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## THE ROLE OF MOTOCROSS COMPETITION IN SUSTAINABLE TOURISM DEVELOPMENT IN LOMBOK, NTB

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### ABSTRACT

This study examines the role of the Motocross Competition in sustainable tourism development in Lombok, NTB. The concept of special interest tourism, including sports tourism events such as the Motocross Competition, is the primary focus in the context of tourism development. The theory of sustainable tourism is also used as an analytical framework to evaluate the economic, socio-cultural, and environmental impacts of the event. This research is based on the analysis of primary and secondary data, including interviews with relevant stakeholders such as the NTB Tourism Office, PHRI, and ASTINDO NTB. The results of the study indicate that the Motocross Competition has the potential to be a significant tourism attraction with sustainable economic contributions, particularly in increasing tourist visits and spending in sectors such as accommodation, food, and local transportation. However, the challenges faced include managing the physical and socio-cultural environmental impacts wisely. The implications of this study are the necessity of integrating sustainable tourism principles in the planning and implementing the Motocross event to maximize positive benefits while minimizing negative impacts. Further research is recommended to delve deeper into specific aspects, such as a more thorough evaluation of environmental impacts and strategies for sustainable tourism development in NTB.

**KEYWORDS:** - Motocross Competition, sustainable tourism development, sports tourism events, economic impact, socio-cultural impact, environmental impact.

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## 1. INTRODUCTION

Tourism is an important sector that plays an important role in the economic growth of a region. In facing global challenges, especially after the pandemic, central and regional governments, as well as private partners, actively develop the tourism sector as a key economic driver. In this context, the President has directed to boost tourism movements in the country through the organization of various events. Along with these directions, the emerging trend in tourism is the sports sector, particularly in the automotive field. A study by the World Tourism Organization (UNWTO) shows that sports tourism can increase tourist visits by up to 15% in destinations that integrate sports into their tourism offerings. This movement presents a strategic opportunity to advance tourism by collaborating with the sports sector, particularly by organizing significant sports events. The West Nusa Tenggara (NTB) Provincial Government undertook an initiative that attracted attention in 2023: collaborating with State-Owned Enterprises (BUMN) such as Pertamina and the International Tourism Development Center (ITDC) to build the Mandalika circuit. This circuit is expected to not only host prestigious automotive sports events but also stimulate the growth of the tourism sector in the region. In efforts to achieve sustainable tourism development, it is necessary to evaluate the positive and negative impacts of this program, especially in achieving the targeted domestic tourist movements. The initiative of the NTB Provincial Government and State-Owned Enterprises (BUMN) in building the Mandalika circuit as an effort to boost the tourism sector is a strategic step to advance regional tourism.

Mandalika, as a super-priority destination in Indonesia, has become a major focus in building the country's image as a premier tourism destination. The initiative of the NTB Provincial Government and BUMN in building the Mandalika circuit, with the presence of the Moto Grand Prix (MotoGP), an international-scale event, and the Lombok-Sumbawa Motocross Competition (LSMC) in 2023 are key elements in supporting the vision of Mandalika as a super-priority destination. In facing the President's directive to increase tourism movements, the Lombok-Sumbawa Motocross Competition (LSMC) becomes an integral part of a broader strategy to advance tourism in NTB and strengthen Mandalika's position as an attractive destination. As a super-priority destination, Mandalika has great potential to become an international automotive sports center, and the organization of LSMC is an important step in realizing this potential. The motocross event not only enriches the tourist experience in Mandalika but also provides a new dimension as a sports destination in Indonesia. By linking LSMC with Mandalika, this event can become an additional attraction that enhances the destination's competitiveness. The success of LSMC in attracting tourists will positively contribute to Mandalika's economic growth, along with increased tourist visits and international exposure.

