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Endarman Saputra

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THÈSE de DOCTORAT DE L'UNIVERSITÉ CLAUDE BERNARD LYON 1

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LE DÉVELOPEMENT TOURISTIQUE PAR DE NOUVEAUX ÉVÈNEMENTS SPORTIFS : EVALUATION DE L'IMPACT DU TOUR DE SINGKARAK SUR LES RÉSIDENTS INDONÉSIENS

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DEVELOPING TOURISM WITH NEW SPORTING EVENTS: EVALUATING THE
TOUR DE SINGKARAK'S IMPACTS ON INDONESIAN RESIDENTS

A dissertation
presented to the Faculty of Sport Science, Universite Claude Bernard Lyon 1
in partial fulfillment of the requirements for the degree of
Doctor of Philosophy (Ph.D.) in Sport Management / L-VIS

by

Endarman Saputra

Lyon, France
December, 2023 of Oral Defence

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This thesis is dedicated to the people I love the most: my parents, my wife Adek Damayanti, my son Kautsar Adzka Satria Perkasa and my extended family. Sometimes, when I lose faith in myself, you guys are here to believe in me. Sometimes, when everything goes wrong, you guys look close and fix everything.

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Le développement touristique par de nouveaux événements sportifs : Évaluation de l'impact du Tour de Singkarak sur les résidents indonésiens

Résumé

Cette recherche se lance dans un examen approfondi du Tour de Singkarak, un événement cycliste bien connu qui se déroule à Sumatra Ouest, en Indonésie, en englobant deux études distinctes qui éclairent l'événement sous différents angles.

La première étude se penche sur le processus d'innovation ayant donné naissance au TdS, en le disséquant à travers le prisme de la théorie de l'acteur-réseau et de l'analyse sociotechnique. Elle met en évidence quatre moments essentiels de la traduction : la problématisation, l'intéressement, l'enrôlement et la mobilisation, qui constituent le cœur de la progression de l'événement. La dynamique de coopération entre un groupe diversifié de parties prenantes, telles que les représentants du gouvernement, les entrepreneurs locaux et la communauté, a joué un rôle important dans la création et la réalisation de l'événement. L'ANT et l'analyse sociotechnique fournissent des informations essentielles sur le processus d'innovation, en mettant particulièrement l'accent sur la dynamique du pouvoir et les facteurs de charisme. En conséquence, le TdS s'est déroulé comme un réseau d'acteurs, démontrant la sophistication de l'innovation dans le tourisme sportif.

La deuxième étude s'intéresse ensuite aux perceptions des résidents locaux sur le TdS et à l'impact qu'il a eu sur leur environnement immédiat. Une analyse détaillée basée sur une enquête quantitative à partir de questionnaires a été entreprise pour sonder les relations entre les impacts sociaux positifs, les impacts économiques positifs, les impacts négatifs, la cohérence de la communauté, l'image de l'événement sportif, la satisfaction et la loyauté. Une analyse utilisant la méthode PLS a été conduite pour tester le modèle et ses hypothèses.

Les résultats ont révélé des interconnexions complexes entre ces facteurs. Notamment, les impacts sociaux positifs n'ont pas augmenté de manière significative l'image de l'événement ou des niveaux de satisfaction. Cependant, les conséquences économiques positives perçues, ainsi que les impacts négatifs perçus, en conjonction avec les facettes de la cohérence et de la cohésion de la communauté, jouent un rôle fondamental dans la formation de l'image positive de l'événement. Il est intéressant de noter que les impacts négatifs perçus empêchent l'amélioration de l'image de l'événement, ce qui souligne la nécessité d'atténuer les perturbations pour les résidents locaux. En outre, l'image positive que la TdS a cultivée exerce une forte influence sur la satisfaction, la fidélité attitudinale et la fidélité comportementale des résidents locaux. Le degré de fidélité des résidents est étroitement lié à leur perception de l'événement.

Cette recherche fournit des informations importantes sur la procédure d'innovation et l'impact domestique associé au TdS. Elle souligne la nécessité d'une stratégie à multiples facettes pour comprendre les complexités inhérentes aux événements sportifs et leurs rôles dans le contexte des communautés locales. En tant que contribution significative au domaine en expansion du tourisme sportif, il souligne l'importance de l'image de l'événement, de la satisfaction et de la fidélité dans le contexte des événements sportifs centrés sur les communautés locales.

Mots-clés : Théorie de l'acteur-réseau, analyse sociotechnique, événement sportif, satisfaction, fidélité, cyclisme

ABSTRACT

Developing tourism with new sporting events: Evaluating the Tour de Singkarak's impacts on Indonesian residents.

This research embarks on a thorough examination of the Tour de Singkarak, a well-known cycling event held in West Sumatra, Indonesia, encompassing two distinct studies that shed light on the event from different perspectives.

The first study delves into the innovation process encompassing the TdS, dissecting it through the lens of Actor-Network Theory and socio-technical analysis. It uncovers four essential translation moments: problematization, intersement, enrolment, and mobilization that form the core of the event's progression. The dynamics of cooperation among a diverse group of stakeholders, such as government representatives, local entrepreneurs, and the community, played a significant role in the event's accomplishment. ANT and socio-technical analysis provide vital insights into the innovation process, laying particular emphasis on power dynamics and charm factors. As a result, the TdS has unfolded a network of actors, demonstrating the sophistication of innovation in sports tourism.

Study Two then focus on the perceptions of local residents on the TdS and how it has impacted their immediate environment. A detailed survey-based analysis was undertaken to probe into the relations between positive social impacts, positive economic impacts, negative impacts, community coherence, sporting event image, satisfaction, and loyalty. Partial least-squares path modelling is instrumental in analysing the data output.

The findings revealed complex interconnections among these factors. Notably, positive social impacts did not markedly improve an event's image or levels of satisfaction. However, perceived positive economic consequences, along with negative impacts, in conjunction with facets of community coherence and development, play a fundamental role in moulding the upbeat image of the event. Intriguingly, the adverse impacts inhibit the enhancement of the event's image, underlining the need to mitigate the disruption to locals. Furthermore, the positive image that the TdS exerts a strong influence on the satisfaction, attitudinal loyalty, and behavioural loyalty of local residents. Residents' loyalty is intricately tied to their perceptions of the event.

This investigation provides noteworthy insights into the innovation procedure and the community impact associated with the TdS. This emphasizes the necessity for a multifaceted strategy to comprehend the complexities inherent in sporting events and their roles within the local community context. As a significant contribution to the expanding realm of sports tourism, it emphasizes the importance of event imaging, satisfaction, and loyalty within the context of community-centric sports events.

Keywords: Actor-network theory, social-technical analysis, sporting event, satisfaction, loyalty, cycling.

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CHAPTER I: INTRODUCTION

1.1 Research location

1.1.1. Indonesia

Being the largest archipelago globally, Indonesia has distinctive geographical characteristics and faces particular challenges. The entire nation lies within 11° latitude from the equator, giving it a tropical climate (Phillips, 2005). This tropical environment significantly influences ecosystem diversity in Indonesia. Indonesia's geographic boundaries play a crucial role in its positioning and interactions with neighbouring countries. Located in the Indo-Pacific region, Indonesia is an archipelago country consisting of approximately 17,500 islands spread across an area of around 9 million km². These islands are surrounded by various bodies of water, with boundaries that encompass the North (Malaysia, Singapore, Vietnam, Philippines, Thailand, Palau, and the South China Sea), South, West, and East (Presidential Decree No. 6 of 2017 on Small Outermost Islands Determination). The geographic boundaries of Indonesia serve as a defining factor in its geopolitical landscape (BPS-Statistics Indonesia, 2022). Not only does Indonesia's archipelagic nature present opportunities for trade and diplomatic relations, but it also poses challenges in terms of governance, security, and environmental management. Furthermore, Indonesia's geographic boundaries hold strategic sovereignty values that must be well managed and guarded. The diverse and extensive boundaries of Indonesia necessitate a comprehensive approach in managing and safeguarding its outermost islands.

The Indonesia's population report based on the 2020 population census provides valuable insights into the demographic composition of the country. This report highlights the population distribution according to gender, with male residents accounting for 136,661,899 (50.58 %) people and female residents totalling 133,542,018 (49.42 %) individuals. This gender distribution reflects a relatively balanced representation of men and women within the

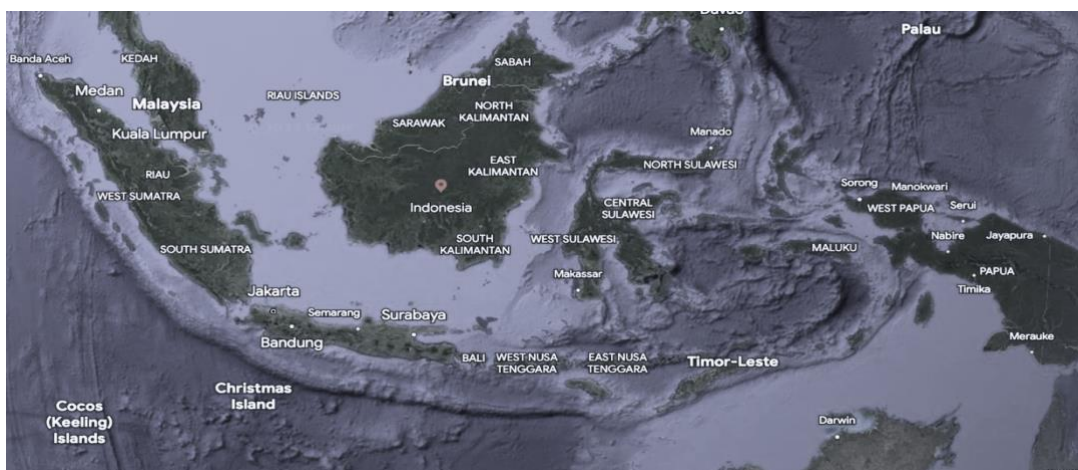
Indonesian population. Furthermore, the report states that Indonesia had a total population of 270,203,917 people in 2020, making it the fourth most populous country in the world (BPS-Statistics Indonesia, 2022).

