Implementation of Sustainable Tourism Principles in Sport Tourism: Sustainability Efforts by Pocari Run Organizers

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Abstract
Sustainable tourism has become part of the general desire of Indonesia’s tourism development. The industry continuously seek ways or avenues where sustainable tourism practices can be adopted in hopes to achieve the desired outcomes of sustainable tourism. One of the ways of looking for new avenues that can adopt sustainable practices is to look at the emerging sectors of tourism. An interesting lane of tourism that can do this is sports tourism. Sports tourism relationship with sustainable tourism has been studied prior with promising potential. This study explores the sustainability efforts around marathon events by the organizers added with the participants point of view. For the research, this study will take the case study format focusing on Pocari Run. It puts forward the question whether event organizers are willing to implement sustainable tourism practices in their events and are aware sustainable tourism practices can be used as a tool for marathon events success and how it is impacting the participants. The methodology used in this research is a qualitative method, extracting insights from informants through in-depth interview directed towards Pocari Run Organizers. This study has found that the implementation of sustainable tourism practices have been implemented in Pocari Run events in accordance to previous studies. The implementation itself proved to be valuable in helping organizers develop a
positive relationship with local stakeholders such as the local community and local government.

**Keywords**

*Sports Tourism, Sustainable Tourism.*

**Introduction**

Sports tourism is becoming an emerging sector in the global tourism landscape (Taleghani & Ghafary, 2014). Sports tourism has an intrinsic ability as any other forms of tourism to impact the surroundings of the activities (Kersulić et al., 2020; Widyaningsih et al., 2020). Classically, sports tourism activities are used as a means of financial gains, however, there is an increasing conscious effort for sports tourism to be a force for change (Davies, 2011). Emboldened by strategies introduced and expanded by the Indonesian government at press conference by Kemenpar and Menpora in 2022 along with Kemenpar publishing posts on their website to utilize sports tourism as part of the tourism development efforts, both as an active participation activity and spectator sports events, as well as Indonesia tourism ministry’s commitment to sustainable tourism development, this study aims to look at sports tourism event organizers and their efforts in applying sustainable tourism practices and how has it conforms to the current knowledge regarding implementation sustainable tourism practices.

In the context of Indonesia, one of the ways sports tourism is being galvanized is by socializing and promoting various different types of sports activities as part of tourism. Participatory activities such as golfing, diving, surfing, and running are becoming more popular and spectator sports events such as Asian Games, Motogp races and Formula E races are targeted as a way to attract tourism activities. Through observing various sites in the internet, the number of onsite running events in Indonesia been increasing ranging from short distance fun runs to full marathons in various cities. This growth has been present before any government intervention in increasing their focus on sports tourism. From figure 1, it is evident that the running events in Indonesia is growing. In the span of five years, running events across the country has increased by ten-folds, only to be hampered by the COVID-19 pandemic in 2020. However it should also be noted that there may be more events that are not recorded in the source of the data source, making these number as an estimate rather than the whole picture. With that being said, it only proves the growth of the sport and the events surrounding running.
At first, most races in Indonesia offers all distances with 5K and 10K being more popular. However, as running becomes more popular, longer distances begin to attract more and more runners. In addition to the growth in popularity for more distances, cities that hold running events become more spread-out. At first, most of the running events were held in the Greater Jakarta area. Now, running events spreads across the archipelago. In addition to the various distance, environment and cities across the country to illustrate the popularity of running events in Indonesia, a number of running event has grown some clout in both domestic and international running scene. Examples of these races are Pocari Run in Bandung with various running distances of 5K, 10K, 21K and 42K, Maybank Marathon with distances of 5K, 10K, 21K and 42K in Bali and Borobudur Marathon in Magelang with an open 21K and 42K reserved for elite runners. With the additional note that the Maybank Marathon and the Borobudur Marathon road running events that is part of the World Marathon organization. In 2022, Pocari run had more than 5,000 on site participants, the race in Bali attracted 10,000, and Borobudur marathon attracted 4,600 with a lower cap of participants. The high number of participants is achievable by having participants coming in from various areas of the country.

