

THE ROLE OF SPORTS EVENTS AS AN ALTERNATIVE TOURISM IN LOMBOK: A CASE STUDY OF THE IMPLEMENTATION OF THE MOTO GP MANDALIKA

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Abstract.

This research examines the role of sports events in promoting alternative tourism in Lombok, focusing on implementing the Moto GP Mandalika. Using a qualitative approach, the study finds that the Mandalika Moto GP event has improved the image of tourism in Lombok and Mandalika. Sports tourism has the potential to contribute to economic, social, and educational development in the region, and Lombok has the necessary physical and non-physical factors to support this type of tourism. The study identifies supporting attractions, socio-cultural attractions, and facilities as critical factors in promoting regional sports tourism. The event has also positively impacted the local economy by creating opportunities for accommodation and transportation rentals and providing residents with jobs. Tourist satisfaction with the event has been high, which has helped attract visitors to the region. Overall, the Mandalika Moto GP event has demonstrated the potential of sports tourism as an alternative form of tourism in Lombok, with benefits for both the local community and the tourism industry.

Keywords: Sport Tourism; Halal Tourism; Alternative Tourism; Tourist Satisfaction; MotoGP Mandalika; Lombok

1. INTRODUCTION

Lombok Island, situated in the West Nusa Tenggara Province (NTB) of Indonesia, was the first province to adopt halal tourism to promote economic growth and community welfare (Chotijah, 2017, p. 340). This strategy was implemented through Governor Regulation 51, later revised to Regional Regulation Number 2 of 2016, specifically focusing on halal tourism. This approach demonstrates regional innovation in response to global changes in tourism governance.

Aside from its natural beauty, Lombok is known for its cultural excellence, which is based on Islamic traditions, making it the "Island of a Thousand Mosques" (Baihaqi, 2019, p. 497). Lombok was ranked first in the world in 2019 and second in 2018, reflecting Indonesia's reputation as a Muslim-friendly country. According to the 2018 Indonesia Muslim Travel Index study, Lombok, along with Aceh and Jakarta, is among the top three most hospitable areas for Muslim visitors, with criteria including accessibility, communication, environment, and services (CNN, 2019). Issuing the Local Ordinance on Halal Tourism resulted in the 2017 West Lombok Province Local Ordinance No. 1 on implementing Halal Tourism. Only one and two cities of the NTB's eight provinces have issued this ordinance. (Barat, 2017).

Over the last five years, Lombok has developed into Indonesia's leading halal tourism destination, related to institutional factors and other areas, such as halal tourism governance and socio-economic changes brought about by halal tourism trends. Lombok has prepared itself and developed facilities and infrastructure to become an international halal tourism destination, winning two world awards in 2015 for Best Halal Tourism Destination in the World and World's Best Halal Honeymoon in the United Arab Emirates (UAE).

In early 2019, Indonesia was appointed as the organiser of the Mandalika Moto GP, which was believed to be held in Mandalika for the 2021 season. Indonesia, through ITDC (Indonesia Tourism Destination Centre), signed an official contract with Dorna Sports as the organiser of the Mandalika Moto GP (Al-Yamani & Adhiyasa, 2019).

The appointment of Indonesia as the host for the Mandalika Moto GP event for the 2021/2022 season is a significant boost for Indonesian tourism. Mandalika, located on Lombok Island, was chosen for the event due to its stable soil structure compared to the other three leading tourist destinations, namely Labuan Bajo, Likupang, and Lake Toba. Dyan Dilato, the Head of Operations for the Mandalika Sports sector in the Grand Prix Association, stated this in an interview with *Kompas Otomotif* (Radityasani, 2021). The Mandalika Moto GP Event attracted the authors' attention to conduct further research regarding the potential for organising sports tourism in Lombok as an alternative tourism destination.

The Mandalika Circuit, situated in the West Nusa Tenggara Province (NTB) of Indonesia, hosted the Mandalika Moto GP event in 2022, according to Dorna Sports' race calendar. The Mandalika Circuit was initially scheduled to host the Mandalika MotoGP in 2021, and in recent years, there has been talking of making it the home of the Mandalika MotoGP.

Despite the postponement of the Mandalika Moto GP race in 2021 due to the unpreparedness of the circuit, Indonesia successfully hosted the Mandalika Moto GP racing series on March 18-20, 2022. The event, also known as the Pertamina Grand Prix of Indonesia, was held at the Pertamina Mandalika Circuit in West Nusa Tenggara (NTB) and was welcomed by Carlo Ezpeleta, Managing Director of Dorna Sports. This marked the first time since 1997 that Indonesia had hosted the Mandalika Moto GP race, which was previously held at the Sentul Circuit.

The successful implementation of the Mandalika Moto GP event has further increased tourism enthusiasm in West Nusa Tenggara (NTB) and its surrounding areas. According to Rajasa Hadisoë Marutono, area manager for east of Indonesia tiket.com and official ticket sales partner of the 2022 Mandalika Moto GP, the enthusiasm of Indonesians for the event will not only have a short-term impact. However, they will also have medium- and long-term implications on purpose. The event has already positively impacted the Indonesian economy in the medium to long term, particularly in the tourism sector in Lombok province, as quoted from the Indonesian Investor website (Nasori, 2022).