1.1.2. Indonesian Tourism Sector

The Indonesian tourism sector report provides valuable insights into the performance and impact of tourism in the country. The tourism sector contributes significantly to the Indonesian economy. In 2018, there were 15.81 million foreign tourist visits with a growth of 12.58% and was able to contribute foreign exchange of USD 19.3 billion (Pambudi et al., 2020). Indonesian tourism contributes alongside the third largest foreign exchange after palm oil (CPO) and coal exports (Ayudhia et al., 2018). According to Rahma, (2020) in 2018, the country's tourism sector achieved the ninth highest growth in the world, according to The World Travel & Tourism Council (WTTC).

This highlights the significant role of tourism in driving economic growth and attracting foreign investment. In Indonesia, the tourism sector has become an important part of national development and has even become one of the government's priority development programs (Eriadi et al., 2023). Furthermore, the report emphasizes that the tourism sector has emerged as a crucial part of national development and has even become a priority for the government's development programs (Lemy et al., 2019).

Figure 1: Map of Indonesia



1.1.3. Sumatra Barat (West Sumatra)

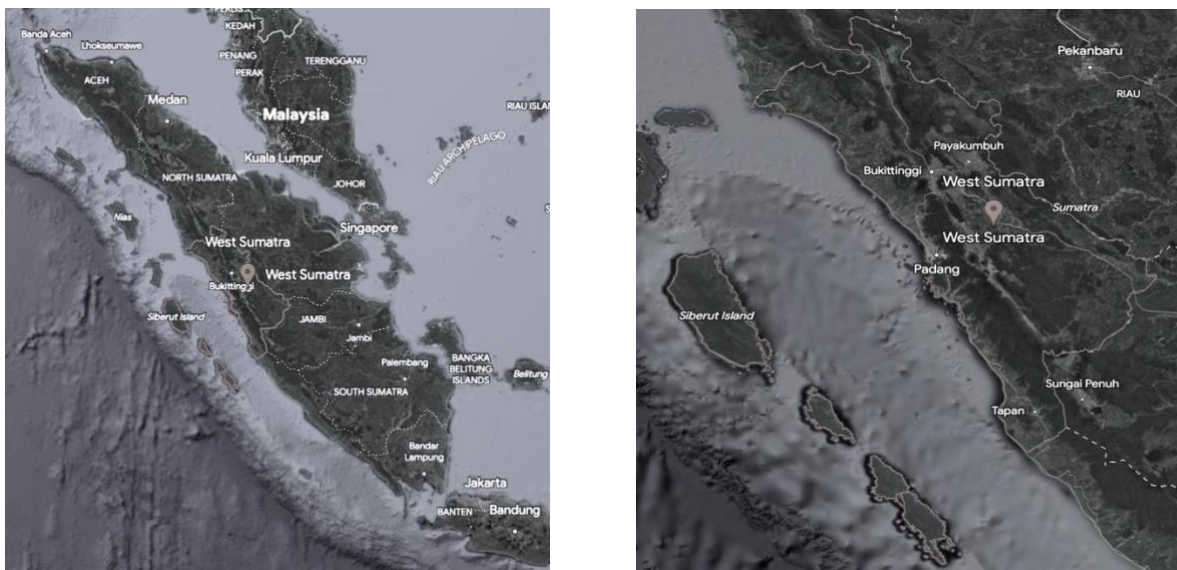
Geographically, West Sumatra occupies a strategically central position along its western coast, covering an expansive area of approximately 42.01 thousand square kilometres. It shares its borders with the adjacent provinces of Sumatera Utara, Riau, Jambi, and Bengkulu while being surrounded by the vast expanse of the Indian Ocean (BPS-Statistics Sumatera Barat Province, 2022).

As of the year 2021, based on the Interim Population Projection data for the period of 2020 to 2023, West Sumatra was home to a population of 5.58 million individuals, precisely at the midpoint of the year in June. Among this population, 2.81 million were males, and 2.77 million were females, resulting in a gender ratio of approximately 101.47. Notably, there was a significant increase of approximately 45.76 thousand individuals when compared to the previous year's population census. The average population density for the entirety of West Sumatra was 133 people per square kilometre. It is worth mentioning that Bukittinggi Municipality emerged with the highest population density, boasting nearly 4,817 inhabitants per square kilometre, whereas Kepulauan Mentawai exhibited a notably low population density, with only 15 individuals residing per square kilometre (BPS-Statistics Sumatera Barat Province, 2022).

West Sumatra, Indonesia, is blessed with a wealth of natural resources at its disposal, encompassing forests, land-based resources, water bodies, protected areas, and a diverse range of biodiversity, as highlighted by Ullah et al. (2017). West Sumatra Province is a region abundantly endowed within Indonesia, offering a plethora of tourist attractions. This province has garnered significant recognition and acclaim at both the national and international levels, establishing itself as a favoured tourist destination. Notably, West Sumatra has been accorded the prestigious status of a primary national tourism hotspot, an accolade underscored by Melasari et al. (2023).

Furthermore, West Sumatra is renowned for its delectable cuisine, notably featuring spicy and flavourful dishes such as rendang, slow-cooked beef delicacy, and sate Padang, grilled meat skewers served with a distinctive and piquant sauce. The Minangkabau cuisine, deeply intertwined with cultural heritage, serves as a cornerstone of cultural identity for the Minangkabau people, manifesting in their food choices, as expounded by Mardatillah (2020).

Figure 2: Map of Sumatra and West Sumatra Island



1.1.4. Singkarak Lake

Singkarak Lake, situated in West Sumatra Province, spans two administrative areas: Solok Regency and Tanah Datar Regency. The lake's geographical coordinates are between 0o31'46" and 0o42'20" South latitude, and 100o26'15" and 100o35'55" East longitude. Situated 364m above sea level, this lake covers an area of 130 square kilometres (Pemerintah Daerah Kabupaten Solok, 2017).

According to Pemerintah Daerah Kabupaten Solok, (2017), the lake stretches 23 km at its longest and 7 km at its widest point. The deepest point is 269 m and the average depth was 203 m. The lake's circumference is approximately 50 km, with a volume of 26.4 cubic kilometres. The retention time was estimated at 57 years. The Ombilin River/Batang is the only

outflow from the lake. The formation of Singkarak Lake is attributed to the tectonic activity of the surrounding fault lines. The lake is part of the Singkarak-Solok longitudinal graben, a segment of the Great Sumatra Fault. Subsequent damming of the large basin occurred in the northwest due to eruptive material from the young Merapi, Singgalang, and Tandike volcanoes. In the southeast, the lake was damaged by the eruption material deposits of Mount Talang.

Lake Singkarak is a popular attraction for both local and international tourists, and it supports a range of tourism activities. Visitors enjoy the natural beauty of the area and participate in water-based recreational activities such as swimming in serene and crystal-clear lakes, kayak or motorboat tours, and fishing (Pemerintah Daerah Kabupaten Solok, 2017).

1.2 Hosting mega-sport-events to boost the image and popularity of a place

Hosting mega-sport events constitute a deliberate strategy frequently employed by cities and governments to enhance their global standing and popularity on the international stage. This approach is underpinned by the widespread belief that such events bestow prestige and confer economic advantages, particularly in tourism (Fourie & Santana-Gallego, 2022). Furthermore, these mega-events are instrumentalized by states as potent instruments of soft power projection, nation branding, and public diplomacy (Lee Ludvigsen et al., 2022).

Over the past three decades, this strategic deployment of mega-events has played a pivotal role in urban and regional development, especially in nations grappling with the ramifications of de-industrialization (Karaca & Beyhan, 2016). In various countries, the utilization of mega-events as catalysts for economic advancement has become a recurrent phenomenon, bearing a testament to their enduring appeal as a policy instrument.

Nevertheless, the influence of mega-events on urban transformation transcends the mere execution and management of infrastructure projects mandated by the event hosting. It extends into the realm of urban development, presenting a multifaceted impact that encompasses the opportunities generated for cities entrusted with the honor of hosting such

events (Karaca & Beyhan, 2016). In essence, mega-events wield significant agency in shaping the image of the host city, ushering in a spectrum of outcomes that encompass both favorable and adverse consequences for the host cities and their inhabitants (De Oliveira, 2020).

In summary, the phenomenon of mega-sport events as an urban development strategy is deeply ingrained in contemporary policy frameworks. These events, characterized by their potential to enhance global visibility and economic growth, have evolved into pivotal instruments for nations grappling with deindustrialization, while simultaneously generating a complex tapestry of effects on the host cities and their residents, thereby underscoring their multifaceted and enduring significance in the urban development discourse.

1.3 Linkage between Sporting Events and Sport Tourism

Funk (2008) divides sporting events into four categories. First, mega sports events in the target market are international tourism. The size and scope are very large, such as tourist attendance, target market, public financial involvement, political effects, television coverage, facilities, and economic and social impacts, such as the Olympics and the FIFA World Cup. Second, hallmark events are sporting activities associated with a particular destination or location that results in increased status for that particular place, such as Tour de France, London Marathon, Melbourne Cup, and so on. Third, major events are sporting activities that are not specific to a particular destination but provide significant economic benefits, media coverage, and visitor numbers based on their size and scope, such as the Rugby World Cup, the UEFA Champions League, NFL Superbowl, and so on. Fourth, local events are sporting activities that generally do not fulfil the criteria of the types of mega sporting events, hallmark events and major events, but these sporting activities are more regionally based. Examples are triathlon series, premier league matches. Sporting events have become popular as a tourism and economic development strategy in many parts of the world. Researchers continue to endeavour to understand the positive and negative impacts of these events.

Below are some definitions of sports tourism, quoted from Hinch & Higham (2004, p. 19)

- Travel for non-commercial reasons to participate or observe sporting activities away from home range (Hall, 1992, p. 194);
- An expression of a pattern of behaviour of people during certain periods of leisure time – such as vacation time – which is done partly in specially attractive natural settings and partly in artificial sports and physical recreation facilities in the outdoors (Ruskin, 1987, p. 126);
- Holidays involving sporting activity either as a spectator or participant (Weed & Bull, 1997, p. 5);
- Leisure-based travel that takes individuals temporarily outside of their home communities to participate in physical activities, to watch physical activities, or to venerate attractions associated with physical activity (Gibson, 1998, 49);
- All forms of active and passive involvement in sporting activity participated casually or in an organized way for non-commercial or business/commercial reasons that necessitate travel away from home and work locality (Standeven & De Knop, 1999, p. 12).

