

Development of Sport Tourism as a Post-Covid-19 Tourism Recovery Strategy in Gianyar Regency

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Abstract

The Covid-19 pandemic has made most people aware of the importance of health, so they want to try harder to be healthy and have robust immune systems. This also influences travel patterns, where most tourists visit the outdoors and wish to engage in sports and recreational activities when travelling. One of Bali's districts with natural and cultural wealth is Gianyar Regency. With all this potential, it will be possible to develop sports tourism combined with the unique cultural tourism of Gianyar Regency to create uniqueness compared to other sport tourism destinations. The aims of this research were (1) to identify the potential for sports tourism in Gianyar Regency and (2) to identify obstacles in the development of sport tourism in Gianyar Regency, (3) to develop a strategy for developing sports tourism in Gianyar Regency as post-covid-19 tourism recovery. The method used in this research is the SWOT Analysis and IFAS - EFAS Matrix. The result showed Gianyar is in Quadrant I, where the strategy leads to growth and build. It also has a big chance to develop sports tourism for the tourism recovery after the Covid-19 pandemic. The strategies that can be implemented are developing sport tourism packages by collaborating on cultural tourism with sports tourism, conducting an analysis with stakeholders regarding the potential for natural damage caused by sports tourism, conducting socialization to the surrounding community about sports tourism, involving and providing training to sports activity experts sports on tourism, and make guidelines for each type of sports tourism to be developed.

Keywords: Development, Sport, Tourism, Destination, Covid-19



1. Introduction

The Year 2020-2021 is a very tough year for the tourism industry in Indonesia. The high number of confirmed cases of Covid-19 caused the government to impose significant social restriction sanctions and close the country's exit door, resulting in losses of up to 20.7 billion in tourism[1]. As one of the provinces whose economy is concerned about the tourism sector, Bali Province must experience a tremendous downturn[2]. Foreign tourist arrivals to Bali in 2021 experienced a sharp decline compared to 2019, namely 99.9%, and domestic tourists fell by more than 50%.

Seeing this downturn, of course, the government will not remain silent. In early 2021, the government started gradually distributing the Covid-19 vaccine to all levels of society[3]. With the vaccine, the health crisis can be suppressed so that social violence decreases slowly. Even if the vaccine is mass-produced and distributed correctly, the situation will not be able to return to normal[4]. The entire current global society must welcome the next average era. The Covid-19 pandemic certainly changes various aspects of life, one of which is the pattern of exercising and traveling[5].

The Covid-19 pandemic has made most people aware of the importance of health, so they want to try harder to be healthy and have robust immune systems with the prohibition or regional restrictions causing social closure and the closing of sports facilities such as fitness centers or gyms[6]. Because the spread of the Covid-19 virus is higher in closed public facilities, the World Health Organization (WHO) recommends exercising at home or in the open while maintaining health protocols[7]. This also influences travel patterns, where most tourists visit the outdoors and wish to engage in sports and recreational activities when traveling later. Seeing this phenomenon, President Joko Widodo and the Minister of Tourism and Creative Economy, Sandiaga Uno, stated that they fully support and will pay special attention to the development of sport tourism in Indonesian tourism destinations[8].

One of Bali's districts with natural and cultural wealth is Gianyar Regency. Gianyar Regency is currently known as a tourist destination that is very thick with its culture[9]. Besides cultural tourism, Gianyar Regency also has many natural and ancient tourist attractions (heritage). With all this potential, it will be possible to develop sports tourism combined with the unique cultural tourism of Gianyar Regency to create uniqueness compared to other sport tourism destinations[10].

The aims of this research were (1) to identify the potential for sports tourism in Gianyar Regency and (2) to identify obstacles in the development of sport tourism in Gianyar Regency, (3) to develop a strategy for developing sports tourism in Gianyar Regency as post-covid-19 tourism recovery[11]. This research is essential to carry out because there still needs to be more awareness among tourism actors about the potential and benefits of sport tourism. Scientific studies related to the development of sport tourism have a significant role in the learning process in universities, especially in sustainable tourism management courses[12].