Rizki further explained that the revenue generated from ticket sales, food and beverages, merchandise, and sponsorship accounted for 42 per cent of the total budget for constructing the Mandalika Circuit, which cost Rp. In addition to the financial benefits, the Mandalika Moto GP 2022 also created job opportunities. It boosted income growth in the construction, micro, small, and medium enterprises, restaurants, lodging, and other tourism sectors. The Minister of Tourism and Creative Economy, Sandiaga Uno, also affirmed the positive impact of the Mandalika Moto GP 2022 event on the Indonesian economy, stating that the event brought blessings and donated IDR 4.5 trillion (Uno, 2022).

Ni Ketut Wolini, the head of PHRI NTB, noted that 95 per cent of the room occupancy was in Lombok, while the remaining five per cent were in hotels located three hours away from the Mandalika Circuit area (Wolini, 2022). Kunto added that those who booked hotel rooms were guests who had stayed during the World Superbike (WSBK) in November 2021. However, hotel room occupancy decreased significantly after the Mandalika Moto GP event, as most tourists from outside the area returned home after the event ended. According to I Gusti Lanang Putra,

Chairman of the Association's Honorary Council Hotel and Restaurant Indonesia (PHRI) NTB, hotel occupancy rates fell by up to 70 per cent after the Mandalika Moto GP, despite having reached tens of thousands during the event in hotels in the Mandalika area of Central Lombok, Mataram City, and Senggigi (Putra, 2022).

Halal tourism has significantly increased local revenue in the hotel, restaurant, entertainment, and parking tax sectors, as per Jaelani (Jaelani, 2017, p. 58).

The term "halal" carries a deep meaning, signifying "healthy and safe" due to the quality of the ingredients. According to Kasmarini Baharuddin, the term 'halal tourism' can be further investigated through structuralism studies (Kasmarini Baharuddin, 2015, pp. 170-180). However, Awalia criticises halal tourism as a capitalist influence on government policy (Awalia, 2017, pp. 19-30). Halal tourism is intertwined with religion, encouraging people to visit tourist attractions adhering to Islamic norms.

This could serve as an alternative attraction for Lombok tourism, alongside halal tourism, and can be enjoyed by a broader range of tourists or as a breakthrough from halal-based sports tourism. Additionally, tourist destinations in Lombok, such as the Gili Islands, with their extraordinary natural beauty, could be utilised for sporting events that could become alternative tourism in Lombok.

2. METHOD

Descriptive qualitative research methods have become common in many disciplines, including education, psychology, and social sciences. In recent years, this research approach has also gained popularity in second language teaching and learning.

This study utilises descriptive qualitative methods supported by descriptive statistics. Descriptive research aims to depict a phenomenon and its characteristics, focusing on what rather than how or why something occurs. Thus, researchers typically employ observation and survey tools to gather data (Gall, Gall, & Borg, 2007). Descriptive research encompasses the research questions, design, and data analysis utilised in the investigation. This method is often referred to as observational research.

This method involves an in-depth examination of individual or group studies to generate hypotheses and broaden the scope of the study. Additionally, this study employs a survey method to complement the research findings, with respondents providing their answers through surveys, questionnaires, or polls.

In the analysis process, descriptive statistics are used to support the data and main findings of the study. Descriptive statistics condense data into more straightforward summaries, enabling healthcare decision-makers to evaluate specific populations in a more manageable form (Yellapu, 2018, pp. 60-63). This study employed these statistics to summarise data in an organised way and describe the relationship between variables in a sample or population, thus addressing the research problem.

Population

The population of research interest refers to the target population to be studied or treated. However, recruiting the entire population interested in clinical research studies is often unfeasible or appropriate. In such cases, researchers will recruit samples from the population of interest for inclusion. (Van den Broeck, Sandøy, & Brestoff, 2013, pp. 137-155).

Eligibility criteria determine whether a person can participate in a research study. (Kamangar & Islami, 2013, p. 16). The eligibility criteria consist of inclusion criteria and the primary characteristics of the population of interest. Potential research participants must meet all the inclusion criteria to participate.

Conversely, exclusion criteria may interfere with data collection, follow-up, and the safety of research participants (Kamangar & Islami, 2013, p. 16). Potential participants will be excluded from participation if they meet any exclusion criteria. Designing exclusion criteria requires the researcher to examine the literature on the topic and identify essential variables and confounding factors that have been shown to interfere with the study plan. Eligibility criteria are typically formatted in a two-column table with inclusion criteria on the left and exclusion criteria on the right.

The population group used in this study comprised 102,000 visitors or tourists who travelled to Lombok during the period of the Mandalika Moto GP Event. This group included individuals who came to visit either alone, with friends, or with family, intending to have a vacation and watch the 2022 Mandalika Moto GP Event live.