From the definitions put forward by the experts above, we propose sports tourism as an activity that refers to travel that involves a person's active participation in watching sporting events or participating in sports activities and in between activities visiting tourist attractions of the destination. This can include attending or watching major sporting events, such as the Olympics, Asian Games, World Cup, and others. In addition, participating in sports tournaments or taking part in activities such as rafting, surfing, or golf is also sports tourism. The main purpose of sports tourism is to combine the

excitement of travelling with the enjoyment of sports. As explained by the World Tourism Organisation (UNWTO), sports tourism is described as follow:

“Tourism and sports are interrelated and complementary. Sports – as a professional, amateur or leisure activity – involves a considerable amount of traveling to play and compete in different destinations and countries. Major sporting events, such as the Olympic Games, football and rugby championships have become powerful tourism attractions in themselves – making a very positive contribution to the tourism image of the host destination.” (UNWTO, n.d.)

Sports tourism has become one of the fastest growing activities. Recently, an increasing number of tourists have become interested in sporting activities combined with travelling to visit a particular region or country, either as spectators or as active participants. Sporting events of all types and sizes attract tourists as participants or spectators, and destinations try to add local flavours to differentiate themselves and provide an authentic local experience. Mega sporting events such as the Olympics, World Cup, and Asian Games can be a catalyst for tourism development if successfully utilized in terms of destination branding, infrastructure development, and other economic and social benefits.

Sports participation and activities are important in tourism. Tourism and travel are fundamentally linked to many types of sports. The specific confluences of the two concepts vary according to stakeholders' perspectives and their particular interests in sports tourism (Hinch & Higham, 2004)

From the explanation above, it can be stated that sporting events and sports tourism have a significant attachment because they complement and support each other. The success of sporting events has a positive impact on sports tourism. This is in line with the opinion of Ratkowski & Ratkowska (2018) that sporting events are determinants of sports tourism.

1.4 Sporting Events in Indonesia

Indonesia has hosted the 4th Asian Games in 1962. And, for the second time in 2018, Indonesia hosted similar event, which was the biggest in the history of Asian Games, with 11,478 participating athletes from 45 Asian countries. The event was the second largest event after the summer Olympics. “In 2018 the biggest events in Indonesia are the summer Asian Games and the IMF-World Bank annual meeting. For the latter Bank Indonesia estimates that the economic gain will be around IDR 5.7 trillion (nearly 0.1% of GDP), from around 15 000 delegates” (Ollivaud & Haxton, 2019).

Indonesia has a regular sporting event called the Pekan Olahraga Nasional (National Games) (PON) that started in 1948. It is held every four years under the control of the Indonesian National Sports Committee (KONI). PON is held with the aim of maintaining national unity and integrity, attracting potential athletes, and increasing sports performance.

The nineteenth PON occurred in 2016, PON has been held 19 times. The XX PON was held in Jayapura, Papua. The implementation, which was supposed to be in October 2020, had to be postponed until October 2021 due to the Covid-19 pandemic. PON has been integrated into Indonesia's national sports policy agenda. Therefore, fundamental intrinsic values must remain a part of the identity of the Indonesian nation. Thus, the goals of PON can be achieved by adhering to basic historical values (Ma'mun, 2019).

1.5 Tour de Singkarak

The cycling organization was named the Indonesian Cycling Federation, or its abbreviation is ISSI, the organization was founded to coincide with the day of Indonesia's national awakening on May 20, 1956 in the city of Semarang. After the formation of the ISSI or the Indonesian bicycle sports association, various other organizations for cycling sports in Indonesia were formed.

In 2019 there were many UCI cycling events held in Asia, recorded on the official calendar as many as 51 events. And in Indonesia itself there are 4 similar events such as Tour de Indonesia, Tour de Siak, Banyuwangi Tour de Ijen, Indonesia National Championships and Tour de Singkarak. Tour de Singkarak is held in West Sumatra, taking a very beautiful lake as the name of the event. West Sumatra, Indonesia has very beautiful natural scenery and is very famous for its culinary. They have excellent beach, mountains, and other tours to visit.

Tour de Singkarak (TdS) is an annual professional road bicycle racing stage race held in West Sumatra, Indonesia, and named after the Lake Singkarak. It was held for the first time in 29 April to 3 May 2009 under full sponsorship of Ministry of Culture and Tourism of Indonesia. TdS is classified by the Union Cycling International (UCI) as a 2.2 category race as part of the UCI Asia Tour. TdS is one of Indonesia's national tourism programs carried out by the Government together with the Regional Government in the West Sumatra Province. This event was inspired by a similar event held in Europe, the Tour de France.

This event has formed a partnership with the Amaury Sport Organization, which is the organizer of the Tour de France. Based on the number of spectators, TdS had 550.000 viewers (2018) and ranked number 5th in the world after Tour de France (12 million viewers), Giro de Italia (8 million viewers), Vuelta a España (5 million viewers), Santos Tour Down Under (750 thousand viewers) (Putri, 2018). This exciting tour go across the picturesque West Sumatra countryside`s scenic landscapes, comprising beaches, blue lakes, and numerous hairpin bends, as they climb up to the foot of the volcanoes.

The purpose of this major event is to improve the tourism sector in Indonesia as well as the promotion of tourist objects. After ten years of this activity carried out, it is necessary to study the evaluation of the implementation of these activities and the commitment to improving the sport industry and innovations in efforts to increase tourism itself.

Table 1*Chronological Table of TdS Event*

Years	Date	Etape	Number of Participants	Prize (US Dollar)	Total Distance (Km)
2009	29 April – 3 May	4	11 countries, 21 team	40.000	459
2010	1 – 6 June	6	12 countries, 22 team	50.000	551,7
2011	6 – 12 June	7	15 countries	50.000	743,5
2012	4 – 10 June	7	25 team	66.000	856
2013	2 – 9 June	7	24 countries	100.000	1.057
2014	7 – 15 June	9	23 countries	110.000	1.250
2015	3 – 11 October	9	36 countries, 21 team	165.000	1.341,5
2016	6 – 14 August	8	18 countries, 23 team	165.000	1.100
2017	18 – 26 November	9	30 countries, 20 team	165.000	1.246
2018	3 – 11 November	8	26 countries, 21team	165.000	1.100
2019	2 – 10 November	9	24 countries, 20 team	165.000	1,249,1

Source: Administrasi, (2019) ; *Tour de Singkarak: Ayo, Jangan Lupa Untuk Bergabung Dengan Tour de Singkarak*, (2018)

TdS is an interesting and strategic blend between international bicycle race and tourism promotion. Featuring a wide array of international athletes, it not only sparks vigorous competition but also sheds a spotlight on the stunning landscapes, cultural richness, and inherent hospitality of West Sumatra. As cyclists traverse various scenic routes, onlookers and television viewers become acquainted with the region's attractions, thereby bolstering tourism. This symbiotic combination makes Tour de Singkarak a compelling spectacle and an effective marketing tool for attracting visitors worldwide. It is hoped that the TdS in West Sumatra will have a positive impact on Indonesian tourism.

The growing number of those taking part in Tour de Singkarak can be attributed to massive public investment in new facilities over the 2009s and 2019s. The number of TdS

spectators in 2019 increased from the previous year's one million spectators to 1.3 million spectators. So there was about 300,000 increase in the number of spectators (Elfisha, 2019). However, to achieve the goal of having a positive impact on organizing sporting events, the Tour de Singkarak is still new and still requires serious effort and commitment from both the government and the support of the local community. Unlike in Europe where all sports facilities and management are very good, in Indonesia there are still many shortcomings that need to be addressed.

1.6 Studies focusing on the Tour de Singkarak

Tour de Singkarak (TdS) is a prominent sports tourism event collaboratively organized by the Ministry of Tourism in conjunction with the West Sumatra Government since its inception in 2009 (Susanti et al., 2017). This annual international cycling race attracts participants from diverse regions including Asia, the United States, Australia, and Europe. As an official event with category 2.2 status recognized by the Union Cycliste Internationale (UCI), the TdS plays a pivotal role in the government's overarching strategy to entice tourists and stimulate economic growth within West Sumatra. Significantly, during the event's execution, a notable pattern emerges wherein the majority of participants and their support teams extend their stay, accompanied by their families, thereby contributing to the increased tourist footfall in West Sumatra (Prima Lita & Ma'ruf, 2015).

An analysis of the research findings from these studies reveals the positive impact of TdS on tourism influx (Daya et al., 2022), its adeptness to forge fruitful partnerships with various stakeholders (Lisna et al., 2021), and its consistent and substantial contributions to the region's status as a sought-after tourist destination (Silisna & Susanti, 2020). Additionally, TdS has been instrumental in enhancing both the quantity and quality of the road infrastructure (Susanti et al., 2017).

Furthermore, investigations have delved into the interplay between TdS image and the perception of tourist destinations, underscoring their influence on tourist satisfaction (Lita & Ma'ruf, 2015). A specific study pertinent to the cancellation of TdS highlights the ripple effects of such policies, encompassing impacts on tourism promotion, economic dynamics, and infrastructure development in the Tanah Datar Regency (Sintia & Rahim, 2021).

In a comprehensive examination of the sustainability of sports tourism, Susanti, (2015) noted that TdS has not yet made substantial strides toward sustainable contributions across three key dimensions: economic, social, and environmental.

For a more in-depth exploration of extant research on TdS, we present a concise summary of the selected articles table 1.