Sports tourism is any form of activity related to the journey of a person or group leaving their place of residence to participate in sports activities, either professionally or not[13]. The development of sport as a tourism activity phenomenon is due to changes in health orientation, increased interest in sporting events, and the desire to be physically active while traveling[14]. In Indonesia, sports tourism has been defined as recreational sports as stipulated in Law No. 3 of 2005 concerning the National Sports System 'Recreational sports are sports carried out by people with hobbies and abilities that grow and develop according to the conditions and cultural values of the local community for health, fitness, and joy.' According to UNWTO in the Indonesian Ministry of Tourism and Creative Economy, the scope of sport tourism is: Active Sport Tourism

1. Active sport tourism is when a person or group travels and also carries out sports activities while at the destination, either for pleasure or because of a profession.
2. Passive Sports Tourism

Passive sport tourism is when someone travels to see sports activities to watch matches such as the Olympics, championship competitions, or sports festivals.

Based on its attractiveness, sport tourism is divided into three categories:

1. The attractiveness of sport tourism is nature-based

The attractions of nature-based sports and recreation tourism that utilize the natural environment as a tourism resource are grouped into three, namely based on the potential uniqueness of the natural environment in marine areas, based on the potential uniqueness of the natural environment in land areas, and based on the potential for natural environment in airspace.

2. The attractiveness of culture-based sports tourism
The attraction of culture-based sports (and recreation) tourism is intangible in the form of traditional sports activities as a typical local community culture and carried out in buildings/places that have cultural value.
3. The attractiveness of sport tourism is based on man-made results
The attraction of sports tourism (and recreation) is based on man-made results in the form of sports facilities, which are built to hold a major sporting event with the motivation to score the achievements of competing athletes.

The number of studies on sports tourism is lower than other types of tourism[15]. One of the studies used as a reference is research on developing sustainable sport tourism destinations in Banyuwangi. The results of this study show that sports tourism has succeeded in increasing the number of visits to Banyuwangi by 75.9%, contributing 2.6% to community welfare and increasing 12.7% to community participation[16]. The Sustainable Sports Tourism Development Strategy uses the Sports Tourism Participation model, oriented toward tourism characteristics. The development uses three types of sports tourism categories, namely 1) tourism with sports content categories, 2) tourism categories with sports training 3) event competition categories that provide tourism facilities by holding sports championship events[17]. This research concludes that sports tourism provides many benefits for a destination and its local communities[18].

Subsequent research is related to developing neoantigen as a cultural attraction in supporting sports tourism in Bali[19]. The results of this study are the use of a stability strategy, namely increasing Balinese culture, increasing marketing and the role of the government, and increasing the comfort and safety of tourists. It can be concluded that cultural tourism and sports tourism can work together to create sustainable tourism in Bali[20].

2. Research Method

The research will be carried out using a qualitative descriptive approach with a SWOT analysis. Qualitative descriptive research is a research design that aims to conduct a holistic study or analysis of a phenomenon and to find a deeper understanding of the phenomenon. The data to be used in this study were obtained from various sources and by using various methods and utilizing several research instruments. The data collection method in this study is as follows.

1. Observation is one of the methods that will be used to collect data in this study. Observations were made to see and obtain data about the potential for sport tourism owned by Gianyar Regency. In making observations, researchers will use an observation checklist.
2. Interviews will be conducted with tourism stakeholders in Gianyar Regency. Interviews were specifically conducted to find out the obstacles in the development of sport tourism. Interviews will be conducted based on the guidelines that have been prepared so that the data obtained is focused and specific.
3. The survey was conducted with tourism stakeholders in Gianyar Regency. Respondents gave weights and ratings to internal factors (strengths and weaknesses) and external factors (opportunities and threats). Prior to giving weights and ratings, an explanation was given on how to fill them using the pairwise comparison method to stakeholders and resource persons.
4. Documentation study is the last method used. Documentation studies are carried out to explore basic theories, relevant concepts in research and to obtain a broader orientation regarding the research topic and support the primary data that has been obtained.