The impact of LSMC can also strengthen Mandalika's image as a diverse destination, offering tourist experiences not only limited to its beautiful beaches but also dynamic and exciting sports activities. Thus, LSMC is not just a sports event but also an effective tool for introducing Mandalika as a complex and sustainable tourism destination. The impact of LSMC on Mandalika is not only reflected in the economic aspect but also involves environmental and socio-cultural dimensions. Environmentally, the success of LSMC presents a challenge to ensure that its impacts remain within sustainable limits. It is necessary to implement environmentally friendly measures in the event organization, such as efficient waste management, nature conservation, and the use of renewable energy, to protect the sensitive ecosystem around Mandalika. In the socio-cultural context, LSMC is expected to become a driving force for preserving and promoting local cultural heritage. By involving local communities in the organization and promotion of the motocross event, it can strengthen cultural identity. Additionally, a participatory approach in community involvement can create job opportunities and local economic empowerment, preventing the risk of cultural alienation.

The economic aspect, related to the multiplier effect, can significantly contribute to the development of tourism infrastructure in Mandalika. Additional income generated from tourists coming for LSMC can be allocated to update and enhance local infrastructure, including roads, transportation, and public facilities. In turn, this will strengthen the appeal and competitiveness of Mandalika as a super-priority destination. The synergy between the government, the tourism sector, and local communities forms the foundation for the alignment and sustainability of Mandalika's development. By accommodating economic, environmental, and socio-cultural impacts, a sustainable tourism development model can be produced that provides positive benefits for all stakeholders. Thus, Mandalika will not only become a super-priority destination that develops economically but also preserves environmental sustainability and cultural diversity, creating an inclusive, sustainable tourism destination that can enhance the local economy in NTB Province.

Based on the background above, an in-depth study is needed on "The Role of Motocross Competition in Sustainable Tourism Development in Lombok, NTB." This study is essential to understanding how motocross events, such as LSMC, can positively impact various aspects of development at the regional level.

## **2. LITERATURE REVIEW**

The research titled "The Role of Motocross Competition in Sustainable Tourism Development in Lombok, NTB" is based on several key relevant theories. The concept of special interest tourism, as outlined by Douglas (2001), explains that the Motocross Competition can be categorized as sport tourism, which attracts visitors seeking authentic experiences and direct interaction with local communities. Standeven and De Knop (1999) in Weed (2008) elaborate that sport tourism events, including motocross competitions, can significantly contribute to the local economy through tourist spending in sectors such as accommodation, food, and local transportation, a view reinforced by Ross (2001) and Prasetyo (2011) in their research.

The theory of sustainable tourism also supports this analytical framework. The Federation of Nature and National Parks in Arida (2017) and Weaver (2012) assert that sustainable tourism considers environmental, social, and economic integrity for the long term. By integrating these principles, the

Motocross Competition in Lombok can be directed to provide sustainable economic benefits without harming the environment or neglecting the social needs of the local community. Additionally, the socio-cultural impact of the motocross event needs to be explored in depth. Wall (1982) and Godfrey & Clarke (2000) indicate that the interaction between tourists and local communities can significantly change the social and cultural life of local people. It is crucial to ensure that the event not only provides economic benefits but also raises awareness and appreciation for local culture, which is in line with the principles of sustainable tourism. This research also focuses on the physical environmental impact, as identified by Ismayanti (2010). Evaluating the impact of the motocross competition on water quality, air quality, and the conservation of local flora and fauna is essential for maintaining environmental sustainability in Lombok. Considering all these aspects, this research aims to present a comprehensive overview of how the Motocross Competition can be sustainably integrated into tourism development in Lombok, NTB, and offer strategic recommendations to optimize its positive benefits while minimizing its negative impacts.

Jones and Murphy (2019) emphasize how sports events like motocross competitions drive tourism growth in certain destinations by increasing the number of tourists and generating local interest. They highlight the need to integrate sustainable tourism principles into the planning and implementation of events to ensure that the economic benefits generated are not only short-term but also sustainable in the long term. Another study by Dwyer and Kim (2020) highlights that sports tourism has great potential to support local economic development through tourist spending in various economic sectors such as accommodation, food, transportation, and other activities. They also emphasize the importance of considering environmental and socio-cultural aspects in developing sports events to minimize negative impacts on the natural environment and local culture. Research conducted by Ferdous and Arfin (2021) shows that sports events can strengthen local communities by increasing participation in tourism activities and promoting cultural diversity and local heritage. They assert that well-managed sports events not only provide economic benefits but also strengthen the cultural identity of local communities.