Table 2

List of studies related to TdS

Source	Results
Daya et al. (2022)	TdS is effective in increasing tourism visits to West Sumatra, with a percentage increase of 125% or as many as 414,068 foreign tourists during the period 2010-2019.
Lisna et al. (2021)	The partnership between the local government, tourism ministry, and various other parties, such as the media and sponsors, has gone well so that TdS can be held smoothly and successfully every year.
Sintia & Rahim (2021)	The cancellation of TdS in 2021 had a considerable impact on tourism promotion events in the Tanah Datar Regency. The cancellation of TdS also had an impact on the economy of the Tanah Datar Regency community and delayed infrastructure improvements in areas traversed by TdS event participants.
Silisna & Susanti (2020)	TdS has been successfully and consistently organized every year for the ten-year period 2009-2018 in West Sumatra and has made a significant contribution to the region as a tourist destination. This is inseparable from the strong commitment and serious action between the central and local governments at the provincial and municipal levels for the development of sports tourism in tourist destinations in West Sumatra.
Susanti et al. (2017)	The TdS has made a positive contribution to improving the quantity and quality of road infrastructure in West Sumatra since its implementation in 2009-2015. Improving the quality of road infrastructure increases tourist visits, especially to tourist attractions that are part of the start and finish points of TdS.

Susanti (2015)	Until its last implementation in 2013, the TdS event was not considered to make a sustainable contribution to its three main aspects—economic, social, and environmental—in West Sumatra. It is undeniable that this event increased the attractiveness of West Sumatra tourism in the eyes of the international community, but these gains are not sustainable and cannot fulfil sustainability requirements.
Lita & Ma'ruf (2015)	The image of sports events and tourist destinations affect the satisfaction of TdS tourists in West Sumatra.

1.7 Justification for The Study

Cycling events are achieving global recognition owing to their promotion of health benefits, acknowledgment of environmental responsibility, and contribution to city liveability. To understand the innovation process behind such events and their influence on local communities, this research is necessary.

1.8 Study One: Qualitative Assessment of Event Creation.

The first stage of our research aimed to understand the reasoning behind initiating bicycle events through qualitative conversations with local organizers and authorities, and stakeholders. This study aims to respond to an essential question: "What led local organizers and authorities to propose cycling events?" This qualitative analysis provided a deeper understanding of their objectives and motivations.

1.9 Study Two: Quantitative Investigation of Local Residents' Perception, Satisfaction, and Loyalty

The next stage involved a quantitative method to examine local residents' perceptions and satisfaction related to cycling events. This study evaluates the positive image, assesses residents' satisfaction, and explores their loyalty to the sporting event. With this quantitative method, we intend to provide a comprehensive outlook on local residents' perceptions and satisfaction, thereby contributing to a better understanding of the effects of the event on the community and areas of development.

The combination of qualitative and quantitative methodologies enhances the validity and depth of the study. Qualitative conversations offer a detailed exploration of the elements contributing to the event initiation and innovation process, whereas quantitative data collect local residents' perceptions, satisfaction, and loyalty levels. Together, these methods provide a detailed understanding of the cycling events.

1.10 Statement of The Problem

The growing popularity of cycling events in multiple communities has cultivated keen interest in their local influence and implications. However, a comprehensive understanding of the innovation process and impacts of such events is lacking. The intent of this research is to fill this void by exploring the different motivations and objectives that influence local organizers and authorities to facilitate this sporting event and to appraise the perception and satisfaction of local residents with respect to the events.

The following issues will be addressed: organizers and authorities' motivations and goals: Initiatives and inspiration to orchestrate cycling event by local organizers and authorities are under-reported. This missing information impedes an exhaustive assessment of the community consequences resulting from these events.

Local Resident Perceptions: Little is known about the perception of local residents regarding cycling races. It is vital to assess the positive image of these events, measure residents' satisfaction, and understand their level of loyalty towards them. This information is valuable for event organizers and local authorities in ensuring community support and engagement.

1.11 The research objectives

The research objectives of this study are to understand the innovation process creation and impact of a sporting event. The first qualitative study aims to gain insights into the reasons behind the creation of the cycling event and the motivations and goals of the local

organizers and authorities. The aim is to understand the factors that contributed to the implementation of the cycling race and to determine whether the organizers and authorities consider it successful.

The second part of the research aims to collect quantitative data on the perceptions of local residents. Specifically, the research aims to assess the positive image of the cycling event among local residents, measure their satisfaction towards the event, and understand their level of loyalty towards the cycling event.

CHAPTER II: LITERATURE REVIEW OF STUDY ONE

2.1. Definition of Sporting Events

There are several definitions related to sports events, which sometimes make us confused to interpret them. The sporting events' classifications are dependent on the author or the research upon which they are based. Higham (1999, p. 87), when discussing a small-scale sporting event, described them as: "regular season sporting competitions (ice hockey, basketball, soccer, rugby leagues), international sporting fixtures, domestic competitions, Masters or disabled sports and the like". Bjelac & Radovanovic (2003) described sports events as "those that are characterized by a creative and complex content of sports-like, recreational activities, of entertaining character, performed in accordance with a particular predetermined programme, and that achieve touristic effects and have a serious social and economic importance for the place or region in which they are held". One definition of sport event was released by Kaplanidou et al. (2012) as "tourism products for destinations and can vary in size (e.g., small, large)". On the other hand, "events are often defined as a function of their assumed economic impact"(Agha & Taks, 2015).

Currently, there is no globally accepted definition of various types of sporting events. Gammon (2011) noted that there is no unified definition of what is meant by a sports event, and that it might be because it is not necessary and also because it is clear what it is and consequently does not need further explanation. In this study, a sporting event is defined as an annual event held to attract tourists and the economic influence and social impact on the local community.

2.2. Sporting Event Categories

Up to the present time "sport event typologies have been situated within broader event types which in many cases overlap, primarily because they have been formatted using

differing criteria such as form, size, function and experience” (Getz, 2008a). For example, Gratton & Taylor (2001, p. 190) proposed a typology for major sports events:

- A. Irregular, one-off, major international spectator events generating significant economic activity and media interest (e.g. Olympics, World Cup, European Football Championship).
- B. Major spectator events generating significant economic activity, media interest and part of an annual cycle of sports events (e.g. FA Cup final, Six Nations Rugby Union Internationals, Test Match Cricket, Open Golf, Wimbledon).
- C. Irregular, one-off, major international spectator/competitor events generating limited economic activity (e.g. European Junior Boxing Championships, European Junior Swimming Championships, World Badminton Championships, IAAF Grand Prix).
- D. Major competitor events generating limited economic activity and part of an annual cycle of sports events (e.g. national championships in most sports).

Funk (2008, p. 5) conceptualized sport events in four categories. Firstly, “mega sport events target the international tourism market. The size and scope of their attendance, target market, public financial involvement, political effects, television coverage, facilities, economic and social impact are enormous (Olympics, FIFA World Cup)”. Secondly, “hallmark events are linked with a particular destination or location resulting in increased status for that specific place (e.g., Tour De France, London Marathon, Melbourne Cup)”. Thirdly, “major events are not destination specific but provide significant economic benefits, media coverage and number of visitors based on their size and scope (e.g., Rugby World Cup, UEFA Cup, NFL Superbowl)”. Fourthly, “local events generally do not meet the criteria of mega, hallmark and major event types and are more regionally based (Triathlon Series, Premier League match)”(Funk, 2008).

Müller (2015) proposes separated events into three different size classes, major events, mega-events and giga-events based on the four dimensions: visitor attractiveness, mediated reach, cost and transformational impact.

In this study, the TdS, and therefore the focus of this research, is categorized in the type B presented by Gratton & Taylor (2001, p. 190) “major spectator events generating significant economic activity, media interest and part of an annual cycle of sports events”, and in line with those categorized by Funk (2008, p. 5), namely, “major events are not destination specific but provide significant economic benefits, media coverage and number of visitors based on their size and scope ". Obtaining an in-depth understanding of the roots of sports events, an area still largely undiscovered, is vital. Hence, this research primarily concentrates on a wide-ranging subject of innovation.

2.3. Definition of Innovation

Earlier publications defined innovation as ‘any idea, practice, or material artifact perceived as new by the relevant unit of adoption’ (Zaltman et al., 1973, p. 10 cited in Hoerber et al., 2015, p. 4). According to OECD (2005, p. 46), innovation is defined as “the implementation of a new or significantly improved product (good or service), or process, a new marketing method, or a new organizational method in business practices, workplace organization or external relations”. Baregheh et al. (2009, p. 10) defined innovation as follow:

“Innovation is the multi-stage process whereby organizations transform ideas into new /improved products, service or processes, in order to advance, compete and differentiate themselves successfully in their marketplace.”

In 1962, E.M. Rogers developed diffusion of innovation theory, which is one of the oldest social science theories related to innovation. The theory was created in the field of communication to understand how an idea or commodity gains traction and diffuses (or spreads) through a population or social structure over time. “An innovation is an idea, practice, or object that is perceived as new by an individual or other unit of adoption”

(Rogers, 2003, p. 49). The individual's reaction to the idea is determined by how fresh it appears to him or her. It is an invention if a concept appears to be original to the person. Newness in an idea does not have to be limited to new knowledge. Someone may have been aware of an innovation for some time but has yet to shape a favourable or negative opinion of it, or to accept or reject it. An innovation's "newness" can be defined in terms of awareness, persuasion, or a decision to adopt (Rogers, 2003).

Innovation is often described as the gradual process of transforming a discovery into part of a social context. This transformation requires, at minimum, that the preliminary idea is embraced within its particular social atmosphere (Soulé et al., 2021). The triumph of an innovation is directly tied to its acceptance and utilization by consumers or ultimate users. The mechanisms that underpin the transition from a discovery to an innovation, such as the circumstances for their emergence or development, and the key role-players implicated, exhibit significant differences among varying theoretical perspectives and academic disciplines (Soulé et al., 2021).

These approach highlights the evolving nature of the concept and how it has been understood over time. Additionally, the passage effectively introduces the diffusion of innovation theory, elucidating Rogers' perspective on what constitutes an innovation and how individuals' reactions to it vary based on its perceived newness. The concept of innovation has broadened significantly in recent years. Today, innovation is not solely restricted to products, services, processes, or marketing methods. It also encompasses areas such as business models, social innovation, and sustainability.