2.1 SWOT Analysis

Albert Humphrey initiated SWOT analysis in the 1960-1970s. This analysis is an acronym from the initial letters: strengths, weaknesses, opportunities, and threats. Analysis of the factors must result in the powers possessed by a company, as well as knowing the weaknesses that exist in that company[21]. At the same time, the analysis of external factors must produce information on opportunities or opportunities that are open to the company and also be able to find out the threats experienced by the organization concerned. After we know the strengths, weaknesses, available opportunities, and threats they share, then we can develop a plan or strategy that includes the goals set by the company.

The SWOT matrix is a combination of opportunities, threats, strengths, and weaknesses in a matrix. Thus the matrix consists of four quadrants, each containing each strategy. The SWOT matrix clearly describes how the external opportunities and threats faced by the organization can be adjusted to its strengths and weaknesses. SWOT analysis is a powerful instrument for conducting strategic analysis; this efficacy lies in the ability of the company's strategy makers to maximize the role of strength factors and take advantage of opportunities so that it acts as a tool to minimize the weaknesses that exist within the company's body and suppress the impact of threats that arise and must be faced.

2.2 EFAS / IFAS Matrix
The steps in determining the value of internal factors and external is as follows:

1. Arrange in each column.
2. Give the weight of each factor in column 2, starting from 1.0 (very important) to 0.0 (not important). These factors are likely to have an impact on strategic factors.
3. Calculate the rating (in column 3) for each factor by giving a scale ranging from 4 (outstanding) to 1 (poor) based on the influence of that factor on the condition of the company concerned. Giving a rating value for the opportunity factor is positive (a bigger chance is given a +4 rating, but if the opportunity is small, it is given a rating +1). Giving a threat rating is the opposite. For example, if the threat value is very large, the rating is 1. Conversely, if the threat value is small, the rating is 4.
4. Multiply the weight in column 2 with the rating in column 3, to get the weighting factor in column 4. The result is a weighted score for each factor whose values vary from 4.0 (outstanding) to 1.0 (poor).
5. Add up the weighted scores (in column 4), to get the total weighted scores for the company concerned. This total value shows how a certain company reacts to its external strategic factors. This total score can be used to compare this company with other companies in that industry group.

2.3 IE Matrix

This internal-external matrix was developed by the General Electric model (GE-Model). The horizontal axis on the IE matrix shows the total IFAS score, while on the vertical axis shows the EFAS value score. On the horizontal axis scores between 1.00 to 1.99 indicate weak internal position. Scores of 2.00 to 2.99 indicate average. Score 3.00 to 4.00 indicates a strong internal position. Likewise on the vertical axis which shows influence external.

3. Findings

3.1 Problem

There is some problem in this research. First there is a lack of public awareness of the potential for sport tourism that can be developed, this occurs because the main focus of tourism development in Gianyar Regency is centered on cultural and natural tourism. Lack of coordination between local stakeholders can also be a weakness in developing a destination. In realizing sustainable, responsible and sustainable tourism governance, interconnections, linkages and links must be built through integrated design planning and management of tourism destinations.

If sport tourism is developed in a focused manner, the threat that might come is causing damage to nature and the potential for the erosion of culture in Gianyar Regency. Environmental damage has the potential to occur if there is no proper planning, the large amount of potential for sport tourism that exists will increase the number of existing tourists. The potential for local culture to be eroded if these cultural attractions are not included in the development of sport tourism.

3.2 Research Implementation

3.2.1 Potential of Sport Tourism in Gianyar Regency

Types of sports are classified into several types, namely game sports, technical sports, fitness sports, martial arts, land sports, water sports, and aerosports. The potential for sport tourism is differentiated based on this classification. Based on the results of observations made in Gianyar Regency, the types of sports that are difficult to develop are aerosports and gaming sports, while other types of sports have the potential to be further developed. Apart from being based on the type of sport, the potential for sport tourism is also classified based on the sub-districts in Gianyar Regency.

