

The design of contextual domain tourism sports through traditional sports in jayapura indonesia

El diseño del dominio contextual del turismo deportivo por parte de los deportes tradicionales en Jayapura, Indonesia

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Abstract. The Development of the tourism sector is crucial in stimulating the local economy, considering that Papua is a region blessed with natural beauty scattered all over the area. Sport tourism is well-established to enhance tourist attraction and encourage them to visit the tourist destinations. This research utilizes a mixed-method approach with a combination of concurrent embedded methods. Data collection involves surveys and Focus Group Discussions (FGD). The FGD will include 13 participants, comprising the head of DISORDA of Papua Province, head of DISPORA of Jayapura City, Head of Tourism Office of Jayapura City, Head of Transportation Office of Jayapura City and staff, 2 experts in sports event organizing, 1 expert in traditional sports, 1 academic anthropologist, 2 academic sports experts, and 2 indigenous figures from Port Numbay. The instruments used for qualitative research are researchers themselves, while for quantitative research, questionnaires are employed. The data analysis technique for qualitative research utilizes Miles and Huberman's model, while the quantitative data analysis employs descriptive statistics with Aiken-V. The research results reveal a model of contextual sport tourism domain based on local wisdom, taking the form of competitions and festivals. These competitions and festivals are organized in accordance with traditional games or sports originating from 14 indigenous villages in Port Numbay.

Keywords: sport tourism, events, local wisdom, Port Numbay

Resumen. El desarrollo del sector turístico es crucial para estimular la economía local, considerando que Papua es una región bendecida con bellezas naturales dispersas por toda el área. El turismo deportivo está bien establecido para mejorar la atracción turística y alentarlos a visitar los destinos turísticos. Esta investigación utiliza un enfoque de método mixto con una combinación de métodos integrados concurrentes. La recopilación de datos implica encuestas y discusiones de grupos focales (FGD). El FGD incluirá a 13 participantes, incluidos el director de DISORDA de la provincia de Papúa, el director de DISPORA de la ciudad de Jayapura, el director de la oficina de turismo de la ciudad de Jayapura, el director de la oficina de transporte de la ciudad de Jayapura y el personal, 2 expertos en organización de eventos deportivos, 1 experto en deportes tradicionales, 1 antropólogo académico, 2 expertos deportivos académicos y 2 figuras indígenas de Port Numbay. Los instrumentos utilizados para la investigación cualitativa son los propios investigadores, mientras que para la investigación cuantitativa se emplean cuestionarios. La técnica de análisis de datos para la investigación cualitativa utiliza el modelo de Miles y Huberman, mientras que el análisis de datos cuantitativos emplea estadísticas descriptivas con Aiken-V. Los resultados de la investigación revelan un modelo de dominio del turismo deportivo contextual basado en la sabiduría local, en forma de competiciones y festivales. Estas competencias y festivales se organizan de acuerdo con juegos o deportes tradicionales originarios de 14 pueblos indígenas en Port Numbay.

Palabras clave: turismo deportivo, eventos, sabiduría local, Port Numbay

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Introduction

Papua is one of the islands in Indonesia that has earned the nickname "The Pearl of Eastern Indonesia." This nickname is given because Papua is the second-largest island in Indonesia, consisting of two provinces, namely Papua and West Papua. (Eskak, 2021, p. 17) Papua's beauty not only lies in its abundant natural resources and minerals but also in its attractive tourism potential. Many fascinating things can be found in Papua, ranging from natural wonders to its rich culture and preserved traditions (Ismail, 2020, p. 67). Tourism, especially when combined with sports, can rapidly boost the economy. Sport tourism has received significant attention as a type of tourism that connects sports experiences with cultural aspects (Isnaini & Hasbi, 2020, p. 30). Speaking of sport tourism, it is related to economic growth, especially concerning events that are recently held in Papua, such as hosting the PON 2020 (National Games).

