

Management of Sport Tourism Development Based on Local Potential as a Strategy to Increase Sports Tourism Visits

Hikmat Kodrat

Universitas Pamulang

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Abstract

The development of sports tourism is a potential strategy for increasing sports tourism visits while simultaneously driving local economic growth. However, various studies indicate that sports tourism development in many regions is still oriented toward organizing short-term sporting events and has not been fully integrated with local potential and sustainability principles. This study aims to examine and analyze trends in sports tourism research for the 2020–2025 period, focusing on the role of destination development management based on local potential in increasing sports tourism visits. The research method used was a systematic literature review of relevant scientific articles, using a descriptive analysis and thematic synthesis approach. The study results indicate that the success of sports tourism development is largely determined by the integration of local potential, community involvement, well-planned sports event management, and cross-sectoral synergy between the government, tourism actors, and local communities. Furthermore, the application of sustainability principles, encompassing economic, social, and environmental aspects, has proven crucial in maintaining the competitiveness and sustainability of sports tourism destinations. This study confirms that a management model for sports

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Corresponding Author:

Hikmat Kodrat

Universitas Pamulang

Email : dosen03324@unpam.ac.id

1. INTRODUCTION

Sports tourism (*sport tourism*) is a strategic sector that has shown significant growth in the last two decades. Since the early 2000s, the global trend in tourism has shifted from *mass tourism* to *experience-based tourism*, where tourists seek not only nature- or culture-based destinations but also participatory experiences through sports activities such as marathons, cycling, surfing, hiking, and even traditional sports based on local wisdom (W. Carvache-Franco, 2021). This phenomenon is growing stronger as the trend of *Experience-based tourism*. In recent years, tourists are no longer solely focused on destination visits, but also on active experiences through outdoor activity-based sports tourism, which is considered more valuable, safe, and sustainable (Moradi, 2022).

In Indonesia, development *sport tourism* has begun to receive serious attention in the last decade, particularly in the 2015–2024 period. The government, through the Ministry of Tourism and Creative Economy (Kemenparekraf), has explicitly identified niche tourism as one of the *niche tourism* priorities in the National Tourism Development Strategic Plan and the National Medium-Term Development Plan (RPJMN). *Sport tourism* is seen as strategic because it can extend the length of stay of tourists (*length of stay*), increase tourist spending (*tourist expenditure*), and create *multiplier effect* for the local economy through the transportation,

accommodation, MSMEs, and other tourism support services sectors (Ministry of Tourism and Creative Economy, 2021; UNWTO, 2020).

Data from the Central Statistics Agency (BPS) shows that before the COVID-19 pandemic, the tourism sector contributed around 4–5 percent to the national Gross Domestic Product (GDP) in 2019. This contribution declined in the 2020–2021 period, but began to show a recovery trend in the 2021–2024 period due to increased domestic tourist mobility, recovery in economic activity, and intensification of sports and tourism events in various regions (BPS Indonesia, 2021). This condition strengthens the position of *sport tourism* as a tourism sub-sector that is adaptive to changes in tourist preferences and the dynamics of the national tourism market.

In practice, various local, national, and international sporting events were held in the 2018–2024 period, such as mass running competitions, triathlons, cycling races, Water-based sports have been proven to increase the flow of tourist visits to the host area. These events play a role as *tourism catalyst*. This encourages increased short-term visits while strengthening the destination's image as a sports tourism destination (Getz & Page, 2021; Chalip & McGillivray, 2022). However, various studies indicate that the resulting increase in tourism visits is still volatile and not fully sustainable.

This condition indicates that development *sport tourism* in many regions in Indonesia, this is still not balanced with a planned, integrated, and local potential-based destination management system (Aicher, 2020). *Sport tourism* development still tends to be solely focused on event management, without a long-term strategy that integrates natural resources, culture, and local community involvement. Consequently, the resulting economic and social impacts are suboptimal and difficult to sustain in the long term (M. Carvache-Franco, 2021). This finding underscores the importance of a development management approach. *Sport tourism* based on local potential as the main strategy to increase sports tourism visits sustainably.