Subdistrict	Location	Potential Types of Sports
Blahbatuh	Saba Beach, Masceti Beach, Pantai Keramas Air Terjun Blangsinga Stadion Kapten I Wayan Dipta	- Water Sport (Surfing, Jetski, dan Fishing) - Land Sport (Jogging, Trekking, Horse Riding) - Football
Gianyar	Lebih Beach, Siyut Beach, Purnama Beach, Kanto Lampo Waterfall, Goa Rang Reng Waterfall, Suwat Waterfall	- Water Sport (Surfing, Jetski, dan Fishing) - Land Sport (Jogging, Trekking, Horse Riding)
Payangan	Ayung River Campuhan Hill	- Water Sport (Rafting dan Tubing) - Land Sport (Jogging, Trekking, Cycling)
Sukawati	Lembeng Beach, Ketewel Beach, Kubur Beach, Cucukan Beach, Tegenungan, Sumampan Waterfall, Hidden Canyon Beji Guwang	- Water Sport (Surfing, Jet Ski, Riverboarding, dan Fishing) - Land Sport (Jogging, Trekking, Horse Riding)
Tegalalang	Tegalalang Rice Terrace	- Land Sport (Jogging, Trekking, Cycling)
Tampaksiring	Sungai Pakerisan	- Water Sport (Riverboard, Rafting dan Tubing)
Ubud	Ubud Yoga House, Ubud Yoga Center, Ashtanga Yoga Bali Research Center, Akasha Yoga Academy, The Yoga Barn, Bali Yoga School, Zuna Yoga	- Yoga

Table 1. Potential for Sport Tourism in Gianyar Regency

3.2.2 Sport Tourism Development Strategy in Gianyar Regency

The data analysis technique used in this study is a SWOT analysis technique with a qualitative approach, which consists of Strengths, Weaknesses, Opportunities and Threats. SWOT analysis aims to maximize strengths and opportunities, but can minimize weaknesses and threats. According to Rangkuti (2011), SWOT analysis is a systematic identification of strategic factors to formulate a strategy.

Strength

The strength possessed by Gianyar Regency is the variety of regional contours it has, so that the potential for sport tourism that is found is also diverse[22]. In accordance with the theory put forward by Suwena and Widyatmaja, that attractions are a significant component

in attracting tourists and are the reason why people travel to an area[23]. These diverse contours are also accompanied by the beauty of natural tourist attractions that can be used as a means of carrying out sport tourism, such as beaches, rivers, hills and waterfalls. Apart from the existing natural tourist attractions, there is also an artificial tourist attraction which is the pride of Gianyar Regency, namely the Captain I Wayan Dipta Football Stadium which is the largest stadium in Bali and is the headquarters of the Bali United football team[22]. In addition to these two attractions, the cultural tourist attraction owned by Gianyar Regency is also very diverse, one of which is related to sports is the existence of a traditional martial arts sport that is still unknown, namely *mepantigan*. Access to Gianyar Regency is very easy to find with good conditions, infrastructure and public facilities that support sport tourism activities are readily available[24].

Weaknesses

The weakness found is that there is still a lack of public awareness of the potential for sport tourism that can be developed, this occurs because the main focus of tourism development in Gianyar Regency is centered on cultural and natural tourism[25]. Lack of coordination between local stakeholders can also be a weakness in developing a destination. Realizing sustainable, responsible and sustainable tourism governance, interconnections, linkages and links must be built through integrated design planning and management of tourism destinations. Even though the contours are varied, this district does not have the contours of the cliffs, the wind that blows is in the moderate category, so aerosport cannot be done. Another type of sport that is difficult to develop is playing sports such as bowling and billiards. This happens because existing tourists tend to choose sports that are close to nature, full of adventure, and authentic.