The events held in Papua have proven to bring significant benefits that greatly impact the local communities (Kogoya et al., 2022, p. 12) . (Eskak, 2021, p. 3) One of the notable benefits from hosting this multi-event competition, which involves all provinces in Indonesia, is the increase in sports-based tourism visits to the competition venues (Castán, Pardo-Fanjul, Pedauga, & Izquierdo, 2023).

These visits to sports venues have a direct impact on local tourism and the economy in the surrounding areas. Furthermore, the positive image of the destination portrayed by the participants should be responded to favorably by the government to develop tourism in Papua (Setyo Guntoro et al., 2022, p. 180). The successful hosting of such a large multi-event competition significantly influences the development of sports tourism and brings positive impacts to the government and the local communities (Palimbunga, 2018, p. 208). Despite the positive impact on sports tourism, the multi-event organization also faces some challenges, such as

inadequate facilities in some tourist spots and transportation infrastructure. Additionally, illegal fees are often collected at several tourist spots due to management by local communities with customary rights. Neglect of some tourist attractions leads to a decline in tourist visits. The insufficient facilities and infrastructure, such as parking lots, toilets, and clean water, are also significant issues. Yet, tourists require these facilities, including toilets, electricity, bathing places, and gazebos, particularly in beach destinations like Hamadi Beach in Jayapura City. These problems are caused by a lack of cooperation between the tourism department and the local community in managing tourist places.

Several government efforts have been made to develop tourist attractions, one of which is through joint planning with the community (PBM) in the form of discussions in the Tablanusu tourist village, Jayapura (Palimbunga, 2018, p. 205). Additionally, e-tourism is used to provide information on tourist destinations and travel agents to tourists through websites (Tebai & Wijanarko, 2022, p. 120) (Nurhayati & Ristanto, 2017, p. 302). Apart from being addressed by the government through PBM and other regulations mentioned in the paragraph above, other issues that can be addressed to boost sports tourism are through a contextual sport tourism domain approach. Sport tourism and sport science with a contextual domain have outputs that focus on participation in hard and soft adventure activities, often involving various forms of competitive events in specific occasions (Houge Mackenzie et al., 2023, p. 14). Sport tourism and sport science with a contextual domain have an impact on post-pandemic economic growth (Purwati et al., 2022, p. 2716). (Den Hartigh et al., 2022, p. 20) explains that with these three themes, the goal is to improve public fitness, promote sporting achievements, and boost the national economy. According to statistics, sports tourism contributes up to 25% of the revenue in the global tourism industry. Globalization has transformed sports tourism into a mass phenomenon that attracts many. Sporting events are combined with performances and industry (Karimov Anvar, 2023, p. 8).

Bibliometric analysis is carried out to determine the novelty of the research. Based on bibliometric analysis, several research variables were found related to the economy in Papua. The variables related to the keywords used are health problems, migration and economic development. Development in the economic sector in the Papua region is carried out in several ways as explained above. However, there have been no significant results in developing the local community's economy. So in this research the researcher wants to develop a sports tourism model to improve the economy. Considering that the strategy to improve the economy of residents through sports tourism in Jayapura City has not been implemented.

This research is considered important because Jayapura City is known to have some of the best tourist attractions in Indonesia. The aim of this research is to advance tourist attractions in Jayapura City through sports tourism activities. The sports tourism that will be developed is in the form of

traditional sports from Jayapura City. It is hoped that the sports tourism model that will be developed can contribute to the city's economic development. The approach taken was to conduct a Focus Group Discussion (FGD) to plan the development of sports science and sports tourism in Jayapura, Indonesia. This research is important because there is still limited discussion regarding the combination of sports tourism and sports science to advance local-based tourism in Indonesia, especially in Jayapura, Indonesia.

Materials and methods

Research Type

This study utilizes a mixed method approach with the combination of concurrent embedded methods, where the qualitative method serves as the prime method. The research aims to develop a design for tourism attractions using the contextual sport tourism domain approach, which incorporates local wisdom.