Indonesia’s focus on sustainable tourism development has been formalized in the form of policies. Its should also be noted that through observations of previous studies, Indonesia sustainable tourism development efforts skew in to more niche market segments such as tourism villages (Asri,
While previous study also infers sports tourism events may lead to negative impacts (Gibson et al., 2012). This, if left unattended, might lead to a misalignment in tourism development between sustainable tourism and a more lucrative mass tourism.

This study explores the sustainability efforts around marathon events organizer. It puts forward the question whether event organizers are aware of the potential of sustainable tourism practices as a tool for marathon events or not. Previous research has shown the impacts sports tourism has in Indonesia, however, there are gaps in the research regarding how to utilize sustainable tourism practices in marathon races. According to literature, sustainable tourism needs to positively impact the local economy by way of financial benefits towards the local community, the social conditions of the local community whether it be the local values, norms or cohesiveness, and keeping the environment as pristine as possible (Ardika, 2018). To that end, past literature that has examined sustainable tourism practices in sports events, specifically but not limited to marathon events are used to compare with the current conditions of holding a marathon event in Indonesia from the perspective of event organizers.

According to previous studies, sports tourism can be regarded as people partaking in sports activities as a recreational or competitive endeavor away from that person’s primary residence (Hudson, 2008). Sports tourism activities induces active participation (Schwark, 2007) as well as, spectator sports (Gozalova et al., 2014). The unifying element is recreational activities outside the confines of the doer primary living environment (Schwark, 2007). The difference can come from the level of participation, the type of recreational activity, or whether the activity is part of an event or only a personal recreational activity. A clear cut definition of sports tourism is the interrelated activities that visitors or tourist may undergo sport activities at a professional, amateur, or leisure level during travel (UNWTO, n.d.). Examples of sports tourism ranges from individual ski trips to mega events such as the FIFA World Cup (Gibson et al., 2012). In the case of marathon events, Malchrowicz-Mosko & Munsters (2018) pointed out how running events has seen exponential growth in several decades. With marathons being held in major cities such as New York, London, Berlin, Tokyo, Chicago and Boston being the most prestigious, other marathons in various major cities around the world are also on the rise. The unique characteristics of marathon events is that it is very accessible to anyone, including amateurs. Other than just being a spectator, tourist can come and participate in these events.

The impacts of sports tourism in general that are capable of generating tourism activities has been studied in Kepulauan Seribu. With results showing
that sports tourism generated an increase of 30% in resorts being built to accommodate an increasing number of guest, albeit still having a low multiplier effect at 1.05 (Widyaningsih et al., 2020). Numerous examples of economic benefits of marathons has been put forth. (Wicker et al., 2012) found the economic impact of three marathon, namely Cologne, Hanover and Berlin and found average daily spending to be 90.16 Euro, 57.61 Euro and 43.39 Euro respectively. A study surrounding the 11th Douro Valley Marathon claimed the event contributed nearly 5 million Euros (Carvalho et al., 2018). However (Papanikos, 2015) also noted the negatives of marathon tourism in terms of economic impacts being these impacts are often indirect. Other than tangible economic impacts such as financial benefits, Sports tourism also contributes to increasing destination image through media coverage that can be parlayed to an influx of tourist coming into the area at a later time (Kersulić et al., 2020). These impacts can be perpetuated by the existence of a specific activity or a specific event, and used to market a destination to other prospective tourist. A study in 2014 found an event such as the Flying Pig Marathon improves the perception of the Cincinnati metropolitan area (Olberding & Olberding, 2014).

In the social aspect, (Olberding & Olberding, 2014) found the Cincinnati Flying Pig Marathon produces a heightened city image, local pride, improvement in social networks and support for social causes. The presence of sports tourism may impact the lifestyle of the local community (Taks, 2013). Another study noted sports events can become mediators of social change (Ong & Goh, 2018). With sports activities generally a contributor to better health, sports tourism can inspire the local community to partake in these activities, improving their health along the way (Go et al., 2016). Other forms of social impacts is how these events may impact the daily routine of the local community such as traffic congestions, cultural clashes between participants and the local community and crimes or vandalism (Kersulić et al., 2020). The impacts of marathons can also touch the cultural spaces of a given community. With how important it is to give a unique experience to participants, one of the ways is by utilizing the local culture and customs to make a vibrant and joyful atmosphere throughout the event. By doing so, there will be an effort to preserve any and all cultural resources of the host.