Sample

Sampling is a process that involves selecting a statistically representative sample of individuals from the desired population (Kamangar & Islami, 2013, p. 16). When it is impossible to study the entire population, a smaller sample is taken using random sampling techniques. The Slovin formula is used to sample populations with the desired level of accuracy. The formula gives the researcher an idea of how large a sample size needs to be to ensure reasonable accuracy of the results.

The Slovin formula calculates the sample size (n) using a known population size (N) and an acceptable error value (e) (Slovin, Peterson, & Chen, 2010). N and e are plugged into the formula $n = N \div (1 + Ne^2)$ to calculate the sample size. The resulting value of n equals the sample size to be used.

When taking a statistical sample, the confidence level and the margin of error must be calculated using a formula. For example, the population may have a standard or bimodal distribution, or there may be no information about how the population will behave. The Slovin formula calculates the number of samples needed when the population is too large to sample every member directly. The formula works for simple random sampling. In this study, the authors used a tolerance of 5%. Therefore, from the recorded number of MotoGP Mandalika spectators, around 102,800 people, a sample size of 400 was chosen for this study.

This research is based on selecting Lombok as the location for the 2022 Mandalika Moto GP Event. Lombok is already known as a world halal tourist destination, as quoted in Tempo's online news channel. In 2015, Lombok brought home two championships as the Best Halal Tourism Destination in the World and the World's Best Halal Honeymoon, making it an ideal location for the event.

Data collection technique

Data collection involves various techniques, instruments, and procedures employed in research. According to Ary, the most commonly used data collection methods in qualitative research are observation, interviews, and analysis of documents or artefacts. In this study, the

researchers employed several techniques and instruments to collect data, including literature studies, interviews, and questionnaires as data support.

Literature Review

A literature review can be broadly described as a systematic way of gathering and summarising the results of previous research (Baumeister & Leary, 1997, pp. 311 - 320). As a research method, an effective and well-conducted review provides a solid foundation for advancing knowledge and facilitating theory development (Webster & Watson, 2002, p. 3). By integrating insights and perspectives from multiple empirical findings, a literature review can leverage individual studies' strengths while providing an overview.

In such cases, literature studies provide a foundation for building new conceptual models or theories and help to chart the evolution of a specific research area over time. Under appropriate circumstances, all review strategies can significantly assist in addressing specific research questions. However, it should be noted that numerous other forms of literature review exist, and elements from various approaches are frequently combined. In this research, the selected literature study employs a systematic review method. Systematic reviews were primarily developed in the medical sciences to synthesise research findings systematically, transparently, and reproducibly and have been dubbed the gold standard among reviews (Davis, Mengersen, Bennett, & Mazerolle, 2014, p. 511). Despite all the advantages of this method, its use is still uncommon in business research, but it is growing (H. Snyder, 2016, pp. 2401-2408). A systematic review is a research method and processes to identify and critically evaluate relevant research and collect and analyse data from that research (A. Liberati, 2009, p. 65). A systematic review aims to identify all empirical evidence that fits predefined inclusion criteria to address a specific research question or hypothesis. By employing a direct and systematic method when reviewing articles and all available evidence, bias can be minimised, providing reliable findings from which conclusions can be drawn, and decisions made (D. Moher, 2009, pp. 264-269).

Meta-analysis is a statistical method combining results from different studies to weigh, compare and identify patterns, disagreements, or relationships that emerge in multiple studies on the same topic (Davis, Mengersen, Bennett, & Mazerolle, 2014, p. 511). With a meta-analytic approach, each main study is abstracted and coded, and the findings are then converted into a standard metric for calculating overall effect sizes (Glass, 1976, pp. 3-8). However, to perform a meta-analysis, the included studies must share statistical measures for comparing results (D. Tranfield, 2003, pp. 207-222). Therefore, conducting meta-analyses on studies with different methodological approaches is challenging.

Questionnaire

The instruments used in this study were intended to yield accurate data through a Likert scale. Soegiyono (2008, p. 134) states, "The Likert scale is used to measure an individual's or group's attitude, opinion, and perception of a social phenomenon (Soegiyono, 2008, p. 134)." In this study, the researchers used a questionnaire with the following assessments:

1. SS: Strongly agree (Score 5)
2. S: Agree (Score 4)
3. N: Neutral (Score 3)
4. TS: Disagree (Score 2)
5. TT: Strongly disagree (Score 1)

The researchers developed a grid design for the instruments to obtain satisfactory results. Arikunto (2006, p. 162) notes, "The purpose of the grid is to display the relationship between the variables studied and the source of data or theory employed." (Arikunto, 2006, p. 162).

Interviews

Interviews are a basic research method used to reveal the opinions, experiences, values, and other aspects of the population under study, often paired with other research methods such as surveys and focus groups (Showkat & Parveen, 2007, pp. 1-8). The interview method conducted is determined by the research questions. Types of interviews may include business interviews, job interviews, TV interviews, in-depth research interviews, and more. Semi-structured interviews occur when the interviewer lists areas or topics instead of specific questions, whereas unstructured interviews are more conversational and lack predefined questions.