### **3. RESEARCH METHODOLOGY**

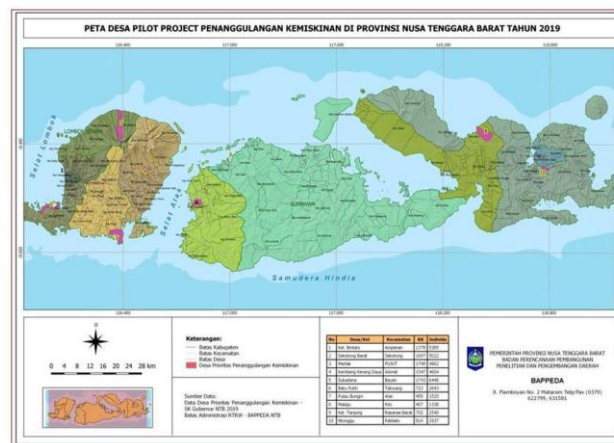
In the context of this research, the focus of the analysis is aimed at evaluating the impact of the 2023 Lombok-Sumbawa Motocross event across three main dimensions: environmental, socio-cultural, and economic. The environmental impact assessment includes evaluating the event's impact on the surrounding environment, including its potential effects on local ecosystems, air quality, water quality, and the waste management efforts implemented. Sustainability aspects of the event, such as efforts to reduce carbon footprint and nature conservation initiatives, are also integral parts of this analysis. In evaluating the socio-cultural impact, this research will identify and assess the effects of the Motocross event on the social and cultural structures of the local community. This includes examining whether the event promotes cultural awareness, increases active participation of the local community, or even changes social values that can be observed through the interaction between participants and the local community.

The economic impact of the Motocross event is also a primary focus of this assessment. The research will consider the economic contributions generated by the event, including increases in

local income, the creation of new job opportunities, and the stimulus for regional economic growth. This analysis considers economic aspects such as direct tourist expenditures, investment in supporting infrastructure, and the long-term impact on the local tourism sector. Using qualitative research methods, the aim is to provide an in-depth and contextual understanding of the impacts generated by the 2023 Lombok-Sumbawa Motocross event. This approach involves comprehensive literature reviews, meticulous field observations, in-depth interviews with stakeholders, and document analysis to gain a holistic understanding of how this event affects and is affected by various aspects at the location.

#### 4. FINDING AND DISCUSSION

The Province of West Nusa Tenggara (NTB) consists of two main islands, Lombok and Sumbawa, as well as various other smaller islands, totaling 280 islands in its territory, of which 32 are inhabited. NTB covers an area of 20,153.20 km<sup>2</sup> and is located at coordinates 115° 46' - 119° 5' East Longitude and 8° 10' - 9° 5' South Latitude. Sumbawa Island, which makes up 76.49% of NTB's total area or about two-thirds of its territory, has an area of 15,414.5 km<sup>2</sup>, while Lombok Island accounts for the remaining one-third. The capital city of the province, Mataram, is located on Lombok Island at an elevation of about 27 meters above sea level. Administratively, NTB borders the Java Sea and the Flores Sea to the north, the Indian Ocean to the south, the Lombok Strait to the west, and the Sape Strait to the east. The province is divided into 10 regencies/cities: five on Lombok Island (West Lombok, Central Lombok, East Lombok, North Lombok, and Mataram City) and five on Sumbawa Island (West Sumbawa, Sumbawa, Dompu, Bima, and Bima City). This geographic diversity influences the social, economic, and cultural aspects of each region.