Opportunity

Gianyar Regency is the second regency in Bali which has the highest number of tourists after Badung Regency, this is certainly a profitable thing for a destination. The Covid-19 pandemic that has hit the whole world has made many people more interested in and aware of the importance of sports. This is in line with another research which says to develop sports activities at each destination as a way to accelerate post-covid-19 tourism recovery and a form of synergy between tourism and sports to form sustainable tourism. With changes in consumer behavior that are more aware of exercise, this will also affect travel behavior.

Threats

If sport tourism is developed in a focused manner, the threat that might come is causing damage to nature and the potential for the erosion of culture in Gianyar Regency. Environmental damage has the potential to occur if there is no proper planning, the large amount of potential for sport tourism that exists will increase the number of existing tourists. The potential for local culture to be eroded if these cultural attractions are not included in the development of sport tourism.

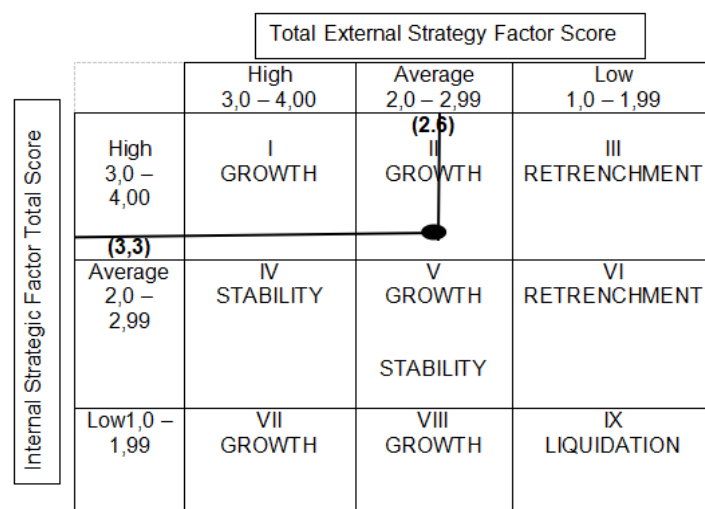
Table 2. IFAS Table

No	Faktor	Narasumber					Rata-Rata	Bobot	Skor
		N1	N2	N3	N4	N5			
	Strength								
1	Diverse area contours	4	3	4	4	3	3.6	0.123	0.444
2	Easy district access with good conditions	3	3	3	4	4	3.4	0.116	0.396
3	The variety of natural tourist attractions	4	4	4	3	4	3.8	0.130	0.495
4	Has a strong cultural tourist attraction	4	4	4	4	4	4	0.137	0.548
5	To be the center of football in Bali	4	4	4	4	4	4	0.137	0.548
6	Facilities and infrastructure as well as	4	4	3	4	4	3.8	0.130	0.495

	public facilities are available								
	Weakness								0.000
7	Lack of public awareness of the potential for sport tourism can be developed	1	2	1	1	1	1.2	0.041	0.049
8	Lack of coordination between local stakeholders	2	2	3	1	2	2	0.068	0.137
9	There are no cliff contours and the wind is in the moderate category so aerosport cannot	2	2	2	2	2	2	0.068	0.137
10	Lack of human resources in the field of sport tourism	1	1	2	2	1	1.4	0.048	0.067
	Total						29.2	1	3.315

Table 3. EFAS Table

No	Faktor	Narasumber					Rata-Rata	Bobot	Skor
		N1	N2	N3	N4	N5			
	Opportunity								
1	Gianyar has a good destination image	4	4	3	4	4	3.8	0.184	0.701
2	Public awareness of the importance of sports	3	2	3	4	3	3	0.146	0.437
3	Changes in the characteristics of tourists who prioritize health	4	4	4	3	3	3.6	0.175	0.701
4	There is government support to develop sport tourism	4	4	4	3	4	3.8	0.184	0.629
	Threats								0.000
5	Damage to nature	2	1	3	1	1	1.6	0.078	0.124
6	The erosion of local culture	1	2	2	1	2	1.6	0.078	0.124
7	The economic situation is less stable	1	1	1	2	1	1.2	0.058	0.070
8	Increasing the issue of criminality against foreigners	2	3	1	2	2	2	0.097	0.194
	Total						20.6	1.000	2.981



Picture 1. IE Matrix

Table 2 and Table 3 are data tabulations regarding the results of the questionnaire on the informants. From these results we will look for IFE and EFE scores and look for the IE matrix as a determination of the strategy that must be carried out.