Various previous studies have shown that the success of sports tourism development is greatly influenced by the quality of destination management. Gibson (1998) has emphasized since the late 1990s that sports tourism is not only related to sports activities, but also involves a management system that includes planning, marketing, infrastructure development, and stakeholder involvement. Furthermore, Higham and Hinch (2009) emphasize the importance of a local potential-based approach and *community-based tourism* in creating a sustainable competitive advantage for sports tourism destinations. Research in Indonesia from 2015 to 2023 also shows that sports tourism that integrates local wisdom, culture, and regional geographic characteristics can increase destination attractiveness while strengthening regional identity and image.

However, there is still a research gap regarding how local potential-based sports tourism development management can be systematically designed and implemented as a strategy to increase sports tourism visits (Yang, 2024). Most previous studies have focused more on the economic impact or evaluation of events within a specific period, while studies that specifically discuss sports tourism development management models or strategies have not *Sport tourism* based on local potential is still relatively limited, especially in the regional context in Indonesia (Mirehie, 2020).

Based on this background, this study aims to analyze the development management of *sport tourism*. This study is based on local potential as a strategy to increase sports tourism visits. This study is expected to provide theoretical contributions to the development of sports and tourism management science, as well as practical contributions for local governments and

stakeholders in formulating development policies and strategies. *sport tourism*, which is oriented towards sustainability and strengthening of *local potential* (Bazzanella, 2023).

However, studies on the development management of *sport tourism* Comprehensive and systematic analysis of local potential-based tourism is still relatively limited. Most previous research has focused on evaluating the organization of sporting events, short-term economic impacts, or levels of tourist satisfaction, without fully integrating these aspects.

planning, management, local community involvement, and destination sustainability. Furthermore, there is little research that specifically summarizes management patterns, implementation challenges, and development strategies of *sport tourism* based on local potential in the context of increasing sports tourism visits. Therefore, this research is important to analyze the management of sports tourism development of *sports tourism* based on local potential as a strategy to increase sports tourism visits, while also providing a conceptual basis and practical recommendations for local governments and stakeholders in formulating development policies of *sports tourism*, which is oriented towards sustainability and strengthening local potential. Therefore, this research is important to be conducted through a multidisciplinary approach. *Systematic Literature Review* (SLR) to study facts, phenomena, and trends of issues *sport tourism*.

2. MATERIALS AND METHODS

This research uses the method of *Systematic Literature Review* (SLR) with an approach to comprehensively review the development management of *sport tourism* based on local potential as a strategy to increase sports tourism visits. The SLR approach was chosen because it provides a systematic, transparent, and structured framework for tracking, evaluating, and synthesizing various research findings relevant to the topic of *sport tourism* (Doege et al., 2021). Through this approach, researchers can identify management patterns, development trends, and research gaps in the field of management of *sport tourism*, which is continuously developing and multidisciplinary, involving aspects of sport, tourism, local economy, and sustainability.

The research process began with a literature search through several credible scientific databases relevant to the field of tourism and sports management, namely Google Scholar, Scopus, and ScienceDirect. These databases were selected based on their broad publication coverage, encompassing reputable international journals as well as national articles relevant to the context of sports tourism development. The literature search was conducted using a combination of keywords *sport tourism*, *sports tourism management*, *local potential-based tourism*, *community-based sport tourism*, and *sustainable sport tourism*. These keywords were chosen to capture literature that discusses the development of *sport tourism* not only from the perspective of organizing sports activities, but also from the aspects of management, local community involvement, and destination sustainability.

Articles obtained from the search process then undergo an initial selection and screening stage. At this stage, the title, abstract, and keywords are reviewed to assess their relevance to the theme, research objectives, and relevance to the focus of the development management study of *sport tourism* based on local potential. Articles that only discuss *sport tourism* descriptively without examining management aspects, development strategies, or local potential involvement are excluded from the analysis process (Mollah, 2021).

To maintain the quality and consistency of the literature analyzed, this study established inclusion and exclusion criteria. Inclusion criteria included articles written in English or

Indonesian, published within the last ten years (2015–2025), excluding classic works that have had a significant influence on the study of *sport tourism* and tourism management. In addition, articles that explicitly discuss tourism management of *sport tourism*, local potential-based development, community involvement, and sustainability aspects become the main focus of this study. Meanwhile, articles in the form of popular opinions, non-academic reports, and publications that have not gone through the peer review process are excluded from the study.

Literature that meets the criteria is then analyzed qualitatively through in-depth reading to identify key themes, key concepts, and development patterns in *sport tourism* based on local potential. The synthesis process was conducted by grouping findings based on the focus of the study, such as sports tourism management models, strategies for utilizing local potential, stakeholder roles, impacts on increasing sports tourism visits, and implications for economic, social, and environmental sustainability. This stage aims to build a comprehensive understanding of the practices and challenges of sports tourism development management in various regional contexts.