In-depth interviews aim to uncover detailed information about the interviewee's experiences and perspectives on a subject, making them an efficient primary data collection method. One of the main benefits of in-depth interviews is that they help uncover more detailed and in-depth information than other data collection methods, such as surveys, by developing a relationship with the respondent to gain a complete understanding of their perspective. In-depth interviews intend to combine structure with flexibility and are interactive because the material is generated by interaction.

In this study, the researchers conducted in-depth interviews with academics in Lombok and the Lombok Regional Tourism Office using the snowball sampling technique, a non-probability sampling method that recruits new units through referrals from previous participants until the desired sample or saturation point is reached (Nikolopoulou, 2022, p. 10). Snowball sampling helps research people with unique features that may be difficult to identify, such as individuals with rare diseases. The snowball sampling technique was used to gather information about the potential of sports tourism as alternative tourism in Lombok from the perspectives of academics and the West Nusa Tenggara Province Culture and Tourism Office. The academics were selected as resource persons to provide views based on their knowledge.

Data analysis technique

This study employs a qualitative research model, which aims to provide a comprehensive understanding of the subject matter according to the perspectives of those being studied. Qualitative research investigates ideas, perceptions, opinions, and beliefs which cannot be measured using numerical data (Sulistyo, 2006, p. 78).

Qualitative research is primarily designed to capture individuals' real-life experiences and the meaning created during the research process through direct interaction between the researcher and those being studied (Pendit, 2003, p. 195). It is an investigative process used to comprehend social issues by developing a comprehensive and holistic description of the informants' perspectives in a natural setting, detailing their views in words (Silalahi, 2009, p. 77).

Data analysis is a fundamental component of qualitative research that differs from quantitative research methods. The process of analysing qualitative data involves primarily coding or categorising data. Coding or categorising data is the most critical phase in the qualitative data analysis process. Although coding is essential to qualitative data analysis, it is not synonymous with data analysis.

Descriptive Statistics in Qualitative Research

Descriptive statistics, a branch of statistics that focuses on summarising and describing the essential characteristics of a set of data, can assist in qualitative research in several ways. Descriptive statistics can help qualitative researchers organise, summarise, and analyse their data meaningfully and systematically, leading to deeper insights and a more comprehensive understanding of the investigated phenomenon.

Quantitative Correlation

The Quantitative Correlation Research Methodology is a systematic approach to gathering relevant information to solve a research problem. This description of the Quantitative Correlation Research Methodology aligns with Kothari's argument that research methodology forms the basis for methods used in research studies.

The matrix below describes the relationship between the type of quantitative correlational research, the research methodology used, and the research problem formulation.

Table 1. Quantitative Correlation

If the type of research is	The research methodology used is	The logic behind the research conducted	Research methods are used in formulating research problems
Quantitative correlation research	Quantitative research methodology subset of correlational methodology	The logic behind this research methodology is that the researcher aims to systematically investigate a phenomenon through the collection of numerical data in which the researcher performs statistical or computational techniques to analyze the data.	Survey method - in which a person poses a question to a group of individuals directly either face-to-face or using an online mode. Systematic observation - physically scan the character of the subject matter and record observations numerically Secondary research methods - collecting data that is already available from databases intended for other purposes such as collecting data that has been collected for other

			purposes eg national surveys.
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Source: (Kothari, 1985)

Table 1 shows that survey methods, systematic observation, and secondary research are some methods included in the pre-data analysis category used for formulating research problems in quantitative correlational research.

3. FINDINGS AND DISCUSSIONS

Data Description

The purpose of descriptive research is to describe a phenomenon and its characteristics. This research takes the scope of research during the Implementation of the 2022 Mandalika Moto GP Event.

Results of Validity Test and Reliability Test of Research Instruments (Questionnaire)

Table 2. Validity and Reliability Test Results

Variable	Item	Validities		Reliabilities	
		<i>Pearson Correlation</i>	Status	<i>Cronbach Alfa</i>	Status
Alternative Tourism	PA.1	0,681	Valid	0,863	Reliable
	PA.2	0,744	Valid		
	PA.3	0,726	Valid		
	PA.4	0,492	Valid		
	PA.5	0,765	Valid		
	PA.6	0,808	Valid		
	PA.7	0,782	Valid		
	PA.8	0,785	Valid		
	PA.9	0,415	Valid		
The Potential of Sports Tourism	PPO.1	0,787	Valid	0,853	Reliable
	PPO.2	0,826	Valid		
	PPO.3	0,859	Valid		
	PPO.4	0,865	Valid		
Event Tourism	PE.1	0,575	Valid	0.747	Reliable
	PE.2	0,426	Valid		
	PE.3	0,679	Valid		
	PE.4	0,631	Valid		

Source: Research Results (2022)

Next, a description of the data will be explained to support the research results, and the discussion of this research will explain the results of the pilot test and a description of the characteristics of the respondents. The number of respondents taken for the Pilot Test was 110 respondents:

1. Pilot Test Validity Test

The validity test compares the *r* count's value with the *r* table's value. If the *r* count is more significant than the *r* table and the value is positive, then the item, question, or variable is declared valid.