2.4. Innovation as a network

Networks are an important way to gather new possibilities, develop business relationships, and promote products or services. "A network is generally defined by a specific

type of relation linking a defined set of persons, objects, or events” (Sallent et al., 2011, p. 401). Burt (2004) suggest that innovation is not always the product of individual brilliance. Instead, he showed that people who create diverse networks and thereby become bridges (or brokers) between various social or professional groups are more likely to have a good idea. This is because “an idea that’s mundane in one group can be a valuable insight in another” (Burt, 2004, p. 41). Powerful social origins will produce the good ideas and the innovative ideas. Innovators are not always very smart people with creative minds. They can be like anyone, but do two very important things: they hang out with all kinds of individuals, not just their close friends, and they listen and talk (Burt, 2004). Boutroy et al. (2015, p. 9) also noted that “socio-technical analysis defines innovation itself as a network”. Innovation brings groups of people together to harness their diverse talents and skills to solve challenges that cross multiple fields. Thus, the reason for joining a network is to develop partnership and discover new approaches of involvement. People can get insight into several organisations and collaborate through the use of a network.

2.5. The concept of association and attachment

Latour defines association as pertaining to the social: “we can begin with the common definition of social ‘to associate’” (Strum and Latour, 1987, p. 793 cited in Papilloud, 2018; Dépelteau, 2018). Associations are possible because they connect actors and give meanings to connections by changing resources. The actors' social bonds are intrinsically heterogeneous, as they include a variety of non-human objects and factors. These non-humans, like humans, can act as mediators. They do not define collective action or act as actors, but they do participate in it and assure its success (Paget et al., 2010).

Researchers Adopt (Van Der Duim, 2007) “tourisms capes” concept. Tourism, in the opinion of this author, is a hybrid collective in constant motion, which includes three components: actors, non-human entities, and interactions (Paget et al., 2010). First, the

involved actors; the providers who produce this sporting event innovation, local people, government, athletes, tourists, etc. The second component, the non-human entities, can be of very diverse nature. They can be objects (bicycles, cars, hotels, restaurants, etc.), natural resources (lake, mountains, roads, etc.), information (brochures, web sites, newspapers, etc.), technologies, and services. Third, interactions is what connects these people and these non-humans (Paget et al., 2010).

According to Latour (1999), “the idea of attachment immediately implies a challenge to the notion of causality, to the benefit of a much less tidy set of interactions: fumbling, scraping up against, mutual coaching” (Latour, 1999, cited in Hennion, 2017, p. 3). As suggested by Hennion (2017), that attachment better expresses the way we create and are created by the relationships and objects that unite us. This is perhaps the essence of what helps to overcome attachments: how we construct a social world with and within objects of concern, attention, and passion (Hennion, 2017). Attachment is what binds actors and actants together, and can stabilize the alliance, which is called a special bond (Latour, 1993 cited in Papilloud, 2018). Thus, the link between association and attachment is the presence of actors who are tied into the form of an association that attracts their interest to help make something happens (Felski, 2015).

2.6. Innovation in Sporting Events

Sport is evolving in terms of how it is played and how people interact with it as a result of innovation. “Innovation has been at the heart of sport because of the role competition plays in the game and also the industry” (Ratten, 2018). Over new concepts such as change and renewal, innovation shapes how sport is played, viewed and organized. Namely, innovation influences the role of sport in society. In the context of outdoor sports, according to Boutroy et al. (2015, p. 5), “the diffusion of novelty in sport takes place in a more or less conducive context (historical, social, technological)”. Persuasion and imitation lead to diffusion based on

stratified flows (from producers to consumers, pioneers to "stragglers," upper classes to other social milieus, and so on) (Boutroy et al., 2015).

Innovation is an essential component of sports and thus societies. The willingness to innovate is a critical requirement in sport because it promotes regeneration and progress by promoting the development of new sports and the emergence of alternative playing strategies, which are critical to the survival of certain sports (Ratten, 2018). An innovation's success thus appears linked to a number of key endogenous factors which favor (or not) its progressive propagation towards a market, in other words its adoption" (Boutroy et.al, 2015). Moreover, Boutroy et al. (2015) explained :

“According to actor network theory, the success (or not) of an innovation is the result of the progressive construction, step by step, of a network of stakeholders whose interest in the project should be secured by anticipating or interpreting their expectations. While the socialized and reticular dimension of innovation is taken into account in the majority of the theories referred to thus far, socio-technical analysis defines innovation itself as a network”.

The socio-technical approach to innovation (Akrich et al., 1988, cited in Soulé et al., 2016, p. 5) “provides a relevant conceptual framework by defining innovation as a collective journey implying the gradual socialization and appropriation of an invention by a greater number of increasingly heterogeneous players”. According to this approach, Soulé et al. (2016, p. 5) propose a socio-technical network “as a heterogeneous assembly of human players and non-human elements whose interests/constraints and/or properties are redefined depending on context and uses, to create new forms”. To better understand the essence of sport's socio-technical processes, Ratten (2019) describe technological innovation as the use of a product with improves performance appearances to provide new or developed services and positively affect consumer experiences.

Few researchers have attempted to investigate sports innovation management at multiple levels of study, such as the athletes, institutional and macro-environments. As a result, research on sports innovation management has been minimal, with the majority of studies

focusing on technological innovation (Ratten, 2018). For economic, social, and technological reasons, innovation is beneficial and leads to a better society. Sport creativity promotes new concepts that contribute to increased enjoyment (Ratten, 2018).

2.7. Stakeholder Theory

In 1984, Freeman published a book, *Strategic Management: A Stakeholder Approach*. He defined a stakeholder as “any individual or group who can affect or is affected by the actions, decisions, policies, practices or goals of the organization” (Carroll et al., 2018, p. 72; Freeman, 1984, p. 53). Ever since the inception of the stakeholder theory, it has been a subject of continuous exploration and scrutiny by researchers. For instance, Donaldson & Preston (1995, p. 87) argued that the stakeholder theory is “managerial” and recommends the attitudes, structures, and practices that, taken together, constitute a stakeholder management philosophy”.

Mitchell et al. (1997) proposed a wider definition of the term, exploring that stakeholders are all groups with significant claims on the organization that can be distinguished based on three criteria: legitimacy, power, and urgency. They further define: “legitimacy is a desirable social good, that it is something larger and more shared than a mere self-perception, and that it may be defined and negotiated differently at various levels of social organization” (Mitchell et al., 1997, p. 16); “power is the ability of those who possess power to bring about the outcomes they desire” (Salancik & Pfeffer, 1974: 3 cited in Mitchell et al., 1997, p. 14); “urgency is a socially constructed perceptual phenomenon and may be perceived correctly or falsely by the stakeholder, the managers, or others in the firm's environment” (Mitchell et al., 1997, p. 19). “Power, urgency and legitimacy are the three vital stakeholder attributes” (Biscaia et al., 2018). This view implies that organizations should not merely acknowledge stakeholders but actively involve them in their management strategy and conceive and implement policies and practices that consider stakeholders' perspectives and interests. The stakeholder theory, in

this sense, provides a roadmap for incorporating holistic stakeholder involvement into management methodologies.

2.8. Stakeholder theory in sporting event contexts

The importance of building cooperative relationships among diverse stakeholders of a sporting event has been acknowledged in the literature on sports event management. By assessing stakeholders' levels of power, legitimacy, and urgency relevant to the problem, stakeholder analysis may be used to classify stakeholders, stakeholder statements, motives, and relative importance (Friedman et al., 2004; Mitchell et al., 1997). In a study of stakeholders in a sporting event context, Parent (2008) attempted to develop a framework of how an organizing committee operationally evolves and the types of issues with which, it and its stakeholders must deal (Parent, 2008). In a study of risk management issues in sporting events, Leopkey & Parent, (2009) stated that anyone who may influence or be affected by the event or the actions of the event organizing committee is referred to as a stakeholder.

Organizers aim to develop and sustain partnerships with a range of stakeholders in order to host a successful sporting event. They are forced to do so in order to gather the necessary resources. Sport governing bodies, sponsors, governments, the media, business partners, employees, owners, spectators, teams, and local communities are all possible stakeholders (Ferkins & Shilbury, 2015; Merrilees et al., 2005; Parent, 2008).

The description above illustrates that the Tour de Singkarak can be considered as an outdoor sports innovation that mimics the Tour de France that has a history of success and is famous throughout the world. It is important to understand how an innovation process involving numerous stakeholders is developed and implemented so that ideas arise to create events such as the “Tour de France” in West Sumatra, Indonesia. Therefore, by integrating these definitions and theories, the theories of innovation and stakeholders can be employed to examine the creation process of innovation in outdoor sports. This study can refer to several

related theories such as diffusion theory (Rogers, 1962) and socio-technical analysis related to actor network theory (ANT) (Boutroy et.al (2015). Therefore, the researchers will investigate how a process of outdoor sports innovation is created.

2.9. Actor-Network Theory

The Actor-Network Theory (ANT) originates from the sociology of translation and is applicable to science and technology studies, which are also interested in studying innovation. Bruno Latour, Michel Callon, Madeleine Akrich and John Law were the pioneers of this theory (Belliger & Krieger, 2016; Aka, 2019). ANT posits that “the concepts of actor and network are concatenated and one cannot be defined without the other” (Van Der Duim, 2007, p. 965). (Murdoch, 1997, p. 331)

This theory investigates the emergence of associations and the stabilization of roles and functions among subjects, objects, actors, and intermediaries, including both humans and non-humans (Murdoch, 1997). One of the reasons for ANT's popularity among researchers in the study of organization, management and innovation is its focus on the question: "How do things, people and ideas become connected and assembled in larger unit?" (Czarniawska, 2016, p. 164). This inquiry aligns with the principles of actor heterogeneity and symmetry, where all elements within a network are regarded as equals, challenging traditional hierarchies. ANT also delves into the process of translation, whereby actors negotiate and align their interests within network (Czarniawska, 2016). In this way, ANT offers a unique lens through which to explore the intricate connections and assemblages of diverse elements within various contexts.

To understand the successful implementation of the TdS, this study adopts ANT as theoretical background. This approach is considered relevant or appropriate because it studies the phenomenon of the emergence of sporting event innovations because it focuses on collective actions and actors. “The factors gathered in the past under the label of a ‘social

domain' are simply some of the elements to be assembled in the future in what I will call not a society but a collective" (Latour, 2005, p. 14).