Environment wise, marathon events has been shown to have a short term negative impact (Kersulić et al., 2020). This is due to the amount of trash that can be produced in water stations across the running route and the overwhelming number of people gathered in the start/finish area known as the race village. Concurrently, Lu et al. (2021) found sports tourism can help expedite infrastructure development to meet the needs of sports tourism activities. Another added benefit of sports tourism is to create a need for
environment protection programs, especially when the sport activities rely heavily on the natural environment (Singh et al., 2016). These impacts can be further understood once the understanding of what sustainable tourism and the surrounding aspects are expanded.

Outside of the mentioned studies above, organizers has also highlighted several ways their marathon event has implemented sustainable tourism practices in their press releases. Big Sur International Marathon boasted their zero waste event. Xiamen Marathon in China joined United Nation Environment Program’s Clean Seas Campaign and pledge to reduce plastic waste by 60 percent. The California International Marathon applies sustainable practices by diverting upwards to 4 tons of trash from landfills and raising 500,000 USD towards charities that helps the local charities and community organization among other efforts.

Sustainable tourism in this case means the process where tourism is developed while taking account of the economic benefits of tourism, social impact of tourism and the environment affected by tourism activities (“UNWTO Tourism Highlights, 2004 Edition,” 2005). The economic benefits here is the financial gain or opportunity to acquire financial gain of the host community from tourism related activities or other supporting activities that comes from tourism related activities. These benefits may include new employment opportunities, new business opportunities, new income stream, etc (Weaver & Lawton, 2010). Social impacts of tourism generally looks at the perception of host communities regarding tourism activities, classically graded from welcoming tourist in their environment to irritated by the presence of tourist (Butler, 1980). Other aspects of social impacts of tourism would observe the reliance of tourism, the changes in values and beliefs of the local community, and the community cohesiveness along the presence of tourism (Ardika, 2018). The last aspect of sustainable tourism is the environment, where the landscape is preserved and protected from damage and pollution (Weaver & Lawton, 2010). And all three aspects need to be managed accordingly. sustainable management in the destination criteria includes management structure and framework, stakeholder engagement, and managing pressure and change. On the industry criteria, the sustainable management includes sustainability management system, legal compliance, reporting and communication, staff engagement, customer experience, accurate promotion, buildings and infrastructure compliance, impact and integrity, sustainable practices and materials, access for all, land water and property rights, information interpretation, and destination engagement.

When adopting sustainable tourism practices in the pillar of the management aspect studies has shown several sports events has adopted these
principles. Regardless of the implications of sustainable tourism practices, (Jantori & Pongponrat, 2021) has shown that a proper administration practices has been carried out due to how it is very important in ensuring the success of a sporting event.

The importance of sustainable tourism practices in running events should be studied as how it can improve the success metrics of organizing said events. One of the success metrics of a running event is the financial viability which can be driven by the size, or the number of participant, of the event (Paramio-Salcines & Llopis-Goig, 2022). Therefore a common sense approach would intertwine the need for sustainable tourism practices with the motivation of marathon runners. A previous study by (Koronios, 2016) notes one of the major motivation for marathon runners to participate in events is the environment where they will be running. A recent study (Septiana et al., 2022) found one of the motivation for runners both domestic participants and international participant to partake in the Yogya Marathon is to interact with the local community and culture. A study (Chen et al., 2021) found involving the local community in the event can improve the atmosphere of marathon events. Looking back at the aspects of sustainable tourism, these involvements can address the social impacts of tourism by involving the local community by participating to create an atmosphere within the event. And with that information, preserving the environment and involving the local community would seem intuitive. however, it is unclear whether marathon events organizers in Indonesia are aware of sustainable practices in marathon events. Another success metric of running events is local support (Chutiphongdech & Kampilak, 2022). A study put forth sustainable tourism practices can help garner local support (Ramos et al., 2010). These sustainable tourism practices cited in the study includes creating business opportunities, development of social attraction and lower environmental stress.

In applying sustainable tourism practices within a sport event, there would also be a need to discuss the stakeholders of the sport events that may want to expand or limit the efforts due to various reasons. The stakeholders of sports event such as marathon events includes participants, sponsors, local government, and local communities. These stakeholder may have differing power, influence and level of interest towards the planning and execution of sports events (Waśkowski, 2015).