**Figure 1.** Map of Nusa Tenggara Barat  
Sumber : Regional Development Planning Agency, NTB, 2019

According to the 2023 census, NTB has a population of 5,576,992 people as of September 2020, with a population density of 274 people per square kilometer across its land area of 20,120 square kilometers. The average population growth rate from 2010 to 2023 was 2.03% per year. In 2020, the population profile of NTB shows that 49.93% were male and 50.07% were female, with a decrease in the proportion of the population aged 0-14 years from 45.32% to 25.35%. Meanwhile, the working-age population (15-64 years) increased from 52.56% to 69.77%, and the population aged 65 years and above rose from 2.12% to 4.88%. Specifically, Millennials and Generation Z

make up 42.71% of the population, born between 1997 and 2013. In terms of community welfare, NTB has shown a decrease in poverty rates from 17.25% in 2013 to 15.05% in 2017, with an average annual decline of 0.55%, higher than the national average of 0.34% per year. This trend is evident across various regencies/cities in NTB, where North Lombok Regency experienced the largest decrease at 3.28%, while Bima City had the lowest decrease at 0.64%. The labor force participation rate indicates agriculture as the main source of employment, although there has been a decrease from 45.29% to 29.69% over the past five years, with a majority of workers having low education levels (junior high school and below).

Meanwhile, NTB's tourism sector demonstrates significant potential with destinations like Mandalika, Gili Trawangan, and Tanjung Aan Beach. This sector contributes significantly to the regional economy by increasing tourist visits, both domestic and international. Programs such as Visit Lombok - Sumbawa and Pesona Lombok Sumbawa have successfully increased tourist arrivals to 3.5 million by the end of 2017. Additionally, sports tourism activities like the World Superbike at Mandalika Circuit attract international visitors. Since 1984, Central Lombok has been recognized for its diverse tourism potential. One of the key initiatives is the development of the Mandalika Special Economic Zone (SEZ), originally designed to offer marine tourism with beautiful beaches and stunning underwater beauty. Currently, Mandalika SEZ also serves as the venue for MotoGP races in Pujut District. Facing the Indian Ocean, Mandalika SEZ is renowned for its five captivating beaches including Kuta, Tanjung Aan, Serenting, Gerepuk, and Seger, all ideal for water sports. The development of Mandalika SEZ is expected to attract more tourists to visit Central Lombok Regency, thereby supporting the growth of tourism and other economic activities in the region.

**Table 1.** Number of Tourists and Average Length of Stay in 2016-2020

Year	Total Tourist		Total	Average Length of Stay
	Foreign	Domestic		
2016	49.769	59.148	108.917	3,25
2017	86.524	113.959	200.483	3,50
2018	83.176	70.539	153.715	3
2019	74.875	61.7	136.575	3,00
2020	17.849	26.71	44.559	3,00

**Source:** Department of Tourism and Culture of Central Lombok Regency, 2021

Based on the data recorded in the tourist visitation table to Central Lombok, there has been significant fluctuation in visitor numbers over the past few years. In 2016, there were 59,148 visitors, which increased to 113,959 people in 2017. However, there was a decline in 2018 to 70,539 people, triggered by the earthquake on Lombok Island. The downward trend continued in 2020, where tourist visits drastically dropped to 44,559 people due to the global Covid-19 pandemic. Central Lombok Regency now has a total of 146 hotels as of 2020, comprising 135 non-

star hotels and 11 star-rated hotels, expected to support the tourism industry despite facing challenges from changes in tourist visits due to external factors. Sumbawa Regency, one of the regions in West Nusa Tenggara Province, is located at the western end of Sumbawa Island with geographical coordinates between 116° 42' to 118° 22' East Longitude and 8° 8' to 9° 7' South Latitude, covering an area of 6,643.98 km<sup>2</sup>. Topographically, this region is predominantly hilly with elevations varying from 0 to 1,730 meters above sea level, with the majority of the area (41.81%) located at elevations of 100 to 500 meters. The highest sub-district capital is Semongkat in Batulanteh District, while the lowest sub-district capital is Sumbawa Besar. The regency borders West Sumbawa Regency to the west, Dompu Regency to the east, the Flores Sea to the north, and the Indian Ocean to the south. The average distance from the regency capital to sub-district towns is 45 km, with Tarano District being the furthest at a distance of 103 km.

