

# **Analysis of The Potential of The Sports Sector in The Effort to Create Business Opportunities in The Mandalika Super Priority Area**

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## **Abstract**

Mandalika is one of the regions in Indonesia with development potential for the tourism sector. Which is done by presenting the charm of nature since it features maritime tourism with the beautiful beaches and underwater charm. However, the activities of the sports sector in Mandalika have not experienced any growth. Data collection techniques were done by observations, interviews and documentation. The data obtained were analyzed qualitatively. The findings of this study reveal that the sports sector has not developed. The infrastructure and facilities are in good condition. Cooperation has not been well established between tourism entrepreneurs and the tourism office. Natural resources, such as Mandalika SEZ, have the ability to carry out entrepreneurial development. In addition, it can be concluded that SEZ Mandalika has the potential to grow sports tourism industries related to running, cycling, boating, diving, snorkeling, running, swimming, camping, climbing, camping, exploring, cycling in the water, flying fox and sport events In order to develop entrepreneurship by creating business opportunities in the tourism sector, it is recommended that all stakeholders in the tourism sector continuously collaborate, improve communication, and continuously work together.

**Keywords:** Analysis, Potential, Entrepreneurship, Sport Tourism, Mandalika

## **Introduction**

The West Nusa Tenggara government relies heavily on the tourism industry to produce foreign exchange. The economy can move quickly due to tourism. Sports tourism is a type of tourism that draws a lot of attention (Herbold et al., 2020). Sports have a good effect on tourists and benefit the local economy (Zhang et al., 2018). Sports can boost tourist arrivals (Savić et al., 2018; Soeswoyo et al., 2021). Marketing strategy and tourism growth are interdependent. Sports and tourism can both benefit from one another (Djohan et al., 2021). Sports tourism is carried out in tourist locations with the intention of enhancing visitor entertainment or as a means of luring both domestic and foreign visitors (Djohan et al., 2021). As a result, sports can eventually create multiple industries such as recreational entertainment, hospitality, business development, and job creation.

Sports tourism has a great possibility to be developed in the Mandalika Special Economic Zone (SEZ), which has the potential for natural resources. Sports tourism can boost the local economy, increase local government finances, create job opportunities, and become a

well-known tourist destination in the area as well as internationally (Comerio & Strozzi, 2019; Djohan et al., 2021). Community cooperation is necessary for tourism development, which aims to boost global competitiveness. Sports can be a category that comprises both professional and amateurs in the tourism sector and are not just for professionals (Zhang et al., 2018). Kuta Mandalika has a great potential to host sporting events and serve as a tourism destination attraction for worthy tourism products. Sports events in tourism with a focus on nature and exercising (Wiltshire et al., 2022). Therefore, it is anticipated that the growth of sports sector entrepreneurship will have an impact on the environment in Kuta Mandalika Village. Sports and tourism are two disciplines that can work together to create a variety of benefits and impacts for Central Lombok's economic development (Haryana, 2020). The sports business is currently receiving a lot of attention from the government, the private sector, the sports industry, the tourism industry, and the general public (Comerio & Strozzi, 2019; Hsieh et al., 2021).

The researcher's initial interviews with tourists can conclude that tourists' interest in sport tourism is very high. Tourists want to try new tourism sports that are rarely even available in West Nusa Tenggara and tourists want to try interesting tourism sports. The sports tourism entrepreneurship sector needs to be considered by academics, government, entrepreneurs, tourism and the community. Development in the tourism sector is currently able to create a strong country's economy (Mutaliyeva et al., 2020; Widyaningsih et al., 2020). The tourism sector can absorb workers from the community through hotels, restaurants, demand for agricultural products such as corn, coffee, vegetables so as to reduce unemployment and poverty. For this reason, the government needs to collaborate with local investors so that they are willing to invest in the tourism sector and make improvements to create quality tourism.. Visitors wish to explore novel tourism activities that are hardly ever offered in West Nusa Tenggara, as well as engaging tourism activities. One sector of the tourism industry that is expanding quickly is the sports sector (Perić et al., 2018). Fields, mountains, and oceans are attributes of Mandalika's development as a tourist destination. For those who enjoy sports, it may be used as an alternative to the sports sector (Malone & Mitchell, 2020; Tsekouropoulos et al., 2022). The development of the sports industry in Mandalika has great potential as an attraction and a means of regional promotion so that it has an impact on the number of tourist visits and community welfare. To overcome this, it is necessary to have a model for empowering the Mandalika special economic area so that the potential it has can produce financially for the surrounding community. The purpose of the research is to formulate the potential for empowering the sports industry in Mandaliaka as a business opportunity in improving the economy seen from tourism actors, natural resources, local communities and the government in West Nusa Tenggara.