The stakeholder that would hold the most interest are the participants of the event (Emery, 2011). In the case of marathons, these participants are the runners of the marathon. These participants are important to consider due to them being the main source of income of the whole event (Parent & Chappelet, 2015). They are the main reason sports events such as marathons
exists, hence their satisfaction with the event should be addressed through the objective of the event and how the event is carried out.

The next stakeholder present in marathon events are sponsors. The study revolving sponsors in sports events are perhaps the most fleshed out. Corporate sponsorships are thought to be beneficial for the event organizers and the sponsors themselves. The corporations that give sponsorships to events may incurred gains by having the customers positive perception of the event transferred to the sponsoring corporations (Koo et al., 2006). Likewise, sponsorships give resources to event organizers to execute the events in accordance to its objective (Tsiotsou, 2011).

An equally important stakeholder is the local government. The government would have vested interest as well as various roles within the execution of marathon events. Possible roles the local government covers the provisions of licenses, organizational support, infrastructure for the event and human resources (Walters, 2011). While also having vested interests as sports events have the potential to increase earnings thought visiting participants.

And the last stakeholder that needs to be mentioned here, while also as important as the others, are the local community and businesses such as local SMEs (small medium enterprise). Hosting an event such as marathon events can be used as opportunities by the local community and businesses as it has the potential to bring in people visiting the proximity of their businesses, as well as a vehicle to preserve and display various cultures present (Wang & Jin, 2019). Organizers may also need to appease the local community and businesses to avoid potential risks such as community rejecting the event and cause disruption pre-event or during the event (Ntloko & Swart, 2008).

Overlooking all the stated information above, we can see that sports tourism events such as running events in Indonesia are increasing in popularity, with opportunities of sustainable tourism is being pushed to be developed in Indonesia. As well as, sustainable tourism practices is becoming an indirect factor in the success of running events. Given previous studies done regarding the relationship between marathon events and sustainable tourism practices, it would be an interesting idea to push forward the adoption of sustainable tourism principles in marathon events held in Indonesia to create a favorable outcome for multiple stakeholders.

Method

This study is an explorative study which relies on qualitative approaches to data gathering such as informal discussions (with consumers, employees, managers), interviews, focus groups, and/or case studies (Sekaran & Bougie, 2016). This study uses a judgment purposive sampling that have a deep
knowledge of the study object (Sekaran & Bougie, 2016). To determine the sample for this research, the researcher will use the findings of past research to procure a list application in sustainable tourism practices regarding the execution of marathon events as a tourism activity as well as interview industry practitioner to have an understanding of the real world conditions of the execution of marathon events as a tourism activity. The method used to analyze the qualitative data is qualitative comparison analysis. This method determines patterns to guide the development of detailed explanations of social phenomena (Legewie, 2013). The informants to achieve the satisfactory dataset are the event organizes of Pocari Run due to the large number of participant they can gather each year. The questions asked in this study towards the organizers of Pocari Run are the following; Their awareness of sustainable tourism practices, Their view on their events as marathon organizers on how sustainable tourism practices can be implemented, Their perspective on where the principles of sustainable tourism that has been implemented within their marathon events, The efforts they put into economic and social benefits as well as preventive measures to minimize environmental impacts, The obstacles organizers face when implementing sustainable tourism practices, Their view on how their event can contribute to adopting sustainable tourism practices.

In addition of the primary data collected, the secondary data gathered in this literature review will be research papers from 2016 to 2021 regarding sustainable tourism practices in Sports events. The both data are catalogued to parse through which aspects of sustainable tourism is being looked after. Theses categories will include economic impact, social impacts, environment impacts, and where the responsibility of these efforts should fall to. Afterwards both data are compared to examine the real world practice against past literature.

As discussed previously, this study explores the sustainability efforts by marathon events organizers. It is done by looking at the event structure and programs by the event organizers, which are compared to the existing literature regarding sports tourism sustainability practices. The end goal by comparing the existing condition and the literature is to find ways marathons as a sports tourism event can contribute to sustainable tourism development. The data went through reduction process and triangulated to ensure the validity of the data.