The Internal-External (IE) Matrix is a strategic management tool used to analyze working conditions and strategic business positions. The Internal-External Matrix or IE matrix is based on an analysis of internal and external business factors combined into one suggestive model. The IE matrix is a continuation of the EFE and IFE matrix models. The IE matrix is based on the following two criteria: Scores from the EFE matrix - plotted on the y-axis and Scores from the IFE matrix - plotted on the x-axis.

Based on the scope of the quadrant (figure 2.5), competitive strategy can be divided into four categories, including:

1. Position I, II, IV. Destinations that occupy this position can be described as grow & build. The suitable strategy for each position in this column is: intensive strategy (market development, market penetration, product development) or integration (backward integration, forward integration, horizontal integration).
2. Positions III, V, VII. Destinations that occupy this position can be described as hold & maintain. The strategies that are suitable for each of these column positions are market penetration and product development.
3. Positions VI, VIII, IX. Destinations that occupy this column can use harvest and divestiture strategies.

Based on the results obtained, the position of the development of Sport Tourism in Gianyar Regency is in Quadrant I where the strategy leads to growth and build. The following is an explanation of the strategies that can be implemented:

SO (Strength - Opportunity) Strategy :

- a. Development of sports tourism packages by collaborating on cultural tourism attractions.
- b. Planning of sport events in collaboration with international scale cultural tourism attractions.
- c. Making the Captain I Wayan Dipta Stadium the location for holding national scale sports matches.

ST Strategy (Strength - Threat):

- a. Designing a well prepared planning in the development of sustainable sport tourism tour packages.
- b. Conduct analysis with relevant stakeholders, on the potential for natural damage arising from sport tourism.
- c. Keep prioritizing cultural aspects in every tour package or event that will be held.

WO (Weakness - Opportunity) Strategy:

- a. Conduct socialization for local communities about sport tourism.
- b. Engage and provide training to sports activities experts regarding tourism.
- c. Focusing on the development of sports that are in accordance with the contours of the Gianyar Regency area

WT Strategy (Weakness - Threat):

- a. Make guidelines for each type of sport tourism that will be developed.
- b. Provide training to local communities regarding sport tourism products.
- c. Planning policies and regulations regarding the development of sport tourism.

4. Conclusion

Based on the results, Gianyar Regency has a big chance to develop a sport tourism for the tourism recovery after the Covid-19 pandemic. The result also shows that the position of the development of Sport Tourism in Gianyar Regency is in Quadrant I where the strategy leads to grow and build. Here is the conclusion of this research:

1. Gianyar regency has a variety of contours so that various types of sports can be held in Gianyar.
2. The strength possessed by Gianyar Regency is having adequate facilities and infrastructure, strong natural and cultural attractions, and being the center of football in Bali. However, there are several weaknesses, namely the lack of public awareness of the potential for developing sport tourism, the lack of coordination between stakeholders, and the lack of resources in the field of sport tourism. Apart from that, there are several threats to this development, such as the unstable economic situation and the possibility of cultural erosion. However, there are several opportunities that can be exploited, such as changes in characteristics that emphasize sports when traveling and support from the government.
3. The strategies that found are developing a sport tourism packages by collaborating

on cultural tourism with sport tourism, Conduct analysis with relevant stakeholders, on the potential for natural damage arising from sport tourism, conduct socialization for local communities about sport tourism, engage and provide training to sports activities experts regarding tourism, and make a guideline for each type of sport tourism that will be developed.

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