## **Methods**

A qualitative method with a descriptive analysis approach was used in this study. The focus of the study is on understanding Mandalika's potential to grow the sports industry, the tourism sector, and local communities. As a result of suggestions for the growth of the sports sector, this research was undertaken by creating a matrix of the potential of the sports business in Mandalika as well as methods for empowering sports entrepreneurship in the future. The data collection methods used in this activity were observation and field studies to obtain conformity

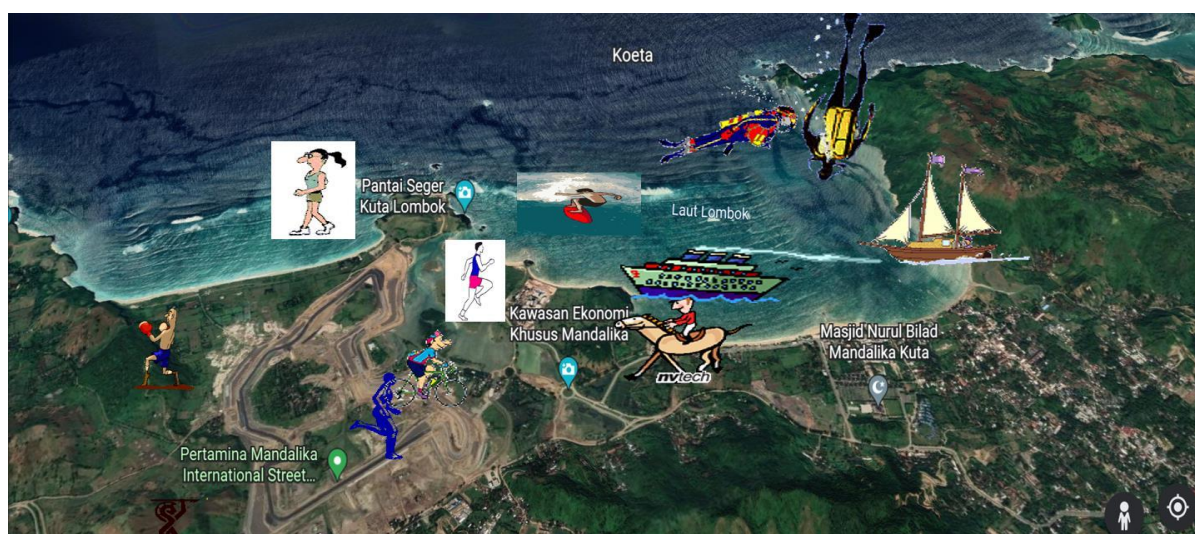
with needs. In addition, interviews were conducted to gather prospective and referral-related information. Documentations were also collected to obtain a study and implementation of activities. Lastly, questionnaires were used to view and review the area for the strategy of implementing sports tourism.

Observations were carried out as if the researcher were involved in the community or situation being studied. This entails assimilating into the society being studied, residing there, and participating in daily activities in order to ensure that the information gathered is accurate, sharp, and comprehensive. If the researcher came across issues that needed to be looked into and the researcher wished to learn more about the informants in-depth, interviews were used as a data gathering approach. In this instance, the emphasis was on expanding the current business potential of Kuta Mandalika Village. Informants in the study were the head of Kuta Mandalika Village, hoteliers, restaurants, visitors or tourists, community leaders, traditional leaders, religion, tourism offices and the people of Kuta Village, Central Lombok. By categorizing data, synthesizing it, compiling it, choosing sports tourism empowerment models, and drawing conclusions, data analysis was the process of searching and systematically compiling data from interviews, observations, and documentation.