Research Instruments

Qualitative data collection techniques include in-depth interviews and open questions conducted through Focus Group Discussions (FGD) which are displayed in the research results in table 1. Later you can see in depth the results of the interviews conducted for this research. FGD data was analyzed using the Miles and Huberman method. Meanwhile, quantitative data was obtained through questionnaires distributed to experts, and the data was analyzed using the Aiken technique to assess validity and reliability using Cronbach's Alpha. The questionnaire consists of 33 items.

Research Samples

The FGD will involve 13 participants, including the head of DISORDA of Papua Province, the head of DISPORA of Jayapura City, the head of the Tourism Office of Jayapura City, the head of the Transportation Office of Jayapura City and staff, 2 experts in sports event organization, 1 expert in traditional sports, 1 academic anthropologist, 2 academic sports experts, and 2 indigenous figures from Port Numbay. The implementation of the FGD aims to determine the contextual sport tourism domain model based on local wisdom, which will be tested in further research.

Procedure

The FGD procedure was carried out guided by two moderators. Discussions were carried out with the research team explaining the aims and objectives. Next, the moderator guides the discussion with the topics that have been prepared.

The moderator gives each participant the opportunity to provide an opinion on each topic. Then, the moderator will summarize each input provided by the participants. If the input cannot be accepted by all participants, the moderator

will open the discussion until the conclusion can be accepted by each participant. This procedure is carried out on all prepared topics.

Data Analysis Technique

The qualitative data from the FGD is analyzed using the Miles and Huberman method, while the quantitative data is analyzed using descriptive quantitative analysis, Aiken's method, and Cronbach's Alpha, which will be presented in the quantitative section of the study

Results

Based on the research methods explained earlier, the results of this study will be presented in two parts. The first part consists of qualitative research findings obtained from

the Focus Group Discussion (FGD). Subsequently, after presenting the findings from the FGD, the study will also present quantitative data obtained from questionnaires distributed to the subjects or research samples. These initial research findings serve as a needs assessment, forming the foundation for further research on sport tourism in Jayapura, Papua.

Qualitative Research Findings using FGD Method

Based on the qualitative research analysis conducted through the Focus Group Discussion (FGD) involving 13 competent subjects from various fields related to sports and governance, who will support sports tourism in Jayapura, the results can be described and presented in the tables below. The data will be further elaborated using the Miles and Huberman approach, as shown in Table 1 below:

Table 1.
Results Of The Forum Group Discussion On The Development Of The Sport Tourism Model

FGD Questions	FGD Conclusion
Regarding the existing tourism management, what is the completeness/condition of tourism in Jayapura City at present? And what is the government's role in promoting tourist attractions? (Transportation Department, regarding roads and transportation)	The government's role in promoting sports tourism activities in Jayapura city has not been optimal. The relevant government departments should synergize and collaborate, rather than burdening one department alone. Because community events should involve all aspects, allowing the programs to achieve their maximum potential. Additionally, the government should be discerning in finding the right information media to promote events, ensuring that information reaches the public effectively.
Have there been any activities or events held in Jayapura City to promote sports tourism?	Sports tourism promotion exists, but its output does not reach the local community. To make the output felt by the community, collaboration and synergy between relevant departments, such as the sports and tourism departments, involving the local community, are necessary.
According to your perspective, what is the definition of sports tourism?	Sports are the primary focus of sports tourism, specifically highlighting the sports existing in the communities of the 14 indigenous villages in Port Numbey, which will have impacts on physical and mental health. Additionally, it serves as a platform to promote nature tourism in Jayapura City. However, all of this requires collaboration among government institutions, academics, and indigenous communities.
According to you, how many community activities or local wisdom activities in Jayapura City have the potential to be developed as sports tourism? (festivals/competitions or any other forms?)	The sports tourism that will be highlighted includes both competitive events and festivals that require collaboration between the sports and tourism sectors, and, of course, the involvement of all indigenous villages in Port Numbay that have tourist attractions.

Based on the five answers to the researcher's questions, it can be concluded that the contextual sport tourism domain model based on local wisdom consists of competitions and festivals. The organization of these events requires support and collaboration from various parties, including sports departments, tourism departments, transportation departments, academic experts in sports, anthropologists, tourism academics, and indigenous figures.

