

Evaluation of sports tourism development policy in Sumedang: An implementation of the logic model

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ABSTRACT

The local government is making serious efforts to develop tourism in several destinations in Sumedang. Various policies regarding tourism were created to facilitate the implementation of regional tourism. To ensure the level of success of tourism policies, researchers evaluated sports tourism policies. Materials and Methods. The research method used is an evaluation method with a logic model with keys including context, input, activity, output, outcome, and impact. Research subjects include local governments, sports players, tourists, and the community. The research instruments used included interviews with 32 questions, observation, and documentation. Results. The results of this research include a context (policy, organization and program objectives), input (human resources, number of sport tourism, budget, facility time, and activities (training, material development, program implementation, and event promotion), output (participants, total income, increased employment opportunities, and improved regional image), outcome (knowledge, behaviour, social conditions, and economic quality), impact (social change, improved quality of life) Conclusions. This research provides implications for policymakers to maximise local governments' role in developing regional tourism, especially sports tourism. Evaluation of sports tourism policies in this research provide suggestions for local governments to review and make sports tourism a priority tourism.

Keywords: Tourism policy, Sports tourism, Evaluation, Logic model, Local government.

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INTRODUCTION

Tourism is one of the government's mainstay sectors because Indonesia has abundant tourism potential (Fadjarajani et al., 2022). Currently, the tourism sector is the country's largest foreign exchange earner. The development of the tourism sector in Indonesia is increasingly rapid. Viewed from a geographical aspect, this can affect Indonesia in terms of wealth, natural resources, human resources, and culture, which are tourist attractions both locally and internationally.

According to the World Tourism Organization World Travel and Tourism Council (WTTC), current tourism developments in 2018 placed Indonesia in ninth position with the fastest tourist growth in the world. Apart from that, in 2018, the Indonesian Minister of Tourism was selected as the Best Tourism Ministry in Asia Pacific, and the Ministry of Tourism was designated as the best in Asia Pacific. Regarding the competitiveness of national tourism through the Travel and Tourism Competitiveness Index (TTCI), Indonesia has reached rank 40 out of a target of 30 in 2019. Tourism in Indonesia has shown significant development (Kemendparekraf, 2020). With the continued development of the national economy and increasing people's needs for living standards, more and more people are participating in physical exercise and tourism (Sato et al., 2018; Wicker, 2020).

Sports Tourism is a form of combined sport and tourism activity where people can participate actively in sports activities and experience sports culture or passively by watching sports events for the purpose of making sports the main content (Duglio & Beltramo, 2017; Jiménez-García et al., 2020; Knop, 2004; Qi & Tang, 2022). Sport Tourism is a form of special interest tourism in the world of tourism and is widely developed in various regions because it can encourage tourists to visit (Hadi & Yulianto, 2021). Sports tourism can not only increase people's enthusiasm for sports but also satisfy people's interest in appreciating natural scenery (Qi & Tang, 2022). In the literature, the link between sport and tourism is referred to as the sportification of tourism or the touristification of sport (Malchrowicz-Mosko & Munsters, 2018).

As an economic driver, sports tourism is growing, and industry players are starting to look at it to take advantage of this opportunity, especially because of its contribution to regional development. (Bouchet et al., 2004), Increasing significant economic growth and income of residents surrounding the area used as a sports location (Jiménez-García et al., 2020; Marsudi, 2016), creating jobs and income, profits for local companies, increasing income taxes and increasing the amount of investment in infrastructure and sports facilities (Lupikawaty et al., 2013). This proves that sports tourism brings positive economic benefits that outweigh negative environmental or social impacts for local residents (Ivanov & Ivanova, 2011). The impacts of sports tourism can be positive (e.g., regional economic development), while others may be negative (e.g., sociocultural conflicts and environmental problems) (Wäsche et al., 2013)

The development of sports tourism requires the collaborative involvement of sports, tourism, and various other sectors and stakeholders (Mollah et al., 2021). (Kennelly & Toohey, 2014, 2016; Wäsche, 2015) has suggested collaborative development of sports tourism because sports tourism is very fragmented and involves various stakeholders. The collaboration in question is a joint effort made by stakeholders to achieve common goals. Collaboration in sports tourism provides many benefits, such as developing a sustainable sports tourism industry, increasing tourism volumes, and combining diverse resources and skills (Kennelly & Toohey, 2014; Lim & Patterson, 2008). Stakeholders influence the development, continuation, and success of sports tourism collaborations (Mollah et al., 2021).