## Results

Descriptive analysis of research results is an analysis of data obtained from interviews with informants. The researcher was able to assess how the natural potential of the Mandalika SEZ is as a development of sport tourist entrepreneurial business opportunities in Kuta Mandalika based on the findings of interviews with informants.

The sports sector is in need of input from diverse stakeholders in order to achieve the best results; therefore, the entrepreneurial opportunities of sports tourism need to receive attention in the sports sector (Armanjaya et al., 2021; Perić et al., 2018). With the collaboration of entrepreneurs, local authorities, and local communities, sports tourism in Mandalika can develop to a higher standard and benefit from one another. The goal of creating sports tourism entrepreneurship in Mandalika is to make it easier for tourists to access tourist attractions, which would boost the community's welfare and income. the results of mapping the sports industry in Kuta Mandalika.



**Figure 1.** Potential map in Kuta Mandalika

In Kuta Mandalika Village, the growth of sports tourism entrepreneurship has enormous potential as an attraction and a tool for promoting the area. Organizing sports tourism can be done in sports with the highest potential, such as running, cycling, boating, sailing, flying fox, canoe, paragliding, diving, snorkeling, surfing, running, swimming, camping, outbound, climbing, camping, exploring, cycling in the water and sport events. Those sports have not been optimally developed in several places of Kuta Mandalika.

Assessment of the potential analysis of objects and natural tourist attractions in Kuta Mandalika is carried out by direct observation along the route of the Kuta Mandalika area. After identifying the objects. Considered object potentially be recorded. The components that are assessed of the Kuta Mandalika sports industry is the attractiveness of the tourist location, the accessibility to reach location, as well as supporting facilities and infrastructure support the development of these tourist sites. The attractiveness of a tourist area location is the main reason for visitors to visit to tourist sites in order to carry out tourist activities (Lingga, 2018; Zhang et al., 2018).

## Discussion

The Kuta Mandalika area is distinct in its own way; the Mandalika SEZ's natural beauty and hillside views combine to create a stunning landscape. Utilizing current opportunities as an attraction for the Mandalika SEZ is necessary for the development of sports tourism entrepreneurship. There is potential in the hills, parks, and marine resources of Mandalika SEZ. Infrastructure and facilities must be accessible for this area to become a super priority area.

Table 1. Assessment Results of Sport Industry Empowerment Developers

<b>Strengths</b>	<b>Weaknesses</b>
Strategic location	Less Optimal Utilization
Existence of Circuit Moto GP	Management is not yet professional
The market potential is quite large	Lack of tourism-themed activities

The following are the results of the findings of this study regarding entrepreneurship empowerment: a. The Mandalika area needs to be developed in order to offer a fun recreational sport feel while maintaining the area's distinctive nature without compromising or changing the preservation of the natural environment and local wisdom. b. The history of the emergence of Mandalika must be made available to tourists because there are fascinating topics for academic study or research development. c. It is anticipated that while expanding Mandalika, the residents of Kuta Mandalika Village will work well together to conserve natural resources while also advancing the sport tourism and entrepreneurial industries. d. There is a need for a more professional management arrangement to empower human resources in catering to tourists visiting the Kuta Mandalika region. e. A more formal arrangement is required in order to establish a clear spatial separation between the government owned Mandalika region and the local community's ownership of agricultural land.

Natural resources, economic activity, and the present and long-term needs of local populations all serve as guiding principles in the creation and development of the Mandalika



SEZ area. The steps used are to identify existing problems. The lack of facilities and infrastructure for sports tourism is a challenge in the Mandalika SEZ area. These include the low participation from the government, NGOs, and people in empowering the Mandalika SEZ region and unclear transit access. Review of policies indicates that the Mandalika SEZ local government is not involved. For the Mandalika SEZ to be developed with the goal of fostering environmentally friendly sports tourism entrepreneurship, it is necessary to examine current policies and emphasize rules and designations of the Mandalika area. management strategies, socioeconomic regulations, and area demarcation plans are required (Charika Wickramaratne & Kumari, 2016; Malik et al., 2017). By protecting the Mandalika SEZ area, selling regional foods and crafts, and establishing significant work opportunities through general tour guides, Kuta Village residents have demonstrated directly that they benefit from a sustainable tourism initiative. Tourism is an activity which directly touch and involve the community thus bringing various impacts on the local community (Masa'deh et al., 2017; Vystoupil et al., 2017). In their research stated that the sports industry sector is a the most effective sector according to the analysis is the sports industry and followed by trading industry (Marumo et al., 2015; Muryani et al., 2019).