These events are considered to be effective platforms for promoting tourism.

Results of the Quantitative Research using Assessment Questionnaires

Based on the analysis of the quantitative research conducted by distributing questionnaires that addressed the needs for the development of sports tourism in Jayapura, Papua, the questionnaire was distributed to all 13 research subjects, including competent individuals in various sports-related fields and the government officials who will support sports tourism in Jayapura. The results can be described or presented in the figure below:

Table 2.
Indicators and Statements

No	Indicators	Statements
1	Tourism Promotion	Sport tourism is one form of activity that can be utilized to promote tourist attractions.
		Traditional sports competitions are not only used to promote tourism but also to preserve traditional sports.
		The Yospan Festival can be used as one of the forms of sports tourism events based on local wisdom that can promote tourist attractions and preserve local culture.
		Locally based sport tourism should be developed as a platform to promote tourist attractions.
2	Government's Role	The organization of locally based sport tourism can serve as a tool to promote tourist attractions to tourists.
		Locally based sport tourism needs to be organized by several parties, such as the tourism department, youth and sports department, transportation department, indigenous figures, and community sports organizations.
		The implementation of locally based sport tourism requires support from the government, including the tourism department, transportation department, and youth and sports department.

3	Local Wisdom	The concept of organizing locally based sport tourism needs to be well-planned, considering the local wisdom of the area.
		The concept of organizing locally based sport tourism should also take into account the forms of local wisdom related to sports.
		The implementation of locally based sport tourism in the form of festivals and competitions needs to know and understand the norms prevailing in the community.
		The implementation of locally based sport tourism in the form of festivals and competitions should seek input from indigenous figures and individuals who understand the local wisdom of the area.
4	Location and Transportation Security	The implementation of locally based sport tourism needs to know and understand the norms prevailing in the community.
		A strategic and safe location will affect the success of the sport tourism event being organized.
		Safe public transportation to reach tourist destinations affects tourist visits.
5	Facilities and Infrastructure	Security and good accessibility to tourist destinations can influence tourist visits.
		Public transportation that can access or reach tourist destinations can influence tourist visits.
6	Event Organization	Adequate facilities and infrastructure will increase tourist visits.
		Events with a festival concept are one of the forms of sports tourism events that can be organized.
		Events with a competition concept are one of the forms of sports tourism events that can be organized.
		The implementation of locally based sport tourism needs to understand the positive values of the tourist attractions.
		The implementation of locally based sport tourism needs to know the capabilities of human resources.
		The implementation of locally based sport tourism needs to understand the potential of natural resources (SDA).
		The determination of concepts in organizing events at tourist attractions needs to consider the facilities and infrastructure available at the tourist attractions.
		Participant accommodation needs to be considered in event organization.
7	Event Achievement	The determination of the number of human resources (SDM) involved in the activities needs to be considered.
		The determination of job descriptions for each involved human resource should be based on their competencies.
		The preparation of a rundown is necessary in event planning.
		The determination of the tariff for event organizers' services needs to be reviewed.
		Funding in event organization affects the achievement of the event's objectives.
		The achievement of the event can be assessed through participants' evaluations.
8	Economic Growth	The achievement of the event can be assessed through evaluations from spectators/visitors.
		The achievement of the event can be assessed through other evaluations.
		An increase in tourist visits can boost the income of the management and local small and medium enterprises (UMKM) located at the tourist attractions.