Based on Sumedang Regency's tourism policy as outlined in the 2013 Regional Tourism Development Master Plan (RIPPARDA), tourism development is directed at providing adequate tourist attractions in accordance with local resource potential and supported by reliable tourism actors. Sumedang is one of the cities in Indonesia, with an area of 1,559 km², which is in accordance with Sumedang Regency Regional Regulation No. 2 of 2012 concerning Sumedang Regency Spatial Planning for 2011 - 2031.

In Sumedang Regency Regional Regulation Number 10 of 2020 concerning the Sumedang Regency Tourism Development Master Plan for 2021-2025, the government is making serious efforts to develop tourism in several destinations in Sumedang and make Sumedang Regency a tourist city. Access to Sumedang tourism is also supported by the Kertajati International Airport and Cisundawu Toll Road, which makes it easier for tourists to visit Sumedang. This is what makes the Sumedang Regency government even more optimistic about the progress of tourism in Sumedang Regency. However, after four years, the impact of tourism policy in Sumedang has yet to be felt significantly. This is reviewed from various aspects such as tourism growth, economic growth, tourism events, and sports tourism activities.

To see how far the implementation of tourism policies, especially sports tourism, is going, it is necessary to have an evaluation instrument that examines and provides an overview of the level of success in implementing sports tourism policies in Sumedang. Carrying out policy evaluations that are based solely on goal achievement will only provide insight into how effective policy interventions are and what specific factors contribute to achieving policy goals (De Bosscher et al., 2011; Suomi, 2004). There is, therefore, a call to use process evaluations to complement outcome evaluations, as they have particular value for multisite measurements where the same intervention is delivered and received in different contexts (Mansfield et al., 2015). Policy evaluations that focus on process analysis have emerged, especially theory-based process evaluation approaches aimed at informing policy decisions and the allocation of existing resources.

Policymaking is a complex matter, especially in a context where participation is from the public sector, private sector, and civil society. Policy success will depend on the nature of participation and the effectiveness of collaboration between these groups in implementing policy decisions (Andriotis et al., 2018; Krutwayshe & Bramwell, 2010). In an ideal policymaking framework, there is also a mechanism to monitor and evaluate the suitability of the decisions taken and the effectiveness of their implementation (Airey & Ruhanen, 2014).

Tourism policy is an example of public policy created specifically for a country's tourism sector. Tourism policy is 'concrete action in the field of tourism and provides a guiding framework for decision making regarding future tourism governance, development, and promotion of a country' (Hassan et al., 2020). To understand tourism policy implementation, it is important to understand the nature of the institutions involved in achieving policy objectives. At the national level, tourism policy development is closely related to power relations within a country (Bowen et al., 2017).

Tourism policymaking is complex and sometimes contentious, but whatever the political and economic circumstances, it must be directly linked to implementation: the process by which policy ideas and plans are translated into practice (Telfer & Sharpley, 2015). Implementation of tourism policies depends on the effectiveness of local, regional, and national officials in working with the private sector and other stakeholders, including host communities and environmental groups, as well as the third sector (Albrecht, 2017; Dodds & Butler, 2009). Implementation of tourism policies can, in many cases, be challenging (Lai et al., 2006). However, research focusing on the implementation of tourism policy is relatively rare (Albrecht, 2017).