RESULTS AND DISCUSSION
Result
The interview was opened by procuring information regarding the mission statement, the goal and the history of the event. Here, it is explained that Pocari run has been conducted in an annual basis with slight changes made from year to year. The event started in 2014 with limited running categories. The event moved around cities until in 2017, where the organizers settled on hold the annual event in Bandung, up until 2023. The goal of Pocari Run itself is to spread awareness of a healthy lifestyle through running, along with their “safe running” campaign aimed to educate recreational runners about proper running techniques, injury prevention and adequate hydration on runs. Their goal ultimately is to encourage a healthy habit of exercise while being mindful of what the body needs before, during and after an activity.

At the start of the interview, the success factor and the benchmark the organizers have set for themselves year-to-year was also discussed. Their main success factor is the increase number of participants each year, the exposure of the event and recognition in the form of awards the organizers can achieve. Year on year, the organizer is set to build on the success of the previous year, using the previous year accomplishments as a benchmark for them to go over.

During the interview, the informant explained the process in which the organizer execute the event. Their process started from planning the event. The process consist of three stages. The first stage is the pre event. During the pre-event stage, the organizer scouts and contact possible partners such as the local tourism board, race course consultants and sponsors, preparing and communicating registration information for the prospective participant, taking in registration of participants and communicating with the locals surrounding the event in hopes to gain support from the residents. It is also explained that during the pre-event preparation, the organizer takes in input from the locals surrounding the venue and race course as well as input from other stakeholders such as the prospective participants through social media channels and the local government. The event itself can be viewed as a multi-day event as the organizers have a race pack collection day with stalls surrounding the venue in addition to the day the participants run the designated course. During this stage the organizers sole objective is to ensure the seamless process of race pack collection, create a festive ambiance surrounding the venue and a safe environment for participants to run. To achieve a safe environment, organizers uses road closures, race marshals to give direction to participants, spread out EMTs (Emergency Medical Technicians) along the course to anticipate participant injuries, organize roadside cheering, among others. After the event, the organizers holds interviews.
and focus group discussion with various stakeholders to evaluate the whole event.

The Informant also shared their view on stakeholders of their event. While the organizers view many surrounding their event as stakeholders, the most important is the participants. In line with wanting to grow the participant number, the organizers emphasize their event programming to prioritize the satisfaction of participants in order to gain a reputation as being a friendly and enjoyable running event for all levels of runners. To that end, organizers take in as many input as possible from participants through their social media. The usage of a media that can be accessed from anywhere is important for the organizers as the event itself has attracted people outside of Bandung to come and participate in the event. The local community and the authorities of the host area are also important stakeholders. Their support can ease the execution of the events. The acceptance and embrace of their local community can help provide participating runners feel safe and welcomed in the area. While keeping a good relationship with the authorities can help ease any and all administrative needs such as permits to execute a massive event.

Moving along to question regarding the organizers view on how their event can be categorized in the sphere of sports tourism, the organizer is aware of the possibilities and the impact Pocari Run can give to the host city and community. During their event in 2022, with having a massive running event back up and running from 2 years of restricted event, hotels surrounding their race village at Gedung Sate were fully booked. As well as how many restaurants around the vicinity were always full of people from the event. The organizers also view the fact that while most runners come from Jakarta (a mere 3 hour drive) from Bandung, the event serves as a quick getaway weekend for the participants and those who came with the participants such as family and friends. The organizers themselves has seen first-hand how Pocari Run event can bring a positive economic impact for local businesses and the whole city in terms of being a travel destination.

When the interview started to discuss about how they view sustainable tourism practices, the informant shares that as they have been in partnership with the local tourism board and has been supported by the ministry of tourism, they are aware of such practices. In the organizers view, all aspects of sustainable tourism practices can be implemented. According to them, these events can give an opportunity for local to become race marshals and other crew. In addition of local race marshals, the organizer view their events can promote SMEs of the area by giving them a platform to showcase their business and products during the race weekend. Other than the two examples which are on the economic aspect of sustainable tourism practices, Pocari Run
organizers believe their event can serve as a vehicle to promote the host city’s culture. Through having multiple opportunities to showcase what the host community has to offer culturally, in the form of arts and culinary traditions during the race pack collection and post-race festivities. Environmentally, it seems that preserving cleanliness of the location of the race village and throughout the course is a non-negotiable, as it is very important for them to preserve the local environment to provide a safe and enjoyable environment to run in, with the addition to curry favor with the local community and local authorities. Therefore all three aspects of sustainable tourism practices can be and should be implemented in marathon events.