2. Pilot Test Reliability Test

Reliability is the consistency of a series of measurements that aim to show a consistent and stable instrument in measuring concepts.

Table 2 shows the pilot test results for the questionnaire's validity and reliability. The pilot test results for the validity test showed that the significance value used in this study is 0.05 or $\alpha = 5\%$ with degrees of freedom. $Df = n - k$, for $n = 110$ and $k = 2$, then $df = 110 - 2 = 108$. Based on the distribution table *r*, the value of *r*-table = 0.187. The results above show that the value of the *r*-count is greater than the *r*-table, so all items in the questionnaire statement are declared valid. Furthermore, in the reliability test that the value of Cronbach's Alpha for alternative tourism variables is 0.863, the potential value of sports tourism is 0.853, and the value of event tourism is 0.747. The reliability results show that Cronbach's Alpha of all research variables is worth more than 0.6. This means that the instrument used in this study is reliable or can be trusted.

Characteristics of Questionnaire Respondents

Respondent characteristic data is respondent data collected to determine the profile of research respondents. The population category is those who visit alone, with friends, or even with a family to vacation and watch the 2022 Mandalika Moto GP Event live.

Table 3. Characteristics of Respondents

No	Characteristic	Multiple Choices	Frequency	Percentage (%)
1	Gender	Male	292	73
		Female	108	27
		Total	400	100
2	Age Range	< 21 Years Old	3	0.75
		22 - 30 Years Old	221	55.25
		31 - 50 Years Old	168	42
		> 51 Years Old	8	2
		Total	400	100
3	Professions	Private sector employee	195	48.75
		Entrepreneur	92	23
		Civil Servant	90	22.5
		Student	16	4
		Stay-at-home Mother	6	1.5
		Freelancer	1	0.25
		Total	400	100

Source: Primary Data, Results of Processed Data (2022)

Table 3 above describes the characteristics of the respondents based on the respondent group of visitors or tourists who visited Lombok around the period the Mandalika Moto GP Event was held. Furthermore, based on age, information was obtained that the age group was under 21 years old, relatively small with a total of 3 people with a percentage of only 0.75%, the average respondent was dominated by vulnerable people aged 22-30 years with a total of 221 people with

a percentage of 55.25. They were finally explaining the profession of the respondents that the majority of respondents were filled status as private employees totalling 195 respondents with a percentage of 48.75; self-employed persons numbering 92 people, with a percentage of 23%; civil servants numbering 90 people, with a percentage of 22.5%, students totalling 16 people with a percentage of 4%, Stay-at-home Mother 6 people with a percentage of 1.5% and freelancers one person with a percentage of 0.25%.

Characteristics of Respondents According to the Likert Scale

Before the data from this study are discussed through analysis and statistics regarding the relationship between the independent and dependent variables, describe the results of the respondent's answers to the statements on the 400 questionnaire sheets. Respondents' answers to each variable will provide a clear picture of each research variable.

The Likert scale measures attitudes, opinions, and perceptions of a person or group about social phenomena. The answers to each instrument item that uses the Likert scale have very positive to negative gradations (Sugiyono, 2015, p. 168). The alternative answers are by using a Likert scale, namely by giving a score to each alternative answer as follows:

Table 4. Interpretation of Questionnaire Answers

Alternative Answers	Value Weight
1. Strongly Agree / Very Good	4,20 – 5,00
2. Agree / Fine	3,40 - 4,19
3. Neutral / Good	2,60 - 3,39
4. Disagree / Less Good	1,80 - 2,59
5. Strongly Disagree / Unfavorable	1,00 - 1,79

Source: Sugiyono (2015)

According to Sugiyono (2015: 86), to determine the length of class intervals, the following formula is used:

Highest score: 5

Lowest score: 1

Range: $5 - 1 = 4$

The formula calculates the interval length:

$C = R/K + 4/5 = 0.8$

Information:

C = Interval Class

R = Range

K = Number of Classifications

Respondents' Assessment of Alternative Tourism Variables

Table 5 below describes the respondents' answers to the research variables and their understanding as follows:

Table 5. Average Score Regarding Alternative Tourism

No	Statements	Respondents Answer					Total Score	Average
		SS	S	N	TS	STS		
		5	4	3	2	1		
1	During the Mandalika MotoGP, there are adequate supporting facilities such as public toilets, parking lots, trash cans, and so on.	145	227	24	3	1	1712	4.2
2	I am satisfied with the provision of information and services before, during, and after the Mandalika Moto GP event, including ticket exchange, seating directions, and directions and information related to the event.	262	118	18	1	1	1839	4.60
3	In my opinion, Lombok can host other sporting events in the future	145	212	32	8	3	1688	4.22
4	The availability of accommodation and transportation supports the comfort of visitors during the 2022 Mandalika Moto GP event.	127	143	129	1	0	1596	3.99
5	In my opinion, the loyalty of the lodging and transportation services during the 2022 Mandalika MotoGP is commendable and indicates readiness to support future events if Lombok were to host the Mandalika MotoGP again	134	224	30	10	2	1678	4.2
6	I had no trouble getting to the Mandalika 2022 MotoGP venue from my accommodation	253	108	20	16	3	1792	4.48
7	I found it easy to find transportation options, both conventional and through apps, to reach the Mandalika 2022	145	197	47	8	3	1673	4.18