Demographically, the population of Sumbawa Regency in 2020-2023 is estimated to reach 527,607 people, with a sex ratio of 100 males per 96 females. Its population density in 2022 reached 79 people per km<sup>2</sup>, with the highest density in Sumbawa District reaching 1,499 people per km<sup>2</sup> and the lowest in Orong Telu District at 12 people per km<sup>2</sup>. In terms of education, Sumbawa Regency has 588 elementary schools, 110 junior high schools (SMP), 27 senior high schools (SMA), and 20 vocational high schools (SMK) as of 2022. Health facilities are also continuously being improved, with 3 hospitals, 8 first aid clinics, and 26 community health centers (puskesmas) spread across all sub-districts. As a tourism destination, West Sumbawa Regency stands out with its natural potential, including underwater tourism, beaches, hills, forests, and waterfalls. Some of the developed natural attractions include Kenawa Island, Lake Lebo Taliwang Nature Reserve, Maluk Beach, and Mantar Peak, managed through Tourism Awareness Groups (POKDARWIS) to enhance community involvement in local tourism development. The regency also boasts 38 hotels with a total of 449 rooms and 686 beds, concentrated in Sekongkang, Maluk, Taliwang, and Jereweh Districts, supporting tourism infrastructure in the area.

The Lombok Sumbawa Motocross Competition (LSMC) 2023 has been a significant moment in advancing sport tourism in West Nusa Tenggara (NTB), Indonesia. This event is not just a motorcycle racing event but also a grand showcase aimed at increasing tourist visits to NTB and promoting local cultural potential. LSMC features various activities such as automotive parades, e-sport competitions, adventure trails, and national motocross championships, providing a comprehensive tourism experience. The event successfully attracted attention with a total of 1,134 participants and various other exciting activities, such as touring communities and modification contests, all designed to enrich knowledge of NTB's cultural and natural wealth. LSMC also revitalizes the sports tourism spirit by presenting high-level competitions and promoting NTB as a premier destination in Indonesia. LSMC 2023 also succeeded in creating a historic moment in the automotive world, producing talented racers and strengthening NTB's image as a sports tourism destination. Support from the Indonesian Motor Association (IMI) NTB ensures strict regulations and talent development among participants, making LSMC not just a sports event but also a platform for local economic growth. Collaboration with local governments and related institutions such as the NTB Tourism Office and NTB Regional Hospital ensures safety and health during the event, demonstrating commitment to hosting responsible and sustainable events.

The LSMC 2023 event series brought a range of activities, including various types of automotive competitions and creative festivals. From national motocross championships and modification contests to adrenaline attractions like drifting and drag races, all these elements not only provide entertainment but also support the development of the creative economy in NTB. Broad participation from local and national communities and high public enthusiasm affirm LSMC as an anticipated annual event. Thus, the success of LSMC 2023 is not only in creating valuable experiences for automotive enthusiasts but also in delivering significant positive impacts on NTB's tourism and economy. Regional development in Lombok-Sumbawa is driven forward with the success of the Lombok-Sumbawa Motocross Competition 2023 (LSMC). This event not only positively impacts the tourism and sports sectors but also makes a significant contribution to regional development as a whole. Firstly, economically, LSMC provides a positive boost through increased visits from both local and international tourists. This opens up new business opportunities in sectors such as hospitality, culinary, and transportation in Lombok-Sumbawa. Local economic players, especially those involved in the automotive creative industry, also have opportunities to expand networks and increase income through activities such as automotive parades and modification contests. Secondly, from an educational perspective, LSMC provides opportunities for local communities to participate in various non-formal education activities. This includes training related to automotive modification, safe driving, and other aspects of the automotive industry. The creative festivals held alongside this event also serve as a platform for knowledge and skills exchange, contributing to the improvement of human resources quality in the region. Thirdly, LSMC demonstrates a commitment to environmental sustainability through strict regulations and attention to safety during the event. This reflects a focus on sustainable tourism, reinforced by the introduction of local tourist destinations through activities such as touring communities and raising awareness of ecosystem diversity and natural beauty in Lombok-Sumbawa.