Of these approaches, the 'top-down' and 'bottom-up' approaches are considered useful for implementing tourism policies in developing countries (Andriotis et al., 2018). The 'top-down' approach follows a hierarchical order from top-level policy planners to the regional level, while the "bottom-up" approach refers to implementation originating from the local level (Wang & Ap, 2013). The third approach, 'hybrid and interactional,' has greater explanatory power in developed countries, where there is a shift from governance to more established governance (Bramwell & Lane, 2011).

METHOD

The aim of this research is to evaluate the government's sports tourism policy. Meanwhile, the aim of policy evaluation research itself is to assess the effectiveness of public policies in relation to plans and perceived results (Chen, 2018). Policy evaluation research also aims to provide a better understanding of the success or failure of a policy, as well as to provide recommendations for improvement. Evaluation provides a retrospective analysis of a project, program, or policy to assess how successful or unsuccessful it was and what lessons can be learned for the future (Chen, 2018). The key elements of logic model evaluation include context, input, activity, output, outcome, and impact (Chen et al., 2013). These six elements were developed into several indicators (Table 1).

Table 1. The key elements and indicator of logic model evaluation.

Dimensions	Indicator	Question
Context	1. Policy context	4 Questions
	2. Relevant organizations (Departments involved)	
	3. Program objectives	
Inputs	4. Human resources involved	9 Questions
	5. Several sports tourism in Sumedang?	
	6. Budget	
	7. Time	
	8. Facility	
	9. Promotion	
Activity	10. Training	4 Questions
	11. Material development	
	12. Program implementation	
	13. Event promotion	
Outputs	14. Participant	7 Questions
	15. Total Income	
	16. Increased employment opportunities	
	17. Improved regional image	
Outcomes	18. Knowledge/skills	4 Questions
	19. Behaviour	
	20. Social conditions	
	21. Economic quality	
Impact	22. Social transformation	4 Questions
	23. Improved quality of life	
	24. Improving public health	
	25. Achievement of objectives	
Total	25 Indicators	32 Questions

Research participants include local governments, sports players, tourists, and the public. To collect data from the right participants, this research used a non-probability sampling method (Bell et al., 2022) described as 'purposeful sampling' (Creswell, J.W.; Clark, 2016) to develop an elite sample of interviews with high-level participants in the tourism policy process. Although the use of elite interviews has yet to be widespread in tourism research, it is a commonly used technique in political and policy research, as it has the potential to increase the quantity and quality of data available to researchers in fields where social phenomena are being researched (Hassan et al., 2020).

RESULTS AND DISCUSSION

Context

Sumedang has a policy that regulates the management and administration of regional tourism, namely the regional tourism development master plan (Ripparda). Rippardais is a strategic document prepared by local governments to regulate and manage tourism potential in an area. This document usually covers various aspects, such as analysis of tourism potential, development of tourism infrastructure, promotion and marketing of tourist destinations, environmental preservation, and development of the local tourism industry. Ripparda generally has a certain period, generally every five years. Meanwhile, Ripparda Sumedang has a period of 2021-2025 containing 72 articles. Specifically, those regulating sport tourism in Sumedang regulate seven articles spread across articles 29, 30, 31, 35, 36, 37, and 38. Of the seven articles, six place sports tourism as an alternative tourism or second priority, and only in article 38 is sports tourism made top priority tourism with international standard sports tourism.

Tourism policies are regulations, rules, guidelines, directions, and development/promotion targets, as well as strategies that provide a framework for individual and collective decision-making that directly influence tourism development in the long term as well as daily activities that take place at a destination. Most tourism policies are focused on how to increase revenue from visitors (Joppe, 2018).

To support the implementation of tourism policies, especially sport tourism, there are several agencies involved in sport tourism activities in Sumedang, including the Department of Tourism, Culture, Youth, and Sports (DISPARBUDPORA), Transportation Service (DISHUB), Public Works Service (P.U.), Regional Planning Service (BAPEDA), Village Community Empowerment Service (DPMD), Cooperatives, Small, Medium Enterprises, Trade, and Industry Service. The amount of attention and knowledge explains that there is a need for collaboration in developing sports tourism (Hinch et al., 2018; Weed, 2014). Local governments play an essential role in developing sports tourism as this is a national issue for any destination (Mollah et al., 2021). Exemplary leadership can better coordinate the many stakeholders involved in sports tourism (Mollah et al., 2021). In sports tourism, collaboration or joint efforts are necessary because the development of this tourism market requires the integration of various services, including marketing activities, food, accommodation, transportation, safety, and ticket reservations (Wäsche, 2015).

