of the event would hold the most interest among other stakeholders (Emery, 2011). In the case of marathons, these participants are the runners of the marathon. Another important stakeholder in marathon events or sports events in general are the corporations that give sponsorships. These sponsors assume importance due to how they can provide supporting resources for the event, which in turn, the events may provide gains for these corporations by having the customers positive perception of the event transferred to the sponsoring corporations (Koo et al., 2006) The local government has a high interest and power, with roles covering provisions of permits, organizational support, infrastructure for the event and human resources (Walters, 2011). While the adverse is true for host community which has low interest and power. This is less ideal due to the host community will receive the impact of a sports events, both the positive and negatives. To alleviate the probable issues created due to imbalances of stakeholders, organizers can have ways to address these issues.

Role of sports tourism organizers lies in the phases of pre-event, event and post event (Kruger & Saayman, 2012), While previous studies surmised that the main focus of organizers are the number of participants and their experience (Lu & Lin, 2021). However, due to the factors of satisfaction of participants, organizers needs to look after the sustainability of the event itself. Inferences can be made while

reviewing past studies regarding how sustainable tourism practices can elevate sports events such as involving the host community to create a unique and festive atmosphere that reflect the community's self-expression (Chen et al., 2021). Davies (2011) also made the notion that sports events are shifting from a purely financial endeavor to influencing positive changes and driving positive impacts.

By utilizing sustainable tourism concepts and practices, organizers should be able to ensure a higher number of participants and be a force for good. In "UNWTO Tourism Highlights, 2004 Edition" (2005), sustainable tourism in this case means the process where tourism is developed while taking account of the economic impacts of tourism, social impact of tourism and the environment affected by tourism activities. Economic impacts of tourism is the financial gain or opportunity to acquire financial gain of the host community from tourism related activities or other supporting activities that comes from tourism related activities. These gains may include new employment opportunities, new business opportunities, new income stream, etc. (Weaver & Lawton, 2010). Social impacts of tourism generally looks at the perception of host communities regarding tourism activities, classically graded from welcoming tourist in their environment to irritated by the presence of tourist (Butler, 1980). Other aspects of social impacts of tourism would observe the reliance of tourism, the changes in values and beliefs of the local community, and the community cohesiveness along the presence of tourism (Ardika, 2018). The last aspect of sustainable tourism is the environment, where the landscape is preserved and protected from damage and pollution (Sunlu, 2003).

In practice, sustainable tourism principles are carried out along four pillars. These pillars include management, socio-economy, cultural and environmental

aspects of tourism. To help tourism practitioners adopt sustainable tourism principles, global organizers such as the GSTC (Global Sustainable Tourism Council) has published and continuously updated guidelines with tangible and actionable explanations. On the side of management, sustainable tourism practices champions lawful, structured and fair administration processes as well as a humane working conditions. Socio-economically, sustainable tourism practices delivering local economic benefits and social wellbeing and impacts. While in the cultural aspect sustainable tourism practices push forward preservation and promotion of local culture, whether in the form of site, arts, or customs. Environmentally, sustainable practices takes account various details of environmentally impacting activities such as conserving resources, reducing pollution, and conserving biodiversity, ecosystems and landscapes.

As of January 2023, these guidelines help destination developers, tour operators and hotels in adopting sustainable tourism practices. However, there is still a gap where events are not covered in these guidelines, let alone sports events. Despite the lack of guidelines in adopting sustainable tourism practices in events and sports events, various studies has examined how sports tourism organizers can adopt sustainable tourism practices. These studies has looked into how all pillars of sustainable tourism practices are applied in the execution of sports events.

When adopting sustainable tourism practices in the pillar of the management aspect studies has shown several sports events has adopted these principles. Regardless of the implications of sustainable tourism practices, (Jantori & Pongponrat, 2021) has shown that a proper administration practices has been carried out due to how it is very important in ensuring the success of a sporting event.

Sustainable tourism practices of sports events regarding the pillar of the socio-economic aspect has also been studied. Along with the management aspect, regardless of their intentions of adopting these practices as a conscious effort to making the events more sustainable, these practices are done to ensure the success of sports events as part of managing the stakeholders (Chutipongdech & Kampitak, 2022). Papanikos (2015) has shown in their study that sports events also creates employment opportunities in the form of volunteers in executing sports events. While the employment may be temporary, with more and more events being done it can create its own network of volunteers for many events.

Studies that examines the adoption of sustainable tourism practices in the pillar of cultural aspect suggested that promoting cultural exchanges and interaction are already present in the executions of sports events (Septiana et al., 2022). These interactions and exchanges gives a unique experience for participants and spectators alike. Therefore fitting in and enhancing these practices in the lens of sustainable tourism practices can be done without much difficulties.