LSMC also plays a crucial role in building a positive image and enhancing investment attractiveness for Lombok-Sumbawa. By emphasizing tourism aspects, this event helps elevate the region's image as an attractive destination for tourists and creates investment opportunities in various related sectors, such as tourism infrastructure and local creative industry development. Overall, LSMC not only delivers significant economic impacts and enhances education and environmental awareness but also acts as a catalyst for cross-sector cooperation and social capacity development in the Lombok-Sumbawa region. From November 23 to 26, 2023, Lombok became the center of attention through a series of Explore Lombok Community (Trabas) events. This event successfully gathered a total of 3,893 participants, showcasing various diverse activities and enlivening the atmosphere with high spirits. One of the main highlights was the National Motocross and Grass track from November 24-26, 2023, attracting 248 starters to compete enthusiastically. Meanwhile, the Lombok Island Touring Community, on November 25-26, 2023, successfully gathered 1,176 participants to explore the beauty of the island. Previously, on November 18-19, 2023, the Sumbawa Island Touring Community also succeeded, with 583 participants mesmerized by the island's charm. The vehicle modification contest, held from November 24 to 26, 2023, showcased creativity through the participation of 153 vehicles undergoing unique transformations. Other attractions included Car Drift and Freestyle Stunt show on November 26, 2023, drawing attention with the presence of 43 cars and 4 talented riders in succession.



With various attractions and participation in the Explore Lombok Community (Trabas) 2023, especially through the Lombok-Sumbawa Motocross Competition, it not only became an attraction for automotive enthusiasts but also made a significant contribution to increasing regional revenue. The participation of thousands of participants and spectators from within and outside the region has provided a strong economic boost, generating additional income for local sectors such as hospitality, culinary, and transportation. This event also promotes local economic growth by increasing the use of public facilities such as transportation and accommodation, directly contributing to the regional economy. In addition, through attractive competition concepts and other attractions, Explore Lombok Community (Trabas) creates new attractions for tourism and provides better investment opportunities in Lombok-Sumbawa. Active participation from various government agencies, associations, and local businesses also made a significant contribution to the success of this event. The diversity of sectors represented by tenants and participants, such as tourism, cooperatives, trade, industry, and local SMEs, not only enriches the event with diverse products and services but also helps strengthen business networks and promote tourism destinations in NTB. Thus, through LSMC and various other activities, it not only provides significant economic impacts but also strengthens tourism attractiveness and potential for creative economy in NTB. Looking ahead, similar events are expected to continue to drive local economic growth, provide exceptional experiences for participants and tourists, and support initiatives to advance economic sectors in Indonesia.

## 5. CONCLUSION

The Lombok Sumbawa Motocross Competition (LSMC) in 2023 successfully became a magnet for automotive enthusiasts and significantly supported local economic growth. The event not only attracted thousands of participants and spectators but also strengthened the automotive community bonds in the Lombok-Sumbawa region. The positive impact of LSMC is evident from increased tourist visits, hotel revenue, and active participation from various stakeholders in promoting the tourism potential and creative economy of NTB. To refine and continue similar activities in the future, the following steps are recommended: Firstly, conduct further research to thoroughly map the economic impact of LSMC on local sectors such as hospitality, culinary, and transportation. This research will help understand the direct and indirect contributions of the event to regional income and employment. Secondly, foster better infrastructure development to support the growth of the tourism sector and creative economy in NTB, while considering environmental sustainability and empowering local communities through eco-friendly infrastructure development that meets the needs of tourists and local communities. Thirdly, gather structured feedback from participants and tourists to continuously improve their experience in similar activities in the future. By addressing necessary aspects based on this feedback, the event can become more attractive and effective in achieving tourism goals and sustainable economic development in NTB. Implementing these recommendations is expected to further enhance the regional tourism appeal and support sustainable economic development through LSMC and similar activities in NTB.

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