In its implementation, this research utilizes several primary articles from international and national indexed journals as core references, supported by additional literature in the form of books and conceptual articles in the field of sports and tourism management. This combination of sources is used to strengthen the analysis and ensure that the study is not only descriptive but also has a strong theoretical foundation and is relevant to developments in *sport tourism* based on local potential.

3. RESULTS

No	Author & Year	Article/Book Title	Context / Field	Research methods	Key Findings
1.	Nugroho & Country (2020)	Sports Development Local Wisdom-Based Tourism	Indonesia	Qualitative	This research shows that developing sports tourism that utilizes local wisdom and regional cultural characteristics can increase the attractiveness of sports tourism destinations. Local community involvement is a key factor in creating this social and economic sustainability of the destination.
2.	Peric (2020)	Sports Tourism and Sustainable Local Development	Europe	Quantitative	Sports tourism has a positive impact on local economic growth, job creation, and improving the image of a destination when managed with a sustainable and integrated approach. with regional development policies.
3	Weed (2021)	Sports Tourism Theory and Policy	Global	Literature review	Developing sports tourism requires a cross-sectoral policy and management framework between sports, tourism, and local government. Without long-term strategic planning, sports tourism tends to produce only temporary benefits. short-term.
4	Getz & Page (2021)	Event Tourism and Destination Management	Global	Systematic review	Sporting events contribute to increased tourist visits and destination promotion, but their sustainable impact highly dependent on the quality of

					management
					destination, strategy marketing, and The relationship of events with local potential.
5	Chalip & McGuirty (2022)	Leveraging Sport Events for Tourism Development	Global	Conceptual	Sporting events can be used as a tourism lever if they are integrated with local tourism destination and product development strategies, not just organized as a ceremonial activity.
6	Prasetyo et al. (2022)	Sports Event Management as Tourist Attractions	Indonesia	Case study	Sporting events can significantly increase tourist visits, but this increase is temporary if it is not supported by sustainable management and utilization. local potential optimally.
7	Hidayat & Suryadi (2023)	Sport Tourism and Local Community Empowerment	Indonesia	Qualitative	The development of sports tourism involving local communities as the main actors has been proven to increase economic welfare, strengthen local identity, and maintain social and cultural sustainability. tourist destinations.
8	Kim & Charlie (2023)	Sport Tourism, Community, and Sustainable Development	Asia	Mixed method	The success of sports tourism is greatly influenced by local management capacity, community readiness, and the balance between economic, social, and environmental interests in management. destination.
9	Rahman et al. (2024)	Strategic Management of Sport Tourism Destinations	Southeast Asia	Qualitative	A local potential-based sports tourism management strategy can increase the competitiveness of destinations, strengthen tourist loyalty, and encourage an increase in sports tourism visits. sustainable.
10	Wibowo & Santoso (2025)	Sport Development Model Local Potential-Based Tourism	Indonesia	Literature review	This research formulates the need for a sports tourism management model that integrates local potential, stakeholder involvement, and sustainability principles as the main strategy. increasing sports tourism visits.

Based on the results of the literature review, it shows that the development of *sports tourism* has a strategic position in encouraging increased sports tourism visits while strengthening local economic growth. *Sport tourism* not only functions as a sports-based recreational activity, but also as a regional development instrument capable of creating jobs, increasing community income, and strengthening the image and competitiveness of tourist destinations. However, various studies confirm that the success of *sport tourism* cannot be achieved simply by providing activities or organizing sporting events, but rather is largely determined by the quality of planned, integrated destination development management based on the local potential of the region.

Several studies have identified local potential as the main foundation in development *sport tourism, and* sustainable development. (Chen, 2023) emphasized that local wisdom, regional culture, geographical conditions, and the social characteristics of the local community are distinguishing elements (*unique selling point*) that cannot be replicated by other destinations. Development *sport tourism, integrating* local potential, can create authentic and valuable tourism experiences, thereby increasing tourist satisfaction and repeat visits. Furthermore, active involvement of local communities in planning and managing sports *tourism* strengthens the sense of belonging (*sense of ownership*), which has an impact on increasing participation, collective responsibility, and the social and economic sustainability of sports tourism destinations (Dickson, 2021).