The Mandalika region has wonderful, distinctive, and gorgeous potential. The state of the sea, the calm Mandalika hills with the cool and comfortable mountain air and the unique culture of the Kuta community has the potential to be developed as an icon of sports tourism. Given its natural conditions, which include tourist destinations and sporting events, Mandalika has the potential to significantly empower the sports tourism sector. Water entrepreneurship attractions and nature tourism entrepreneurships are two tourism product development ideas that can be suggested in ten tourist items as natural attractions (Herbold et al., 2020; Ratkowski & Ratkowska, 2018; Tsekouropoulos et al., 2022). The community has reacted favorably to the growth of entrepreneurial empowerment in the hopes that it would raise the standard of living in the area and play a significant part in the process of establishing tourist destinations. Since the tourism sector, particularly sports tourism, is a complicated one, it requires strong cooperation from all parties and the development of good communication with all stakeholders (Rahmayani et al., 2022; Tsekouropoulos et al., 2022). All parties are required to fulfill their duties and commitments as effectively as possible. To continually produce new works for the tourism sector, particularly sports tourism, all tourism managers must examine their practices and innovate.

Optimizing the potential of natural resource-based sports businesses is one part of sports science related to economic values (Budovich, 2021; Oddy & Bason, 2017). The results showed trekking (explorers), canoeing, boating, running, swimming, bananaboat, snorkeling, beach volleyball, cycling, flying fox, horse riding, water cycling and sport events. become a sport that deserves to be developed as sports tourism in Kuta Mandalika. The natural potential that needs to be developed into a sport tourism entrepreneurship with abundant natural resources should be in line with the implementation of sports tourism development, especially the availability of infrastructure as a foundation in recreational sports (Herbold et al., 2020; Mutaliyeva et al., 2020). Good governance from the government, the community and academia is very much needed considering the realization of sports tourism which can increase the visits of local and foreign tourists so that it has an impact on improving the economy (Haryana, *Res Militaris*, vol.12, n°3, November Issue 2022

2020). Thus, sport tourism entrepreneurship is very suitable as a tourism promotion event in West Nusa Tenggara. So that in the end, sport tourism will contribute foreign exchange for Indonesia. Tourism development has a positive impact on tourist visits and the number of tourists and has an impact on various sectors, such as the economy, transportation services and the tourism industry (Zhang et al., 2018).

## Conclusion

The findings of data analysis in the field about the analysis of the potential for sport tourism indicate that the Mandalika Village's existing form of sports tourism has not yet undergone development. The infrastructure and tourism facilities of Kuta Mandalika are generally in good shape, however some require repairs and additional units. The Mandalika SEZ is the natural resource in Kuta Village with the highest potential, according to the results of the potential mapping analysis. Kuta Mandalika is a safe place to organize tourism sports such as running, cycling, boating, fishing, diving, snorkeling, surfing, running, swimming, camping, outbound, climbing, cycling in the water, and sporting events because the sea water is safe and of course it has beautiful views. A field is also available in Kuta Mandalika Village for camping sites, sporting activities, and other gatherings that call for a sizable space. The strategy of the sport tourism entrepreneurship empowerment model is with tourist attractions and product facilities. The proposed strategy is the existence of a TIC (Tourism Information Center) with the aim of socializing and at the same time exposing the entrepreneurial potential of sport tourism mandalika resources, tourists go on sports tours accompanied by professional guides, Government West Nusa Tenggara is helping to facilitate tourism sports facilities and infrastructure in a sustainable manner.

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