Table 3. Results of Content Validity Test

Indicators	Experts													Σ s	Validity
	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13		
1	3	4	3	4	4	3	3	3	3	3	4	4	4	32	0,82
s1	2	3	2	3	3	2	2	2	2	2	3	3	3		
2	4	4	3	4	4	4	4	4	4	4	4	4	4	38	0,97
s2	3	3	2	3	3	3	3	3	3	3	3	3	3		
3	4	3	3	4	4	3	4	4	4	4	4	4	4	36	0,92
s3	3	2	2	3	3	2	3	3	3	3	3	3	3		
4	4	3	3	4	4	3	4	4	3	3	4	4	3	33	0,85
s4	3	2	2	3	3	2	3	3	2	2	3	3	2		
5	4	4	3	4	4	4	4	4	3	3	4	3	3	34	0,87
s5	3	3	2	3	3	3	3	3	2	2	3	2	2		
6	3	3	3	4	4	4	3	3	3	3	4	4	4	32	0,82
s6	2	2	2	3	3	3	2	2	2	2	3	3	3		
7	4	3	3	4	4	3	3	3	3	3	4	4	4	32	0,82
s7	3	2	2	3	3	2	2	2	2	2	3	3	3		
8	4	3	3	4	4	3	3	3	3	3	4	3	4	31	0,79
s8	3	2	2	3	3	2	2	2	2	2	3	2	3		

Based on the table above, it shows the validity test using Aiken's V, which indicates that all indicators are valid. Indicator 1 shows a coefficient value of 0.82, indicator 2 shows a coefficient value of 0.97, indicator 3 shows a coefficient value of 0.92, indicator 4 shows a coefficient value of 0.85, indicator 5 shows a coefficient value of 0.87, indicator 6 shows a coefficient value of 0.82, indicator 7 shows a coefficient value of 0.82, and indicator 8 shows a coefficient value of 0.79. Based on these results, it can be concluded that all indicators in the instrument of the contextual sport tourism domain model based on local wisdom are valid.

Table 4. Results of Reliability Test

Cronbach's Alpha	N of Items
0,772	33

Furthermore, reliability test was conducted using Cronbach's Alpha. Based on the results of the reliability test with Cronbach's Alpha, a value of 0.772 was obtained. This result indicates that the instrument of the contextual sport tourism domain model based on local wisdom is reliable.

Discussion

The results of qualitative research and supported by quantitative data show that 98% agree that sport tourism can be used as a forum for promoting tourism objects. This is supported by studies that have been carried out regarding sport tourism which can be used as a tool to promote tourism objects and boost the economy. According to (Yamashita, 2022, p. 384) sport tourism is used as tourism promotion. Sport tourism can be used effectively as a tool for

recovery from the impact of the COVID-19 pandemic, because it can bring positive social and economic impacts (Mangaqaza et al., 2022, p. 665). Sport tourism is the activity of any individual or group who likes sports and tourism for fun, entertainment, sports or other purposes that have an impact on attitudes, health, sports, education or entertainment (Das et al., 2023, p. 107). Sport tourism is a tourism-based sports activity that can improve a country's economy (Karimov Anvar, 2023, p. 6).

Clear and structured development pattern and grand design of tourism development will be able to build and advance the tourism industry, especially sport tourism which will have an impact on various groups such as domestic/foreign tourists, athletes, tour managers/guides, surrounding communities and of course will affect regional assets (Widya Permana et al., 2023, p. 6). Based on the results of input from experts and supported by quantitative data, 94% stated that sport tourism needs to be prepared by several research parties. Local government is the key to realizing sports tourism which will have an impact on the citizens' economy (Bradbury et al., 2022, p. 3). The government and related parties need to understand the domain of sport tourism to restore local tourism conditions (Das et al., 2023, p. 105). The development and management of sport tourism destinations requires collaboration between parties from the government and from the private sector (Silva, André, & Amaral, 2023, p. 139; Widya Permana et al., 2023, p. 4). It is important for the government to design specific steps to develop locally-based sport tourism (Giango et al., 2022, p. 5).

Organizing events or events contributes to tourist visits (Cheng et al., 2023, p. 1250). Sport tourism competitive activity is the most important component in sport tourism (Lazunina, 2022, p. 14). Sport tourism forms of competition can be in the form of mountain climbing, marathons and traditional sports (Apollo et al., 2023, p. 15). The Kebo Barapan Competition as a recreational sports event in Sumbawa to preserve culture (Imansyah et al., 2023, p. 30). Sport tourism planning needs to be carried out to support the success to be achieved (Chen et al., 2023, p. 1912). The Rinjani Geopark Sport Tourism Festival is a form of local festival that has been held (BONANG et al., 2022, p. 1211). Organizing local sport tourism such as sports attractions needs promotion, planning and organizing to bring in tourists is an important step needed to develop sport tourism (Dastgerdi et al., 2022, p. 30). Some of the motivations behind holding the festival include economic, cultural and natural environmental factors which serve as role models for local community participation based on these driving factors using the Bottom-Top approach (BONANG et al., 2022, p. 1209).