	MotoGP venue from my accommodation.							
8	In my opinion, both conventional and application-based transportation greatly support Lombok as a host for sporting events in the future.	146	129	106	11	8	1594	3.99
9	For me, the cost of accommodation and transportation was affordable during the 2022 Mandalika Moto GP.	215	168	15	2	0	1796	4.49
Average								4.27

Source: Primary Data, Results of Processed Data (2022)

Information:

SS (Strongly Agree), S (Agree), N (Neutral), TS (Disagree), and STS (Strongly Disagree).

Table 5 above shows respondents' assessment of alternative tourism—the highest score in statement no. Empirically, through implementing this alternative tourism, the organisers and implementers of this sport tourism event can provide education, facilities, information and services that are clear and by the needs of tourists.

This also impacts the satisfaction and good experience for tourists who witness the Implementation of the Mandalika Moto GP Event in Mandalika, Lombok. The momentum that occurred in Lombok is used as an opportunity to gain significant profits without thinking about the impact and satisfaction of tourists whose primary goal is to enjoy sports tourism. The explanation above relates to the theory of alternative tourism.

Respondents' Assessment of Potential Sports Tourism Variables

Table 6 below describes the respondents' answers to the research variables and their understanding as follows:

Table 6. Average Score Regarding the Potential of Sports Tourism

No	Statements	Respondents Answer					Total Score	Average
		SS	S	N	TS	STS		
		5	4	3	2	1		
1	Implementation of the Mandalika MotoGP has opened up new jobs and business opportunities for the local community, in my opinion.	313	73	13	1	0	1898	4.75
2	By making Lombok the host of the Mandalika Moto GP event, I believe that employment, business opportunities, and the	160	129	111	0	0	1649	4.1

	local economy can be stimulated							
3	I believe that the utilization of local natural resources to promote economic activities during the Mandalika MotoGP was well-managed	147	147	106	0	0	1641	4.1
4	I consider Lombok to be a suitable area for developing sports tourism activities while preserving the environment and natural facilities in the future.	144	140	116	0	0	1628	4.07
Average								4.25

Source: Primary Data, Results of Processed Data (2022)

Information:

SS (Strongly Agree), S (Agree), N (Neutral), TS (Disagree), and STS (Strongly Disagree).

Table 6 above shows respondents' assessment of the potential for sports tourism. Empirically, by implementing the potential for sports tourism that has been running in Lombok, Mandalika with the Mandalika Moto GP event can attract tourists. In a way, this is a result of the fact that while alternative tourism is getting more and more academic attention, different interpretations by different scholars disagree on the definition and terminology of alternative tourism. Others suggest that "the alternative tourism paradigm should be considered a comprehensive general concept in which particular forms of tourism or various markets are contained. Empirically it can be explained that in readiness to develop sports tourism potential, it must be applied sustainably so that the role of this sports tourism for tourism destinations in Lombok and Mandalika can become a tourism image different from other tourist destinations.

Respondents' Assessment of Event Tourism Variables

Table 7 below describes the respondents' answers to the research variables and their understanding as follows:

Table 7. Average Rating Regarding Event Tourism

No	Statements	Respondent Answers					Total Score	Average
		SS	S	N	TS	STS		
		5	4	3	2	1		
1	I believe that during the implementation of the Mandalika Moto GP, the organizers made efforts to minimize environmental pollution, reduce waste, and utilize recyclable materials to promote resource recycling.	147	128	125	0	0	1622	4.06

2	In my opinion, the Mandalika MotoGP facilities and buildings have provided barrier-free access to persons with disabilities, thus promoting equality effectively.	115	149	136	0	0	1579	3.95
3	I believe that in the future, the local government of Lombok can regularly organize sports events, subsidizing the resources needed for these activities. This can increase the participation of residents and tourists in sports tourism.	147	131	122	0	0	1625	4.06
4	I learned about halal tourism and local tourism in Lombok by watching the Mandalika Moto GP.	120	144	136	0	0	1584	3.96
Average								4

Source: Primary Data, Results of Processed Data (2022)

Information:

SS (Strongly Agree), S (Agree), N (Neutral), TS (Disagree), and STS (Strongly Disagree).

Table 7 above shows the respondents' assessment of event tourism. Empirically, by implementing event tourism that has been running in Lombok, Mandalika with the Mandalika Moto GP event can attract tourists. The resulting impact is increasing the local community and tourism stakeholders' awareness to maintain the local environment's cleanliness. This is in line with the theory of the tourism concept that events are public performances or shows, exhibitions, one or several-stage events, and various other categories of human achievement, which stand out for their specificity, achieve effects and goals in tourism and are held in all human settlements that have an interest in them.