From a management perspective, the literature review shows a tendency towards development *sport tourism*, which is still oriented towards organizing short-term sporting events. (Xin, 2020) revealed that although sporting events are effective in increasing tourist visits within a certain period, this impact is temporary if not accompanied by a sustainable destination development strategy. Sporting events should be positioned as part of a destination management strategy, integrated with the development of local tourism products, improving service quality, and strengthening supporting infrastructure (Šuligoj, 2022). Without such integration, sporting events have the potential to become ceremonial activities that do not provide long-term added value for the destination and the local community.

Literature for the 2020–2025 period also highlights the importance of cross-sectoral management in sports tourism development. (Scott, 2023) emphasizes that *sport tourism* is located at the intersection of the sports, tourism, creative economy, and regional development sectors, and it requires coordination and collaboration among stakeholders. Local governments, sports organizations, tourism businesses, local communities, and the private sector have complementary strategic roles in creating a management system for *sport tourism*. The lack of synergy and integrated policies is often a major obstacle in optimizing potential *sport tourism*, especially in increasing destination competitiveness and building tourist loyalty (Salgado-Barandela, 2021).

The aspect of sustainability emerges as a central theme in the literature *sport tourism* during the study period. (Mishra, 2022) emphasized that *sport tourism* managed with a balance between economic, social, and environmental dimensions, it can provide long-term benefits for tourist destinations. A sustainable approach focuses not only on increasing revenue but also on preserving the natural environment, protecting local culture, and improving the quality of life of local communities through *sport tourism*. Those that apply sustainability principles tend to have a positive image in the eyes of tourists and are more adaptive to changes in global tourism trends (Lexhagen, 2023).

Based on this literature synthesis, it can be concluded that local potential-based sports tourism development management is a relevant and urgent strategy to implement in efforts to sustainably increase sports tourism visits (Tsekouropoulos et al., 2022). A development model that emphasizes the integration of local potential, community involvement, planned event management, and sustainability principles is considered more effective than conventional, partial, and sectoral approaches. This finding aligns with (Marescotti, 2022), which recommends the need for a management model of *sport tourism* that is holistic, adaptive, and contextual to the local characteristics of the destination.

Thus, this discussion confirms that the development of *sport tourism* cannot be separated

from the local context and the quality of destination management. The literature for the 2020–2025 period shows an urgent need to formulate a development strategy for *sport tourism* based on integrated and sustainable local potential. This study also strengthens the research position in filling the gap in research related to the integration of management, local potential, and sustainability in sports tourism development, particularly in the context of regions in Indonesia with diverse natural, cultural, and sporting potential that have not been optimally utilized.

4. CONCLUSION

Based on the results of the literature review, it can be concluded that the development of *sports tourism* has a strategic role in increasing sports tourism visits while encouraging local economic growth. However, the success of the development of *sports tourism* is not solely determined by the presence of sporting activities or events, but also depends heavily on the quality of planned, integrated, and locally-potential-oriented destination development management. This study shows that utilizing local potential, including cultural wisdom, geographic characteristics, natural resources, and local community involvement, is the primary foundation for creating a destination's attractiveness and uniqueness in *sport tourism*. A local potential-based approach has been proven to improve the quality of the tourist experience, strengthen community participation and ownership, and support regional social and economic sustainability. From a managerial perspective, the development of *sport tourism*. Those still focused on short-term sporting events tend to produce temporary and less sustainable impacts. Therefore, sporting events need to be positioned as part of a long-term destination development strategy integrated with tourism planning, local economic strengthening, and cross-sectoral policies. Synergy between local governments, tourism industry players, sports organizations, and local communities is a key prerequisite for optimizing tourism potential in *sports tourism*. In addition, the sustainability aspect emerged as a central issue in the contemporary literature on *sport tourism*. Management of *sports tourism*. A management approach that pays attention to the balance between economic, social, and environmental aspects is considered more capable of maintaining the destination's long-term competitiveness and increasing interest in sports tourism visits in a sustainable manner. Thus, it can be emphasized that tourism development management, *sport tourism*, and local potential-based development are relevant and necessary strategies in the context of current sports tourism development. The findings of this study are expected to serve as a conceptual reference for the development of sports and tourism management science, as well as provide practical implications for local governments and stakeholders in formulating development policies and strategies for sustainable and competitive development.

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