Inputs

Human resources involved in Sumedang sport tourism activities include sport tourism operators, communities, tourism stakeholders, and associations. A sports tourism operator is a person or company that organizes and manages sports tourism activities or packages. The sports tourism community is a group of people or a network of individuals who have an interest or similarity in promoting, developing, or participating in sport tourism activities. They usually consist of active participants in various types of sports activities, entrepreneurs in the tourism industry, sports event organizers, local governments, sports organizations, and local communities in tourism destinations.

Sports organizations are the main actors in sports tourism collaboration among various stakeholders due to their active influence on the development and promotion of sports tourism (Kennelly & Toohey, 2014). It is also evident that tourism organizations take leadership and initiative for sports tourism collaboration when the sports organization is not an indigenous organization and the tourism organization has a better affiliation with the government (Lim & Patterson, 2008)

Several types of sports tourism that are running in Sumedang include Paragliding, rafting (4 locations), offroad, golf, horse racing, motocross, mountain biking, and BMX. Sumedang has three strategic locations, which are used as paragliding sports locations, while for rafting, Sumedang has 4 locations, which are used as places for sport tourism activities in the water. Three of the eight types of sports tourism that Sumedang has, three have become superior: paragliding, off-road, and rafting. For the last five years, Paragliding Sumedang has held international events, namely the West Java Paragliding World Championship in 2019 and 2021, national events, namely the Sumedang Paragliding Championship, and local events. Then, every week, there are paragliding activities carried out by individuals and paragliding communities.

In implementing the sport tourism policy, the local government allocates funds only to the Disparbudpora. In contrast, other agencies involved in implementing activities need to allocate funds specifically for the sustainability of sport tourism. Other agencies only use funds in accordance with their duties and do not directly support sport tourism activities. For example, the public works department builds and repairs infrastructure, such as roads that support sports tourism activities, so that road access is easy. Diskominfosandistik carries out marketing and promotion of sports tourism activities, and other agencies do not directly help with sports tourism activities in Sumedang.

The local government designed a sports tourism policy specifically, with the overall policy implementation time being five years, namely 2021-2025. This time duration is considered ideal if there are no other disturbances that could hinder the implementation of activities and if several related parties or other agencies support it. However, in its implementation, there are still policies that have yet to be realized, even though the policy has been implemented for four years. Some of the obstacles to implementing the sports tourism policy include refocusing the budget for dealing with COVID-19. Almost all of the dinar service budget in Sumedang and in Indonesia is allocated for the response and recovery from COVID-19. The lack of budget for implementing sports tourism has meant that the relevant agencies have yet to continue several policies, which will be revised in the next period.

In supporting the implementation of sports tourism policies, facilities, equipment, and facilities must be met. So that sports tourism activities can run smoothly. So far, the infrastructure supporting sports tourism activities in several places is excellent and suitable for use, especially in supporting Paragliding. However, the infrastructure of sports tourism rafting locations still needs to be improved. This will undoubtedly disrupt the sustainability of sport tourism itself. Usually, the infrastructure will be repaired if a sports tourism event is held at that location. So, as long as there are no sports tourism events, there will be no infrastructure improvements. Adequate infrastructure, such as transport links and accommodation facilities, can facilitate tourism growth, attract investment, and create jobs in underserved areas (Wissink, 2023). To achieve this, it is critical to allocate appropriate economic resources, increase investment, improve infrastructure, enhance human development, and establish a supportive regulatory framework to ensure economic efficiency (Mishra et al., 2021).