The traditional sports tourism development model basically starts from the perspective of operation, development and management, but needs to consider the economic and social benefits as well as the protection of the ecological environment (Zhao, 2023, p. 5). Ngilngof Village is one of

the leading sports tourism villages in Manyew District, Maluku Province, Indonesia, which develops local sports activities so that they have a positive impact on the economy (Tupamahu et al., 2023, p. 8). Sport tourism is considered as a vital type of tourism promotion that combines sport and tourism to attract tourists, contribute to the economy, and also promote local culture (Giango et al., 2022, p. 10). Factors such as survival values, beliefs, attitudes, and the natural environment are factors for the formation of good sport tourism (Zuo et al., 2023, p. 340).

Sport tourism is tourism promotion that has a major impact on income, generating new jobs that have an impact on development infrastructure (Jeong & Kim, 2022, p. 319) (González-García et al., 2022, p. 7). The effects of sport tourism are multiplied and affect many aspects of just one tourism destination, one of which is the influence of sport tourism on citizens, namely the emergence of entrepreneurship related to the events being held (Tsekouropoulos et al., 2022, p. 2). Sport tourism acts as a marketing tool, encourages positive behavior, serves as a buffer, and enhances positive psychology (Cho, 2023, p. 4). Sport tourism contributes to the physical development of girls, the development of physical conditions, which has a positive impact on health (Lazunina, 2022, p. 14).

Public trust in the government will help create good sport tourism (Lai et al., 2022, p. 102). Because community support is important in the success of organizing sports tourism, the approach model with local residents helps to understand what factors influence citizen support (Lee et al., 2022, p. 50). Mediation with the public about the benefits of sport tourism can expedite the implementation of sport tourism in tourist areas (Qi et al., 2023, p. 449). Because the implementation of sport tourism requires collaborative youth and sports services, related agencies, the community and involves the mass media as a promotional area (Šuligoj & Kennell, 2022, p. 424). In organizing Sport tourism, organizers must involve the local community, government and tourists so as to strengthen relationships and make the event sustainable (Martins et al., 2022, p. 1989). Sport tourism and events that involve the community have a significant relationship with residents' behavior and that leads to the creation of a positive image (Echeta, 2022, p. 39). The relevance between good destination management by local governments has positive and negative impacts, so there is a need for evaluation in sustainable programs (García-Buades et al., 2022, p. 10).

Organizers of sport tourism events must design a structured strategy for the proper implementation of relevant aspects such as preparing a rundown (León-Quismondo et al., 2023, p. 9). The most valuable aspects of event management are event ambiance, security, event route, convenience, and information provision (León-Quismondo et al., 2023, p. 5). Sport tourism is said to be successful when participant satisfaction increases, the event runs according to the rundown and discipline (Silva, 2023, p. 275; León-Quismondo et al., 2023, p. 2). In addition, sport tourism organizers must develop sustainable transportation services

to promote the aesthetics of tourist destinations (Martins et al., 2022, p. 1987). Technological developments such as social media can be used as the main means of promoting sports tourism activities to the public (Yamashita, 2022, p. 385).

Conclusions

Based on input from the FGD, it was concluded that the sports tourism model is a contextual event domain that will be developed in the form of competitions and festivals. This competition and festival is based on traditional games or sports originating from the 14 traditional villages of Port Numbay such as batu and yospan. These events indirectly function as a means of tourism promotion, with the hope of increasing tourist visits, both domestic and international, while preserving local culture. A slight limitation in the research is that it will continue to carry out feasibility tests in further research regarding traditional tourism sports in the Jayapura area, Indonesia as a stage in developing a contextual event domain tourism sports model.

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