2.9.1. Heterogeneity and symmetry

ANT allows us to see "innovation as a process" through which heterogeneous "actors" are contacted, attracted, enrolled and mobilized (Aka, 2019). Therefore, to understand the final version of an innovation, one must trace a series of "actors" that have contributed to its existence, success, or failure, especially from the narrative of the innovator (Latour et al., 1991, cited in Aka, 2019). The principle of heterogeneity is characterized by the diversity and multiplicity of actors, which comes from the fact that the existence and success of an innovation depends on the diversity of people and objects from various horizons (Callon & Latour, 1991, cited in Aka, 2019).

Actors involved in the innovation process consist of humans (people) and non-humans (artifacts and natural objects). According to the principle of symmetry, there is no difference between humans and non-humans because all of them participate in the development of an innovation (Latour et al., 1991, cited in Aka, 2019). Humans and non-humans are all "equal" in the innovation process. Equality and reciprocity of actors is a key characteristic of this principle. Moreover, they are reciprocal because they influence each other.

2.9.2. The translation process and its four moments

"Translation is a concept that helps describe the movements of different forms of knowledge and cultural practices, but also forms of technology and artifacts" (Czarniawska, 2016, p. 163). In our understanding of the translation process, we follow the approach of Callon (1986) who proposes four stages in translation process as follows:

"Problematization, which is when actors offer problem statements and seek to convince others that they have the correct solutions; interposition, which corresponds

to the strengthening of the links between the interests of various actors; enrolment, which refers to the participation of actors and their acceptance of their role in prioritizing a particular problematization; and mobilization, which concerns the maintenance of the network by ensuring that spokespersons act according to its interests. Translation, then, is a process of “creating convergences and homologies by relating things that were previously different” (Callon, 1980, p. 211, cited in Waeraas & Nielsen, 2016, p. 5).

The description above illustrates the complexity of innovation processes because they involve numerous stakeholders and represent a relevant theoretical frame to understand how an innovation process involving numerous stakeholders has developed and has been implemented to create the TdS. ANT has been interfering with tourism for more than a decade now (Van der Duim et al., 2017) and appear relevant to understand the emergence of a sporting event as a tourism innovation.

2.9.3. ANT key concept: Obligatory Passage Point (OPP)

Callon's concept of Obligatory Passage Point plays a crucial role in understanding the dynamics of translation within the actor-network theory. According to Callon (1986) translation is a process that involves the arrangement of a network of actors, both human and non-human, in order to achieve a specific aim. In this process, certain actors become Obligatory Passage Points (OPP), meaning they acquire centrality and influence by translating the interests of other actors into their own. These obligatory passage points succeed in causing other actors to align with them in order to reach their individual goals. In his research on scallop domestication, Callon (1986, p. 196) coined the term Obligatory Passage Point (OPP). He categorized OPP as an element of the "four moments of translation" which consist of problematisation, interressement, enrolment, and mobilisation.

1. problematisation: the researchers sought to become indispensable to other actors in the drama by defining the nature and the problems of the latter and then suggesting that these would be resolved if the actors negotiated the 'obligatory passage point' of the researchers' programme of investigation.
2. intersement: a series of processes by which the researchers sought to lock the other actors into the roles that had been proposed for them in that programme.
3. enrolment: a set of strategies in which the researchers sought to define and interrelate the various roles they had allocated to others.
4. mobilisation: a set of methods used by the researchers to ensure that supposed spokesmen for various relevant collectivities were properly able to represent those collectivities and not betrayed by the latter.

In the context of studying networks, the translation process provides a method for examining "the emergence, peculiarities, origins, maintenance, and competition among networks" (Rodger et al., 2009). This ongoing procedure aids in recognizing recurrent presences, the introduction of new participants, the exit of older ones, and the alterations in alliances. The evaluation of substantial players is essential in this process; it supports the sustainability of the network. As observed by Woods (1997), Once the entities are successfully included, mobilization may be realized, leading all actors to be relocated and incorporated into a network configured to facilitate the intended result. In the problematization phase, the leading actor outlines the issues, objectives, and identifies pertinent participants to line up their aims ensuring the Obligatory Passage Point (OPP) coincides with the interests of others, specifying the actor that must be engaged for their aims to be achieved (Woods, 1997).

The second phase, intersement, is where the main actor fortifies the identities and ties established in the problematization stage (Rodger et al., 2009). Participants are integrated into the network. It is worth noting that any actor drawn into the problematization process might integrate into the network or could rebut the transaction by redefining its identity, aims, plans, direction, motivations, or interests differently (Callon, 1986). The third phase, enrolment, involves the OPP reinforcing connections formed earlier, which could potentially be achieved through mutual agreement (Callon, 1986). Effective intersement can result in

successful enrolment. The final phase, mobilization, occurs when the enrolled actors commence action within the network. Thus, the four moments of translation represent a network construct where the identities of actors, the potential for interplay, and the scope for manoeuvring are negotiated and confined (Callon, 1986).

2.9.4. Power in ANT

According to Actor-Network Theory, power is not understood as a fixed set of causes, but rather as an effect that is often hidden or misrepresented. In this theoretical framework, power dynamics are seen as the result of the interactions between various actors within a network. These actors, which can include both human and non-human entities, work together towards common goals and interests, forming a resilient network that can exert influence and maintain stability (Latour, 2005; Harman, 2009). At the heart of Actor-Network Theory is the concept of the key actor, who acts as a mediator between other actors in the network. This key actor plays a crucial role in translating the needs and requests of other actors, fostering collaboration among diverse interests, and ultimately contributing to the development of a strong and robust network (Callon, 1986; Latour, 2005). Power shifts from humans solely to incorporate non-human elements like technology in networks, which actively contribute to power dynamics. Hence, understanding relationships between actors is vital for interpreting these dynamics, marking a significant departure from traditional views of power rooted only in human agency.

2.9.5. Charismatic Leadership

The notion of charisma has evolved and somewhat diluted over time to be more commonly associated with the qualities of "charm" and "seduction" (Bruni & Sena, 2013). Charismatic leadership revolves around a unique blend of individual personal qualities that set a person apart and establish them as extraordinary. Charm, seduction, and exceptional communication skills are often superficially associated with charisma, but this concept

extends to intrinsic attributes, such as vision, confidence, and the ability to inspire (Bruni & Sena, 2013). Many charismatic individuals naturally emerge as leaders due to these qualities, rallying people around common objectives. In agreement with this, Weber's (2006) understanding of charismatic leadership delves deeper into these personal characteristics.

Weber defines the nature of charismatic leader as

“a certain quality of an individual personality, by virtue of which one is “set apart” from ordinary people and treated as endowed with supernatural, superhuman, or at least specifically exceptional powers or qualities. These as such are not accessible to the ordinary person but are regarded as divine in origin or as exemplary, and on the basis of them the individual concerned is treated as a leader” (Weber, 2006 cited in Pabst, 2013, p. 46).

This perspective extends beyond the superficial attributes of charm and persuasion, delving deeper into the innate characteristics that make an individual exceptional. In this light, charisma is seen as divine or extraordinary and these qualities are often deemed unattainable for the average person. Rather than being a social construct, Weber views charisma as an embodiment of qualities that are inimitable, elevating the person possessing them to a higher status.

Goleman's theory of emotional intelligence details competencies as part of two major categories: personal and social (Goleman, 1998 cited in Kovács, 2012). Included within the personal category are assets such as charisma and ethics. A charismatic individual is noted for the natural self-confidence they emanate, they not only demand attention but also bring about a sense of their significant presence whenever they enter a room (Kovács, 2012). Fundamentally, one cannot miss their presence. Such individuals possess an ability to diminish social distances effortlessly and build meaningful relationships across a variety of settings. They remain acutely aware of their abilities and areas for growth, open to self-betterment and holding steadfastly to their overarching vision. Pairing this level of charisma with ethical conduct can result in fostering an environment of mutual reciprocity and respect (Kovács, 2012). Evaluating the influx of change or creation within an organisational sphere,

the most convincing argument leans towards proponents of charismatic organisational leadership. Notably, bearing the label of 'charismatic' frequently equates to holding a high position (Alvesson, 2011).

CHAPTER III: LITERATURE REVIEW OF STUDY TWO

3.1. The Importance of Sporting Event in Terms of Tangible and Intangible Legacies

Sporting events have the potential to leave both tangible and intangible legacies. Sporting events bear substantial importance, not solely in their immediate excitement, but also in the enduring effects they bestow, encompassing both concrete and abstract aspects. These legacies embody the enduring consequences of these events on host communities, regions, and nations. These impacts are diverse, spanning from tangible outcomes such as infrastructure advancements to socioeconomic advantages. This discourse will delve into the tangible and intangible legacies of sporting events, with tangible legacies denoting the material infrastructure and economic transformations arising from event hosting.

3.3.1 Tangible Legacies of Sporting Event

Sporting events have the potential to leave tangible legacies that can be seen and experienced long after the event has taken place. One tangible legacy of sporting events is related to changes in the material infrastructure of a city or nation. For example, the construction or renovation of stadiums, arenas, and other sports facilities can be considered a tangible legacy. The hosting of the Olympic Games in Sydney resulted in significant investment in new sporting facilities. For instance, the Sydney Olympic Park, built for the 2000 Olympics, has since become a major sporting, cultural, and recreational venue in Australia (Searle, 2012).

3.3.2 Intangible Legacies of Sporting Event

According to Preuss (2006), sporting events are also intended to achieve intangible goals such as a better image, more knowledge, stronger networks, emotional commitment and additional cultural benefits and an enhanced identity.

A better image of sporting event refers to the perception and reputation of the host country or region being positively influenced by hosting the event. This improved image can attract investment, business partnerships, and tourism in the long run. According to Ritchie & Smith, (1991), international sporting events can significantly improve the image and reputation of the host city or nation. For example, when a country successfully hosts a major international sporting event, such as the Olympic Games or the FIFA World Cup, it showcases its ability to organize and manage large-scale events, providing a positive image of efficiency and competence.