Apart from the infrastructure supporting sport tourism activities, local governments have yet to be able to facilitate sport tourism equipment. So, equipment to support sports tourism activities still relies on personal,

community, and rental equipment. However, in 2025, the regional government plans to allocate funds to facilitate sports tourism activities, especially rafting (rubber boats and rowing) and Paragliding (parachutes and other paragliding equipment).

Activity

Human resources

Human resources are the main actors in organizing sports tourism in Sumedang. These human resources include tourism stakeholders, tourism offices, sports tourism operators, communities, guides, and associations. It is essential for human resources to be able to increase competency and certification to support the ability to manage and develop sport tourism in Sumedang through training activities. So far, the regional government still needs to accommodate increasing H.R. competency and certification. However, H.R. in Sumedang still needs to be certified. Several H.R.s have certifications, including:

- Rescue rafting certification (1 person)
- Paragliding pilot certification (7 person)
- National tour guide certification (1 person)

The competency certificates above were obtained by individual operators and communities without being facilitated by the local government. This certification is not only to ensure the competence of actors or guides. However, it provides a sense of security and comfort to participants or sports tourism fans who need a guide.

Apart from developing human resources, policy materials need to be developed or evaluated in the current period. The aim is to follow up on policies that are not realized immediately or to revise policies if it is not possible to continue in the current period so that the realization of the improved policy can be carried out as soon as possible without having to wait for the policy's validity period to expire.

The realization of policies that have been planned by the regional government is implemented without creating a plan-based timeline. So, the realization of the policy is based on something other than initial scheduling. Timelines can help in planning and organizing tasks that must be completed in policy, help in identifying trends or patterns that may occur over time, analyse data in the context of time, and allocate resources efficiently. Timeline-based planning is a paradigm that models the temporal planning domain as a series of independent but interacting components (Della Monica et al., 2020). By creating a plan-based timeline, it is possible to adapt policy plans more efficiently, reducing computational costs and consequently increasing the overall system's ability to react quickly to unexpected events (De Benedictis et al., 2022).

One way to realize the sports tourism policy is through promotion. The regional government still needs to massively promote sports tourism to increase public interest in becoming part of the sports tourism actors or community. However, community and sports tourism activities such as Paragliding, rafting, and offroad have independently carried out promotions through social media such as Facebook, TikTok, YouTube, and Instagram. This promotion is considered very effective in attracting local and domestic tourists to visit and try sports tourism in Sumedang. Sports tourism marketing via the modern internet, such as Facebook, TikTok, YouTube, and Instagram, plays a vital role in achieving positive results (Prokopenko et al., 2020).

Outputs

Number of participants and economic actors

The output indicators in the logic model refer to instant results that can be seen at the time of the event or shortly after the sport tourism event takes place. The results include the number of participants, income, number of jobs, and regional image. Data from several events that have taken place shows that the number

of participants in the off-road event is 1,500, which will take place in 2023, a major paragliding event with the highest number of participants, 120 participants. For all participants apart from officials and spectators, if calculated roughly, the total number of participants involved can reach 4-5 times the number of core participants. The event here is a competition activity in sports tourism or an event created by the community to gather together to share their hobbies. Apart from during events, the number of participants cannot be calculated with certainty. However, for rafting and Paragliding, the average number of participants ranges from 20-300 participants per month.

During the event, there was an increase in the economy through sales of food, apparel, accessories, and other goods that have selling power. This sale is generally carried out by small traders in the Sumedang area. Unfortunately, there is no data collection on the number of traders trading during the event, so the economic increase cannot be calculated with certainty. This has affected the government's ability to accurately evaluate the impact of sports tourism in Sumedang. However, despite this, the event positively impacted the economic growth of Sumedang residents. There is a large body of literature on the impact of hosting significant events in general [47-50], as well as sporting events are great opportunities for the host country to gain various economic and sociocultural benefits (Mansour et al., 2022).