When asked about the sustainable tourism practices the organizers of Pocari Run have implemented, specifically in 2022, the informant shared various programs they have implemented that can be interpreted as sustainable tourism practices. While the race pack collection in 2022 was done through mail, the organizers emphasized involving local SMEs in the festivities post-race. SMEs were also present in the merchandising of the event by collaborating specifically with local craftsman. Pocari also supported local coffee shops in Bandung by encouraging finishers to show their medal and get discounts for their purchase. Along with promoting SMEs, Pocari Run also collaborates with the local community to create a unique experience for the participants. These collaborations are realized through course-side cheering, having a Bandung landmark as a centerpiece for their medal design and having cultural elements within the race village. To have collaborations with local communities, Pocari Run approached various groups within the host city to be involved in the festivities. The organizers also recruited the local communities to be involved in the race marshal roles. Creating temporary working opportunities for the local community. Such communities are local universities in and around the Bandung area. The organizers also credited their relationship with the local tourism board, with whom they share knowledge on local customs and arts that are promoted throughout the event.

The most comprehensive program the informant shared, is their environmental program. With a dedicated campaign to reduce the use of plastic, Pocari Run launched Eco Run Blue. With this campaign, Pocari educates participants regarding simple waste management practices, while also using these practices at the scale of the whole event. The execution of the program also involves a third party partnership with a waste management company to process all of the collected waste from the event.

The interview moved to the difficulties the organizers faced when implementing sustainable tourism practices. The most prevalent pain point faced by Pocari Run organizers are the permits to hold the event with as many
participants. So far, the organizers faced little to no pushback from the local communities. When asked to elaborate, the organizers are proactive in communicating with the local communities about the event itself, the seemingly overwhelming number of visitors during the weekend, road closures during the event, and all the while taking in inputs from the local community on how to best avoid any conflicts before the events.

On the last question of the interview, the informant was asked whether they feel their event can be a catalyst for the wider adoption of sustainable tourism practices in running events. In response to the question, the informant replied with how the organizers of other running events do not view each other as competition. Therefore, organizers share their approaches for their events, including their sustainable tourism practices. And going over that, the organizer of Pocari Run claimed to be a benchmark for other massive marathon events such as Maybank Marathon and Borobudur Marathon as they are the first in the calendar year.

**Discussion**

All data points to the notion that sustainable tourism practices are important and there is not much various reasons as to why. Marathon organizers view sustainable tourism practices as important because in their view, sustainable tourism practices can help themselves to maintain a good relationship with various stakeholders. The data from this study showed that by working in collaboration with the local community, local government and sponsors, along with hearing their concerns, the organizers can formulate strategies to involve the local community, local government and sponsors that are beneficial to these various stakeholders. These benefits include the opportunity to hold the event the following year and have the event run smoothly without pushback. The byproduct of these two benefits is the ability to give participants an enjoyable and satisfying experience, which they can leverage to gain more participants the next time. In previous studies, Ntloko & Swart (2008) noted that by engaging the local community as a vital stakeholder, organizers are able to stave off any form of disruption during two of the mentioned phases of the event. Furthermore, success factor of running events is local support (Chutiphongdech & Kampitak, 2022).

It is observed that Pocari run organizers have utilized several sustainable tourism practices within their marathon events. These practices were done for the benefit of the organizers themselves, the stakeholders, and the participants. From an economic point of view, the organizer have promoted the host city as an attractive travel destination. Organizers were able to promote the host city of Bandung by having the event take place in the
middle of the city and also have an online livestream of the event. The organizers also claims that the event helped promote local SMEs by involving them in the festivities. Local products were also showcased according to the organizers. Additionally, The organizers also creates temporary working opportunities for local communities as volunteers. Previous studies have pointed out several ways organizers can help bring positive economic impact by doing several sustainable tourism practices. According to a study cited sustainable tourism practices such as creating business opportunities, development of social attraction and lower environmental stress can help garner local support (Ramos et al., 2010)