Characteristics of Informants

This study used two informants who were involved and observers of the Mandalika Moto GP sports tourism event held in Mandalika, Lombok. The characteristics of the informants are presented by name, age, gender and position.

Table 8. Characteristics of Informants

Characteristic	Informant 1	Informant 2
Name	Firman Koma	Haryadi Wahyuddin
Age	38 Years Old	41 Years Old
Gender	Male	Male
Education	Master's degree	Master's Degree
Job	Private sector employee (Mandalika Community Member Representatives)	NTB Tourism Office as Young Expert Planner

Source: Interview (2021)

Table 8 above explains that research informants who know about and are involved in sports tourism events, the Mandalika Moto GP are all male and live in Lombok.

Data Analysis and Discussion

Table 9. Analysis of Interview Results

No	Indicators	Questionnaires	Findings	Analysis
1.	The potential for implementing sports tourism as an alternative form of tourism in Lombok is based on a case study of the Mandalika Moto GP	The questionnaire results yielded a score of 4.27, indicating that the respondents' answers were good.	Adequate supporting facilities such as public toilets, parking lots, garbage cans, and ticket booths have been provided	The facilities offered to tourists during the Mandalika Moto GP were in line with the indicators of alternative tourism.
2.	The non-physical potential of implementing sports tourism.		The services provided by human resources, as well as supporting facilities such as homestays for tourists, are inadequate.	Training and mentoring programs for tourism services are necessary, involving both the government and stakeholders, to improve the quality of services
3.	Supporting attractions		The natural attractions found in Mandalika are additional reasons for tourists to attend the	The natural beauty of Mandalika is one of the highlighted attractions to attract tourists.

			Mandalika Moto GP event.	
4.	Socio-cultural attractions		The social and cultural aspects of Mandalika are attractions that are highlighted to attract tourists to attend the Mandalika Moto GP event.	Some tourists from abroad still limit their interactions with local human resources and customs that follow halal concepts
5.	Facility	The results of the questionnaire showed a value of 4.25, indicating that the respondent's answer was good.	Lodging, transportation, and other supporting facilities have been provided.	The availability of local resources is still inadequate as many facilities are sourced from Bali, limiting opportunities for local communities to participate.
6.	Economy (EKO)		Local communities can benefit from economic welfare by providing homestays and transportation services.	The implementation of the Mandalika Moto GP event has had a positive economic impact on local communities
7.	Environment		The environment in the Mandalika area has been designed to align with the concept of the Mandalika Moto GP event.	The packaging and presentation of Mandalika's beauty has been well done, but there is a need for improvement in the irrigation channels.
8.	Facility		The provision of facilities for people with disabilities is crucial to ensure their equal access and participation in various activities.	There is no visible effort for ensuring accessibility for people with disabilities.
9.	Institutional	The results of the questionnaire obtained a value of 4, which indicates that the respondents'	The government and stakeholders are participating.	The organizers collaborated with ITDC, the Tourism Office, and the Lombok Tourism Polytechnic to provide human resources.

10.	Economy	answers were good.	Able to provide a domino effect for the welfare of local communities	It has had an economic impact, but this impact has not been widely and evenly felt by the whole community in Lombok.
11.	Local tourism		It greatly provides an opportunity to enhance the image of local tourism.	The MotoGP Mandalika event has attracted the attention of domestic and foreign tourists, enhancing tourism in Lombok and Mandalika.

Source: Processed data (2022)

Table 9 above explains that sports tourism as alternative tourism in Lombok can be viewed from the physical potential of implementing sports tourism as alternative tourism in Lombok based on a case study from the Mandalika Moto GP, the non-physical potential of implementing sports tourism, supporting attractions, socio-cultural attractions, facilities, economic, environmental, institutional and local tourism.

Sports tourism can be an alternative tourism in Lombok, with the Mandalika Motor GP 2022 as a case study.

In general, initially, Lombok was designated as Halal tourism. This has become one of the identities of Tourism in Lombok, Mandalika. Through the Implementation of the Mandalika Moto GP Event, by targeting interest in visiting foreign tourists, it is hoped that it can provide a different view of tourism in Lombok, Mandalika. This alternative tourism also adds tourist destinations for tourists when they want to visit tourism in Lombok, Mandalika.

Refers to the gradation of sports tourism or sports travel refers to sports-oriented activities that are emphasised where participation in sports is an integral part of the tour/holiday offer, in addition to other cultural practices. The primary purpose of the tour holiday package is to get to know and participate in sports practised globally with regional specifications and region-specific movement culture. Based on the results of the data from the distribution of questionnaires given to respondents, the respondents gave statements explaining that sports tourism can play a role as alternative tourism. This can be seen from the questionnaire statement items, which explain that «in my opinion, Lombok can host other sports events in the future.

