

CHAPTER V

CONCLUSION AND RECOMMENDATION

A. Conclusion

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.

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 impacting the participants.

The methodology used in this research is a qualitative method, extracting insights from informants through in-depth interview directed towards Pocari Run Organizers and focus group discussion directed at participants of Pocari Run in 2022. To round out the insights, an interview with an academic well versed in sustainable tourism practices was also done.

The study found while the organizers have done several efforts of sustainable tourism practices with minimum obstacles, these efforts have a varying

degrees of effects on the participants enjoyment, with some aspects more important than others. Sustainable tourism practices such as involving the local community can add to the attractiveness of a marathon event, therefore can attract more participants. Additionally, the participants do believe sustainable tourism practices are important in marathon events to maintain good relationships with the marathons' stakeholders in order for the organizers to be able to hold these marathons without problems and giving a win-win situation with these stakeholders. Marathons without disruption is what influences the participants enjoyment, as well as a vibrant and unique environment that are caused by the participation of the local communities and a clean and well-kept environment.

The implication of this study is that marathon organizers such as Pocari Run organizers need to keep up with their sustainable tourism principles and practices as it can eventually lead to a win-win situation with the stakeholders as well as an increase of participation in subsequent events. Both these outcome are part of the success factors in marathon events. A model to represent this idea can be found on figure 13 bellow.

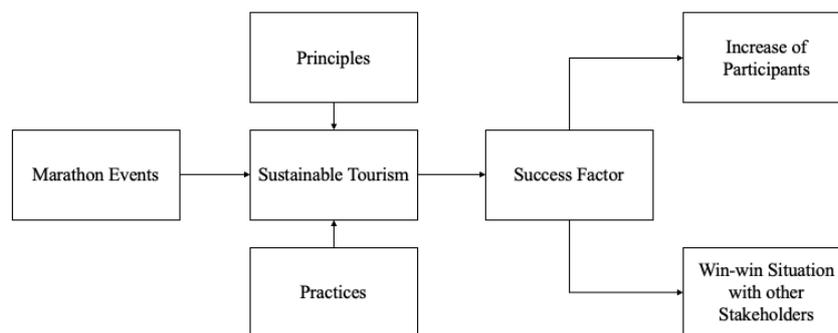


Figure 13. Model for Implementation of Sustainable Tourism in Marathon Events

B. Managerial Implication

Through these conclusions, there are several managerial implications that can be distilled. These managerial implications are;

1. Sustainable tourism practices should be present in marathon events as it only helps marathon organizers connects with stakeholders and gain reputation with participants.
2. Providing a platform for local SMEs (small medium enterprise) that is involves in sports would be the most effective way for marathon organizers to help promote the local SMEs, as those businesses would be sought after by the participants.
3. Roadside cheering with cultural elements should be present as it gives a unique experience for participants and a sure way for marathon organizers to help promote the local culture.
4. Preserving the environment is important for marathon organizers as it enables participants to enjoy the marathon events.
5. Approaching the local community at a grass-root level and opening a two-way communication between the organizers and the local community should be done as it was beneficial for the Pocari Run organizers to inform the local community regarding the inconveniences that may arise from the event and receive feedback from the local community at the planning stage and evaluation stage.
6. The implementation of sustainable tourism principles and practices can influence the success of a marathon events, therefore it would be beneficial for the organizers to apply these principles to their advantage.

C. Limitations and Future Studies

The limitations of this study confines the findings that can be extracted from the study. The limitations were;

1. This study is an exploratory study specifically done to study the Marathon organizers of Pocari Run held in 2022.
2. The perspectives that were taken that answers the research question were from the organizers and participants only.
3. Pillars of sustainable tourism explored were only economic, sociocultural, and environment.

Due to the limitations of this study, there are also further studies that can be done to grasp a deeper understanding of sustainable tourism practices in marathon events and its effects to other stakeholders. Such studies should;

1. This research should be expanded to include other marathon events with different organizers.
2. This research should be expanded to include the perspective of the local community and the local government to understand the effects of sustainable tourism practices in marathon events towards the local community and the local government.
3. To have a deeper understanding of which aspects of sustainable tourism principles and practices have more or less affect towards the success factor of marathon events, it is recommended to conduct a quantitative study with sustainable tourism practices as a mediating variable between marathon events and its success factor.