Economic growth and regional image

Economic growth will, of course, continue to increase if events are scheduled regularly. Unfortunately, sports tourism events in Sumedang cannot be held regularly every year. The regional government still needs to create an annual agenda for sports tourism events. Events that only take place for specific moments or for the benefit of a handful of stakeholders to boost popularity. So, it has yet to be included in the government's annual agenda and has not been able to boost the regional image optimally.

Meanwhile, this is the only offroad event that has a regular agenda every year with up to 1500 participants. This offroad event can trigger other sports tourism to develop through annual events. So that sports tourism in Sumedang can develop evenly, and the regional image will be obtained. The synergy between sports and tourism helps develop the tourism industry by promoting the destination's image through hosting major sporting events (Mansour et al., 2022).

Outcomes

Improved behaviour, culture, and economy

Outcomes refer to outputs that have a broader and often more qualitative impact that occurs as a result of the output. The focus is on changes or impacts experienced by individuals, communities, institutions/agencies, or systems. The role of local government in developing sport tourism through tourism policy is gradually starting to have an impact on community knowledge, especially in the local Sumedang area. Many people are starting to know about sports tourism in Sumedang, both from activities, events, locations, and types of sports. This can be seen from the enthusiasm of the public in seeing sports tourism activities on social media, and the number of visitors to sports tourism locations is starting to get busy. At several events that have been held, public interest can be seen from the large number of visitors and the busyness of several sales stands during the event. Even though the community has yet to take part as a sports tourism actor, community knowledge will promote participation in sports tourism activities in Sumedang for the outside community.

Since the exposure of sports tourism events and several of its activities, many people have come to try to get involved in sports tourism activities. People's behaviour is starting to shift from previously doing sports in general, such as jogging, cycling, futsal, badminton, and sports that are popularly played by people, to sports

that are considered to have more challenges, such as Paragliding and rafting. This change in behaviour does not occur as a whole in society. Generally, this change occurs in upper-middle-class society. This is because the costs of doing sport tourism (Paragliding, rafting, off-roading, and others) are considered expensive. People can use sports tourism facilities by paying rent or packages without owning the equipment.

The changes in behaviour shown by some people in sports tourism activities do not make it a new culture of sports. The sports culture that exists is not due to sports tourism events or activities but rather the impact of sports activities in general, which are starting to become a new trend among young people in Sumedang. This is the impact of social media, where there are lots of posts about sports and many public figures who are trend-centred on carrying out sports activities.

In the economic aspect, there has been no significant increase as a result of the sports tourism policy. This is because event-based sports tourism activities have yet to be held on a scheduled basis and are carried out every year. The economic improvement can only be felt by sport tourism operators, which comes from the packages they sell and a small number of traders who sell around sport tourism locations. Meanwhile, people who support other activities, such as large-scale traders, have yet to feel the impact. The development of quality sports tourism cannot be achieved without the active participation of the community in sports tourism destinations because the role of the community has been proven to have a positive and significant impact on sustainable tourism [52-53]. Regional governments must be able to involve other communities as supporters, even though they are not the main actors in sports tourism activities such as traders.

Impact

Social change, improving quality of life

Improving the quality of life is a concept that does not stand alone or is not a single concept that is stated and accepted universally; this is because the concept of quality of life can cover various scientific domains. In the field of sociology, quality of life is defined as a subjective understanding of ownership (wellbeing); in the field of economics, quality of life is defined as the standard of living, while in the fields of pharmacy and medicine, quality of life is the ratio between healthy and sick times with various influencing factors. Healthy lifestyle. The increase in tourists in sport tourism activities has led to an increase in population income, and this has led to an increase in consumer spending and a gradual reduction in poverty. As population income increases, the quality of life, such as education and health, will improve. In developed countries, economic factors have been found to be associated with many health impacts, including health-related quality of life (Tan et al., 2018). The welfare of the population is determined by the level and quality of life as the most important socio-economic category (Lakomý & Alvarez-Galvez, 2022).