Furthermore, hosting sporting events can also contribute to more knowledge within the host community. Additionally, Veal et al. (2012) argue that these events raise public knowledge of the sport. This can include knowledge about the sport itself, as well as cultural and historical insights. For instance, when hosting a major international event like the Olympics, the host country may invest in infrastructure development and training programs, which can enhance the knowledge base and expertise in the sport.

Additionally, hosting sporting events can lead to stronger networks within the host community. They also contribute to community-building by providing a platform for stakeholder networking (Chalip & Costa, 2005). These networks can include relationships and connections between various stakeholders such as athletes, event organizers, sponsors, local businesses, and government officials. These networks can promote collaboration, exchange of ideas, and future partnerships, leading to social and economic development.

Notably, hosting sporting events can also foster emotional commitment among the host community. Furthermore, hosting such events can increase emotional commitment in the community (Misener & Mason, 2006). Residents and spectators become emotionally invested in the event, developing a sense of pride and belonging. This emotional commitment can lead to increased community engagement, volunteerism, and support for future events.

Furthermore, hosting sporting events can provide additional cultural benefits to the host country or region, present the host country's culture and arts to a global audience (J. R. B. Ritchie & Smith, 1991). These events can showcase the unique cultural aspects of the host community, such as traditions, music, art, and cuisine. Additionally, hosting sporting events can contribute to the enhancement of identity. Social identity can be reinforced through the co-creation of experiences that have the potential to be transformative. Lee et al. (2016) suggest that these experiences, such as liminal, flow, and authentic experiences, contribute to the reinforcement of social identity. For example, when individuals engage in liminal experiences, they find themselves in a state of transition or ambiguity where their sense of social identity may be challenged or transformed (Lee et al., 2016).

Researchers believe that sporting events have a significant meaning for the regions and the countries. In their research, Gratton et al. (2000) explained that the major sport events are a substantial part of the tourism industry in Britain. Furthermore, their 1997 study also mentioned that the estimated contribution from major events contributed around 5% annually to the total tourism income in Australia. In recent times, “sport events are no longer merely about providing good sport but also become a common tool for local and regional economic development” (Getz, 2008; Green, 2001). “Mega-events have been and remain important elements in the orientation of national societies to international or global society” (Roche, 2003, p. 7). Through the soft power linked with organizing major sporting events, there is a lot of consideration in the approach countries use sporting events to improve their international status and reputation (Grix & Brannagan, 2016; Chalip et al., 2017).

Roche (2002) argued a “mega-event has been and remain important elements in the orientation of national societies to international or global society”. Several countries use sporting events as a way to build national identity. In addition, countries have used major events to gain legitimacy and prestige, attract attention, encourage trade and tourism, or to

help open up their countries to global influence (Getz, 2008a). “Sports events are part of a broader strategy aimed at raising the profile of a city, and therefore success cannot be judged simply on profit and loss basics”(Gratton & Taylor, 2000, p. 180).

3.2. The Impact of Sporting Event

The influence of sports events can be viewed both from a positive and negative perspective. The quality of life is felt directly by local residents at the sport event venue. “Sport events are temporal and can trigger a variety of short or long-term, positive or negative impacts, which lead to positive or negative outcomes, and if sustained, these outcomes have been called ‘legacies’”(Taks et al., 2015). Several researchers have focused on economic impacts and social impacts. While economic and tourism impact studies dominate discourse, social impacts are also increasingly attractive to researchers, policy makers and event organizers. It is well known that sport events have many positive impacts, not only on the economy but also on other social impacts (Jago et al., 2003; Taks et al., 2014).

Preuss & Arne Solberg (2006) separate several positive and negative potential impacts from hosting major sports events on host communities as follows: economic, tourism / commercial, physical / environmental, social / cultural, psychological, political / administrative.

Economic. On the positive side, major sports events can lead to increased economic activity in the host community. Local businesses, such as hotels, restaurants, and shops, often experience a surge in customers during major sports events. This can result in increased revenue and job opportunities. Additionally, hosting major sports events can boost the local economy through the creation of employment opportunities (Demir & Cetin, 2022). The influx of visitors for the event can lead to an increased demand for services, providing a boost to the labour market. For example, hotels may need to hire additional staff to accommodate the increased number of guests, and local restaurants may need to recruit more servers and

chefs to handle the higher volume of customers. Furthermore, hosting major sports events can also contribute to an increase in the standard of living for host communities. This can be seen through the development of infrastructure and facilities for the event, such as improved sports arenas and facilities.

One negative economic impact of hosting major sports events is the potential for price increases during the event. During major sports events, prices for goods and services in the host community may rise due to increased demand. This can lead to higher costs for residents and may disproportionately affect lower-income individuals who are already struggling financially. Another negative economic impact is the potential for real estate speculation. During major sports events, there is often an increase in real estate prices as investors speculate on the potential for higher returns. This can lead to housing affordability issues for local residents, as the cost of homeownership or rent may rise beyond their means. Failure to attract tourists is another negative economic impact that can arise from hosting major sports events. Furthermore, inadequate capital and improper estimation of costs can also have negative economic impacts on host communities. For instance, if the budget for hosting the major sports event is underestimated or misallocated, there may be inadequate funds to cover the costs associated with infrastructure development, security measures, and other event-related expenses. In addition, hosting major sports events can lead to expensive security measures. Expensive security measures are necessary to ensure the safety and well-being of participants, spectators, and local residents during major sports events. However, these security measures can come at a high cost for host communities, diverting resources that could have been allocated to other important areas such as education or healthcare. Moreover, hosting major sports events can result in over-indebtedness for host communities. This occurs when the costs associated with hosting the event exceed the expected economic benefits,

leading to a situation where the community is burdened with significant debt. Lastly, increased taxes can be a negative economic impact of hosting major sports events.

Tourism / commercial. One positive impact is the increase in tourism and commercial opportunities. When a major sports event takes place in a host community, it can lead to increased awareness of the region as a travel and tourism destination. This can attract more tourists to the area, boosting the local economy through spending on accommodations, food, shopping, and other tourism-related activities. Additionally, hosting a major sports event can also bring about an increase in knowledge regarding the potential for investment and commercial activity in the host community. As highlighted by Preuss & Arne Solberg (2006), the creation of new accommodation and tourist attractions are also positive outcomes from hosting major sports events.

On the other hand, hosting major sports events can also result in negative impacts on tourism and commerce. One negative impact is the potential acquisition of a poor reputation for the host community. This can occur due to inadequate facilities, crime, improper practices, or inflated prices. These factors can create a negative perception of the host community among visitors and tourists, leading to a decrease in future tourism and commercial opportunities. Furthermore, hosting major sports events can also generate negative reactions from existing enterprises. These existing enterprises may view the event as a threat to their business, fearing competition for local manpower and government assistance.

Physical / environmental. On the positive side, hosting major sports events can bring about physical and environmental benefits. For instance, the construction of new facilities to accommodate the event can lead to improvements in local infrastructure. This can include the development of transportation systems, such as roads and public transportation, which not only benefit the event but also serve the community in the long run. Additionally, hosting major sports events can also contribute to the preservation of heritage. For example, if the

event takes place in a historical venue or site, efforts may be made to restore and maintain the area, ensuring its long-term preservation and cultural significance. Furthermore, hosting major sports events can promote environmental initiatives. For instance, organizers may implement sustainable practices during the event, such as waste management and energy conservation measures. These efforts can have a positive impact on the local environment and raise awareness about the importance of sustainability. However, there are also negative physical and environmental impacts associated with hosting major sports events.

One potential negative impact is ecological damage. During the construction phase of the event infrastructure, natural habitats may be disrupted or destroyed, leading to a loss of biodiversity. Additionally, changes in natural processes may occur as a result of hosting major sports events. For example, if the event involves altering the landscape or water bodies, it can disrupt natural flow patterns and ecosystems. Another negative impact is architectural pollution, which refers to the visual degradation of an area due to the construction of large event venues or structures that do not blend in with the surrounding environment. This can detract from the aesthetic appeal of the host community and may have long-term negative effects on residents' quality of life. Destruction of heritage is also a potential negative impact of hosting major sports events. During the construction or preparation process for an event, historical buildings or sites may need to be demolished or modified to suit the needs of the event. This can result in the loss of cultural and historical significance for the host community. Overcrowding is another negative impact that can occur when hosting major sports events. The influx of visitors and spectators can put a strain on local resources and infrastructure, leading to overcrowded streets, transportation systems, and public spaces. Furthermore, hosting major sports events can lead to the creation of unused facilities. These facilities may be built specifically for the event and may not have a long-term purpose or

sustainability plan. Negative physical and environmental impacts from hosting major sports events can outweigh the potential positive benefits.

Social / cultural. On the positive side, hosting major sports events can lead to an increase in local interest and participation in activities associated with the event. For example, the excitement and publicity surrounding the event might spark a greater interest in sports among the local population. This can result in increased participation in grassroots sports, as more people are motivated to get involved and try out different sports.

Additionally, hosting major sports events can strengthen regional values and traditions. For instance, the event can serve as a platform for showcasing local customs and traditions, helping to preserve and promote cultural heritage. Furthermore, hosting major sports events can bring economic benefits to the host community. According to Preuss & Arne Solberg (2006), the positive economic impacts of hosting major sports events can be seen through tourism. Sports events attract visitors from outside the region, which contributes to local tourism. Tourism can generate revenue for local businesses, such as hotels, restaurants, and retail stores. Additionally, hosting major sports events can lead to the development of improved sports arenas and facilities. These upgraded facilities can benefit the local community by providing increased opportunities for sports and recreational activities.

On the negative side, there are several social and cultural impacts that can arise from hosting major sports events. One negative impact is the commercialization of activities that may have personal or private significance. For example, sacred or traditional rituals may be modified or commodified to cater to the tourism industry, potentially diluting their authenticity or cultural significance. Another negative impact is the potential increase in crime. Hosting major sports events can attract large numbers of visitors, which can put a strain on the local infrastructure and public services. This increase in population density and influx of tourists can create opportunities for criminal activity. Negative social impacts of

hosting major sports events can also include changes in community structure and social dislocation. For example, the influx of tourists and visitors during major sports events can disrupt the daily lives of local residents and may lead to conflicts between spectators/fans and local residents.