From the sociocultural perspective, Pocari Run organizers have also claimed that they have involved the local community in various ways. Communications channels between the organizers and the local community were set from the pre-event stage. This communication channel was told to be a two way communication where organizers would inform the local community regarding the events logistics such as road closures needed for the event, while the local community can air out any issues they might have revolving around the event. Other ways the organizers have utilized the sociocultural aspects of sustainable tourism practices was the incorporation of the local culture within the events. Roadside cheering is an important aspect of a race that can make a marathon event feel unique especially if the roadside cheering has elements form the local culture such as traditional music dances. Pocari run organizers have given the information that they do incorporate cultural elements in their roadside cheering. In addition to roadside cheering, Pocari Run organizers have also claimed the use of cultural elements in their medal design. Previous studies has found several ways the sociocultural aspects of sustainable tourism practices can be incorporated into marathon events. A study (Chen et al., 2021) found involving the local community in the event can improve the atmosphere of marathon events.

When asked about the difficulties and obstacles Pocari Run organizer face when trying to implement sustainable tourism practices within their marathon event, they feel very little resistance. The effects of trying to implement sustainable tourism practices were in fact the opposite of difficult. Putting in sustainable tourism practices were not only met with open acceptance but also helps the organizers to execute the event by minimizing any harmful pushback. As mentioned when answering the previous question, there were little to no resistance when building a rapport with the local community to communicate the proceedings and any inconveniences that may arise due to event, as well as, receiving inputs from the local community. The practice of building a communication channel between the organizer and the
local community can be considered as sustainable tourism practices by having the organizers involving the local community in the decision making process. Another practice that can be considered as sustainable tourism practice is to have partnerships with local waste processing company to treat any and all waste produced by the event. The organizer claimed building partnerships with these type of companies were not difficult, as they have partnered with different companies in past events as well. The organizers partnerships with the local tourism board and the Ministry of Tourism would also point that implementing sustainable tourism practices was met with acceptance but also with knowledge of which practices can be applied best.

The findings of this study are constrained by certain limitations that need to be acknowledged. Firstly, it is important to note that this study is exploratory in nature, focusing specifically on the organizers of the Pocari Run held in 2022. Secondly, the research question was addressed solely through the perspectives of the organizers, excluding other potential stakeholders. Additionally, the pillars of sustainable tourism explored in this study were limited to the economic, sociocultural, and environmental aspects.

Further research is crucial to deepen our comprehension of sustainable tourism practices in marathon events and their impacts on multiple stakeholders, while considering the aforementioned limitations. Future studies should prioritize two key areas of investigation. Firstly, expanding the scope by incorporating diverse marathon events organized by different entities. This broader analysis will offer a comprehensive overview of sustainable tourism practices in varied contexts, leading to a more refined understanding of their implementation. Secondly, it is important to include the perspectives of the local community and local government in order to gain valuable insights into the effects of sustainable tourism practices in marathon events on these stakeholders. By encompassing these perspectives, a more holistic understanding of their experiences can be attained, illuminating the wider socio-cultural implications associated with such practices.

Conclusion

In conclusion, the study has explored the relationship between sustainable tourism and marathon events in Indonesia, focusing on the case study of the Pocari Run. The findings indicate that while the organizers have made efforts to implement sustainable tourism practices, these efforts have had some effects on the participants' enjoyment of the event. It is crucial for marathon organizers to continue their sustainable tourism practices to ensure participants' enjoyment and to avoid potential issues. These findings highlight the need for ongoing commitment to sustainable tourism practices in
marathon events, as they may play a significant role in enhancing participants’ experiences. There are several managerial implications that can be distilled from these conclusions. Firstly, it is crucial for marathon organizers to incorporate sustainable tourism practices into their events. This not only helps them establish strong connections with stakeholders but also enhances their reputation among participants. Secondly, providing a platform for local SMEs involved in sports can be an effective way for organizers to promote these businesses, as participants are likely to seek out their services. Thirdly, incorporating roadside cheering with cultural elements can provide a unique experience for participants while also serving as a means for marathon organizers to promote the local culture. Lastly, preserving the environment is of utmost importance for organizers to prioritize, as it may contribute to the enjoyment of the marathon events by participants.

References


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