Overall, the impact of sports tourism policies on the quality of life of the community has been felt, especially among the people who live around sports tourism locations. This is because many local people work in trade at tourist locations, so the large number of tourists has a big impact on improving the local economy. Apart from traders, tourism service operators really feel the impact of the sport tourism policy itself. This is proof that tourism can provide various benefits for local communities. Apart from traders, operators are the main actors in this tourism business, and they feel the impact directly and gradually improve the quality of life of sport tourism operators. This is in line with other research findings showing that sustainable tourism has a positive impact on the local economy and employment opportunities in various ways (Wissink, 2023). This encourages economic diversification by encouraging the development of various tourism-related businesses and services, reducing dependence on one industry and creating a more resilient local economy. Sustainable tourism creates job opportunities, such as tour guides, hotel staff, drivers, environmental conservationists, and local guides, leading to increased employment in communities and improved livelihoods.

Additionally, sustainable tourism strengthens local supply chains by promoting the use of local products and resources, thereby providing benefits to local producers and businesses. This empowers local communities through active participation and involvement, enabling them to take ownership of development and improve their skills and knowledge through training and education programs. Sustainable tourism contributes to long-term economic development by creating jobs, diversifying the economy, preserving cultural heritage, empowering local communities, and fostering a more equitable and resilient tourism industry (Wissink, 2023).

Implication

This research provides implications for policymakers to maximise local governments' role in developing regional tourism, especially sports tourism. Even though sports players are the main drivers of tourism activities, they do not think about the development of sports tourism as a whole because the framework for tourism development is in the hands of local governments. Therefore, the local government must be able to embrace, accommodate, and make policies according to the needs of sports tourism actors to develop sports tourism in Sumedang.

Tourism policy consists of regulations, rules, guidelines, direction, and development/promotion targets, as well as strategies that provide a framework for individual and collective decision-making that directly influences tourism development in the long term, as well as daily activities in Sumedang. This policy is the key to whether regional tourism will develop, in addition to collaboration from all related parties.

Currently, sports tourism is developing and is starting to be looked at by industry players to start taking advantage of this opportunity, especially because of its contribution to regional development, increasing significant economic growth and income of residents around the area used as a sports location, creating jobs and income, profits for local companies, increasing income tax and increasing the amount of investment in infrastructure and sports facilities. This proves that sports tourism can be an economic driver because it brings positive economic benefits that outweigh negative environmental or social impacts for local residents. Therefore, the regional government must begin reformulating its sports tourism policy to prioritise tourism like other tourism offered in Sumedang. With the sports tourism policy becoming one of the tourism priorities, the allocation of funds will be given more attention, and development will be even more rapid.

CONCLUSION

Sports tourism has become a form of special interest tourism in the world of tourism, which is starting to develop in various regions because it can encourage tourists to visit and increase economic growth and regional image. The local government has taken concrete steps by creating several tourism policies to regulate the implementation of sports tourism and welcome potential sports tourism opportunities. Based on the results of an evaluation study of sports tourism policies using a logic model, the results showed that most of the policies have been implemented and have positively impacted the quality of life, economy, and regional image, especially in areas around sports tourism locations. A significant improvement in the quality of life can be felt in people directly involved in sports tourism activities, such as providers of services or tour packages, guides, operators, and traders around sports tourism locations.

AUTHOR CONTRIBUTIONS

Rizal Ahmad Fauzi, serves as the primary leader who develops the conceptual framework and is responsible for the overall writing process of the journal. This includes integrating contributions from other authors and drafting the findings and discussion sections, which provide a comprehensive and in-depth analysis. Yudha

Munajar Saputra focuses on preparing the literature review and theoretical framework sections, as well as contributing to data collection. Amung Ma'mun is responsible for handling data collection and analysis. This role involves processing results from surveys, interviews, or observations. Nuyadi, manages the methodology section, ensuring that the research methods are thoroughly described and meet scientific standards. Sri Rizki Handayani, handles the abstract, conclusion, and bibliography sections, ensuring that all references are properly cited and formatted.

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