Speaking of the pillar of the environmental aspect, sports events has adopted sustainable tourism practices, according to some studies. Koronios (2016) noted the importance of the environment of a running event such as marathons to be one of the motivating factors of participants. Therefore, ensuring waste management is a practice born out of necessity for the marathon organizers (Singh et al., 2016)

Outside of the mentioned studies above, organizers has also highlighted several ways their marathon event has implemented sustainable tourism practices in their press releases. Big Sur International Marathon boasted their zero waste event. Xiamen Marathon in China joined United Nation Environment Program's

Clean Seas Campaign and pledge to reduce plastic waste by 60 percent. The California International Marathon applies sustainable practices by diverting upwards to 4 tons of trash from landfills and raising 500,000 USD towards charities that helps the local charities and community organization among other efforts.

Sustainable tourism has become part of the general desire of Indonesia's tourism development. The industry continuously seeks ways or avenues where sustainable tourism practices can be adopted in hopes to achieve the desired outcomes of sustainable tourism. One of the ways of looking for new avenues that can adopt sustainable practices is to look at the emerging sectors of tourism. An interesting lane of tourism that can do this is sports tourism. Sports tourism relationship with sustainable tourism has been studied prior with promising potential (Davies, 2011).

Overlooking all the stated information above, we can see that sports tourism events such as running events in Indonesia are increasing in popularity, with opportunities of sustainable tourism is being pushed to be developed in Indonesia. As well as, sustainable tourism practices is becoming an indirect factor in the success of running events. Given previous studies done regarding the relationship between marathon events and sustainable tourism practices, it would be an interesting idea to push forward the adoption of sustainable tourism principles in marathon events held in Indonesia to create a favorable outcome for multiple stakeholders.

This study explores the sustainability efforts around marathon events by the organizers added with the participants point of view. For the research, this study will take the case study format focusing on Pocari Run. It puts forward the question

whether event organizers are willing to implement sustainable tourism practices in their events and are aware sustainable tourism practices can be used as a tool for marathon events success and how it is affecting the participants. Previous research has shown the impacts sports tourism has in Indonesia (Septiana et al., 2022; Widyaningsih et al., 2020), however, there are gaps in the research regarding how to appropriate sustainable tourism practices in marathon races. Additionally, various research has shown how sustainable practices can unknowingly impact marathon runners participation and satisfaction (Chen et al., 2021). These sustainable tourism practices ranges from the inclusivity of local community in the execution of marathon events to create a festive atmosphere to ensuring the environment of the event clean. To that end, past literature that has examined sustainable tourism practices in sports events, specifically to marathon events are used to compare with the current conditions of holding a marathon event in Indonesia from the perspective of event organizers. Tying up all the information above, this thesis will be titled **Utilizing Sustainable Tourism Practices In Marathon Event: Case Study of Pocari Run Bandung 2022**

B. Research Problem

1. How does Pocari Run organizers and participants considers the importance of sustainable tourism principles in Marathon events such as Pocari Run?
2. How does the Pocari Run organizers utilize sustainable tourism practices in their Marathon events such as Pocari Run?

3. What are the difficulties and boundaries faced by Pocari Run organizers in implementing sustainable tourism practices in Marathon events such as Pocari Run?
4. How does the sustainable tourism practices in the Pocari Run event done by the organizers effect the participants of events such as Pocari Run?

C. Scope of Research

To ensure this research stays in the course of sustainability efforts in the realm of marathon events, this study has certain boundaries. These boundaries are;

1. The Marathon organizers studied are the organizers of Pocari Run held in 2022.
2. The sustainability efforts that are being inquired relates to the success of planning and execution of Marathon events.
3. Pillars of sustainable tourism explored are economic, sociocultural, and environment.

D. Purpose of Research

By answering these research questions, this research will uncover the understanding;

1. To discover the perceived importance of sustainable tourism practices in Pocari Run marathon events.
2. To understand how marathon organizers utilize sustainable tourism practices in their Pocari Run marathon events.

3. To explore the difficulties and boundaries in implementing sustainable tourism practices in Pocari Run marathon events.
4. To explore the effects of implementing sustainable tourism practices in Pocari Run marathon events towards the participants.

E. Research Benefit

There are two main areas that can benefit from this research. First are the managerial benefits of this research which are;

1. By creating a framework that can further maximize the benefits of holding a participatory sports events such as running events, which has increased in popularity and frequency.
2. Push future events to be a contributor towards sustainable tourism activities. By having major events such as marathons help the sustainability of tourism in Indonesia, it can provide more outlets for stakeholders to pull in visitors all the while giving off positive impacts for local communities and other stakeholders.

The second is the academic benefits from this research, which are;

1. Adding to the wealth of knowledge regarding the application of sustainable tourism practices.
2. Adding to the wealth of knowledge regarding sports tourism in Indonesia.