If well developed, it has the potential to be developed in economic, social and educational interests. Sports and Tourism began to develop one by one. One of the latest developments is the emergence of sports. One way to boost economic potential and conserve natural resources is by empowering high-potential natural resources that have yet to be utilised optimally.

The development of tourism areas is carried out by rearranging various natural and biological potentials and resources in an integrated manner. Tourism potential is the ability of an area to be used for development, including nature and humans, as well as the work of humans, Which explains that one of the promotions of tourist attractions that have natural potential and

can be developed development of tourism infrastructure needs to be developed in order to open up employment opportunities, increase income yields and change people's mindsets which is more sustainable. This study recommends maximising the marketing momentum gained through organising events to inform and remind stakeholders about the region's potential before focusing on alternative destinations.

Factors that can influence Lombok's readiness to have sports tourism as alternative tourism besides halal tourism

This aspect explains the readiness of the organisers with the government and tourism stakeholders in Lombok, Mandalika to provide adequate supporting facilities, services from the HR aspect, and also supporting facilities for tourists such as homestays, nature in Mandalika is an additional attraction for tourists to come to the Mandalika Moto GP event, social culture in Mandalika is an attraction that you want to show to attract tourists to come to the Mandalika Moto GP event and also accessibility availability by providing lodging, transportation and other supporting facilities. Empirically, by implementing the potential for sports tourism that has been running in Lombok, Mandalika with the Mandalika Moto GP event can attract tourists. In addition to this, environmental factors also have a tangible impact on the quality of tourist destinations as alternative tourism facilities, which can be explained through the opinions of respondents who assessed that «I consider that during the implementation of the Mandalika Moto GP, the organisers have tried to minimise environmental pollution and reduce waste as much as possible, and use recyclable materials to achieve resource recycling. Empirically, by implementing event tourism that has been running in Lombok, Mandalika with the Mandalika Moto GP event can attract tourists.

The resulting impact is increasing the local community and tourism stakeholders' awareness to maintain the local environment's cleanliness. This is in line with the theory, which explains that many forms have gradually emerged since the emergence of «new» tourism. Their sources are in various aspects of modern economic and social life. In a way, this is a result of the fact that while alternative tourism is getting more and more academic attention, different interpretations by different scholars disagree on the definition and terminology of alternative tourism.

The role of audience satisfaction in the Implementation of the Mandalika MotoGP Event in supporting sports tourism as alternative Lombok tourism

Empirically, through implementing the Mandalika Moto GP alternative tourism in Lombok, Mandalika, the organisers and implementers of this sport tourism event can provide education, facilities, information and services that are clear and by the needs of tourists. Quantitatively, the distribution of research questionnaires was carried out, looking at aspects of satisfaction that tourists give their assessments on the following aspects:

Table 10. Assessment of Satisfaction Aspects

No	Statements	Respondent Answers					Total Score	Average
		SS	S	N	TS	STS		
		5	4	3	2	1		
1	The provision of information and services before, during, and after the day of the Mandalika Moto GP (including ticket exchange, seating directions, directions, and information related to the event) was satisfactory.	262	118	18	1	1	1839	4.60
2	In my opinion, Lombok can host other sporting events in the future	145	212	32	8	3	1688	4.22
3	I consider that during the implementation of the Mandalika Moto GP, the organizers made efforts to minimize environmental pollution, reduce waste as much as possible, and use recyclable materials to achieve resource recycling.	147	128	125	0	0	1622	4.06

Source: Processed data (2022)

The results of the assessment can be explained that functional festivals, such as facilities, can influence visitor perceptions of experience and overall satisfaction. There is a need to understand how event images can influence visitor satisfaction, which can increase satisfaction levels among all visitors and festival event attendees in developing countries. This also impacts the satisfaction and good experience for tourists who witness the Implementation of the Mandalika Moto GP Event in Mandalika, Lombok. The faster the product/service provider responds to the needs or complaints of consumers or customers. So service quality is the key to achieving consumer or customer satisfaction. (Risky Shintia Diliani, 2020).

4. CONCLUSIONS

The Mandalika Moto GP event improved tourism's image in Lombok, Mandalika. In general, initially, Lombok was designated as Halal tourism. This has become one of the identities of Tourism in Lombok, Mandalika. Through sports tourism, this tourism potential uses sports activities as a means to achieve goals. If well developed, it has the potential to be developed in economic, social and educational interests.

Lombok's readiness factors in having sports tourism as alternative tourism in terms of the physical potential of implementing sports tourism, the non-physical potential of implementing sports tourism as alternative tourism in Lombok, supporting attractions, socio-cultural attractions

and facilities. The resulting impact is improving the surrounding community's economy through aspects of accommodation and transportation rentals, human resources and the image of the Mandalika destination, Lombok.

Tourist satisfaction with implementing the Mandalika Moto GP Event arises from the different experiences tourists receive. This also impacts the satisfaction and good experience for tourists who witness the Implementation of the Mandalika Moto GP Event in Mandalika, Lombok. This aims to attract tourists to want to visit Lombok, Mandalika.

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