Psychological. On the positive side, hosting major sports events can lead to a range of psychological benefits for the host community. These include increased local pride and community spirit, as the event provides an opportunity for residents to showcase their city or region on a global stage. Additionally, hosting major sports events can increase awareness of how the community is perceived by outsiders. This can lead to a greater understanding of the community's strengths and weaknesses, and potentially inspire efforts to improve the overall image and reputation of the host region.

On the negative side, hosting major sports events can also have psychological impacts on the host community. One negative impact is the tendency toward defensive attitudes concerning the host region. This can manifest as a sense of competitiveness and a need to prove oneself to the visitors. Another potential negative psychological impact is culture shock. This occurs when visitors and locals have different cultural norms and expectations, leading to misunderstandings and potentially hostility between the host community and visitors.

By strengthening certain location factors, it will improve places in the city or area that will become tourist destinations: “those may improve general living conditions in the longer term but also boost the income of citizens by attracting new businesses, tourists, conventions or new events. These finally may foster economic growth at the city, regional or national level” (Preuss, 2006, p. 313). Positive changes in demand of visiting tourists are the result of properly organizing major sporting events. “The event can leave a legacy that stimulates demand from tourists, for example, by improving the infrastructure, creating new facilities,

and promoting the host destination” (Solberg & Preuss, 2007, p. 225). Further, legacies can be classified as being tangible and intangible. Apart from having an impact on the economy, sporting events also provide a better image, more know-how, stronger networks, emotional commitment and additional cultural benefits and an enhanced identity called intangible (Preuss, 2006). According to Taks et al. (2011) “intangible cost or benefits—such as environmental impact, social impact, city image, civic pride, and/or future tourism”.

“Economic analysis alone cannot reflect the true social value of sporting events” (Preuss & Arne Solberg, 2006, p. 392). The advantage from the local people's point of view is that they are given the opportunity to watch quality sports competitions and enjoy the festival atmosphere in their city. According to Howard & Crompton (2005) "psychological income" can be obtained from a successful sports event, such as feelings of pride and unity among the local and national population.

In conducting this study, we looked for previous studies that assess of impacts before and the post-hosting impact of sporting events. We also pay attention to the impacts of sporting events towards environmental.

3.3. Economic Impacts of Sporting Event

The majority of the literature on the impact of sporting events has concentrated on the economic advantage. Identifying the significance of major events has also tended to emphasis on its economic importance. “It is commonly believed that major sport event have a huge and positive economic impact”(Lamla et al., 2014). Hosting sporting events has been viewed as a respected success developing in occasions for economic revenue. According to Preuss (2006) “sporting events can improve general living conditions in the long term, but also increase citizens' incomes by attracting new businesses, tourists, conventions or new events”. This could eventually endorse economic development at the city, regional or national level. This is similar to what Jeanrenaud (2007) noted that in practice “economic benefits from the event:

additional activity in the tourist industry, more jobs, additional income and industrial added value, better visibility and image, more foreign visitors in the future, increased appeal as a business location, and even better growth prospects”. Furthermore, Roche et al. (2013) conducted a study on the intersection of sporting tourism and economic development, revealing that sport tourism segments exert both direct and indirect economic impacts on destinations. These impacts have the potential to promote long-term community development through increased employment opportunities, the growth of small businesses, and an augmented tax base. Maennig (2017) proposes a vision of economic impacts are part of public relations, attempting to convince the media and relevant stakeholders that the (planned) major event is beneficial for the local, regional or national economy and may, at least to a considerable degree, finance itself by the induced tax increases.

However, hosting a sporting event has not always brought commercial compensation, and it was often seen as an administrative and financial burden to the host country. In contrast, as reported by Andreff & Szymanski, (2006), there is no guarantee that hosting an elite athletic competition increases local value added in an amount equal to or in excess of local public expenditures on the event. Moreover, Duan et al. (2020) contends that the economic impact of sport events on the host city remains a subject of controversy.

3.4. Social and Cultural Impacts of Sporting Event

Hall (1992, p. 67) notes that in practice the meaning of social impacts as “the manner in which tourism and travel effect changes in the collective and individual value systems, behaviour patterns, community structures, lifestyle and quality of life”. According to the Institute of Environmental studies, social impacts are defined as “...the consequences to human populations of any public or private actions – that alter the ways in which people live, work, play, relate to one another, organize to meet their needs, and generally cope as members of society. The term also includes cultural impacts involving changes to the norms,

values, and beliefs that guide and rationalize their cognition of themselves and their society”(Assessment, 1995, p. 2). According to Taks (2013), social impact presents one way of understanding the transformative power of events. Specifically, 'social impact' is defined as the degree to which an event causes shifts in both collective and individual facets of life. This may include alterations to existing value systems, changes in patterns of behaviour, modifications to community structures, shifts in lifestyle, or changes in quality of life. “Social impacts have an immediate effect on the quality of life of residents and must be seen as short-term consequences” (Balduck et al., 2011). This wide-ranging definition proposes that a much more detailed understanding is needed of what social impacts for the Tour de Singkarak study.

There are a number of conditions in which social effects of sporting events can be considered. Zhou & Kaplanidou (2018) conducted a study on the social impacts of building social capital from sport event participation. Their research shows that one important social benefit of such sport events is the development of social capital. According to the same study, four positive outcomes of social capital were identified: supportive attitude and behaviors, positive influence on others, prosocial behaviors, and increased everyday socializations. Based on this research study, it is evident that long-term community development can be done by compiling an understanding of social capital that comes from participating in sports events. Another interesting positive social impacts of sporting event such as: personal skill development of committee members and club administrators; the bringing together of diverse sporting individuals and groups – who otherwise rarely interact – towards a common goal; increased social interaction; involvement of all age groups; family involvement; involvement of non-regular participants in sport; community group involvement; increased prominence of minor sports; civic pride and regional identity (McKinnon, 1987; in Hall, 1992: 68).

Inoue & Havard (2014) conducted a study on the determinants and consequences of the perceived social impact of a sport event, they found “that a sport event generates a higher level of social impact for local attendees if they feel a greater sense of social camaraderie at the event and/or perceive a higher level of the social responsibility of the event”.

Sequentially, leads to the creation of the social impact of a larger business advantage, so that the local participants who felt high levels of social impact tend to support the event and its sponsors. Research has also found that the 2022 World Cup preparations in Qatar influenced local residents, as demonstrated in Al-Emadi et al. (2017). Their study shows “that eight years before the event, sociocultural impacts were the most influential type of impact for residents’ attitudes toward the event, community and personal quality of life, excitement about the event, and support of the FIFA decision to host the event in Qatar”.

However, sporting events do not only bring positive impacts, but also negative impacts. Sporting events can be seen to be primarily enforced from the outside from a local point of view, have social consequences, and create substantial social change (Hiller, 1998). As demonstrated in Andereck et al.'s (2005) study, negative impacts such as crowding, traffic, parking problems, higher crime and cost of living negatively influenced the quality of life. The key concerns raised by the respondents relate to the utilization of public assets and disturbance to neighbourhood inhabitants regarding expanding commotion contamination, gridlock and stopping challenges, wrongdoing, and expansions in the average cost for basic items (Bob & Swart, 2009).

3.5. Psychological Impacts of Sporting Event

In a study of psychological support from local residents for hosting mega-sporting events, Lee & Krohn (2013) reported that the perceptions of positive outcomes from the event have the strongest relationship to feelings toward hosting future events. The findings of this study also support the principle of social exchange theory, which explains that local

residents who perceive positive externalities from hosting the event (i.e., new enterprises, new employment, and infrastructure development) are in favour of potential sporting events. This result emphasized the necessity for governing bodies responsible for arranging sports events to have well-defined roles and established credibility. Psychological effects include enhanced recognition and popularity of the host group, improved image, and emotional and psychological benefits perceived by people, whether they attend sporting activities or are interested in host organizations or not (Bob & Swart, 2009).

A study conducted by Ritchie et al. (2009) attempted to develop an understanding of the social dimension of Olympic tourism development which occurred in a non-host city perspective of 2012 London Olympic Games. They concluded that citizens' perceptions of sporting events were at a high initial level of support for organizing sporting events to be held in the local area. The view of those residents who lived near to the venues was less positive in contrast to those residents who lived farther away. This could be partially due to the problems of traffic congestion and parking reported by locals, which will be more likely to impact those living nearer to the proposed sites.

In a study of the relationship among residents' perceived impacts of hosting a mega sport event, Sato et al. (2020) reported that the expectations of event impacts were favorably correlated with psychological capital by citizens, which over time affected psychological well-being. In improving the psychological well-being of people, cultural interests and neighbourhood pride have been considered particularly influential.

3.6.Environmental Impacts of Sporting Event

Study into residents' perceptions of environmental impacts of sporting events is limited. There are a few academic studies in the relevant field that have been investigated of environmental impacts of sporting events. Preuss & Arne Solberg (2006) proposed several potential impacts from hosting major sports events on host communities related to

environmental impacts of sporting event. Their study explain that sporting events not only have a positive impact; construction of new facilities, improvement of local infrastructure, preservation of heritage, environmental promotion, impacts on sport. But also has the potential to cause negative impacts; ecological damage, changes in natural processes, architectural pollution, destruction of heritage, overcrowding, unused facilities.

Konstantaki & Wickens (2010) investigated how local perceptions of key environmental and security issues associated with hosting the 2012 Olympic Games in London. Their study found that the majority of respondents supported the London 2012 Olympic Games and were relatively aware of 2012-related publicity. Furthermore, there were notable differences between the groups in their perceptions of environmental impacts and security risks. Generally, compared with older respondents, the young respondents showed more optimistic attitudes. In expectation of new job prospects, the younger respondents favored the 2012 Games, while the older community correlated the Games with national pride and excitement. Despite their enthusiasm for the case, the older respondents in this study tend to view it with more cynicism.

Mallen et al. (2010) performed a study on the 2008 International Children's Games that found that host organization demonstrated a high level of effort towards initiating an environmental sustainability movement within the games but ultimately achieved a weak to moderate level of environmental performance. In addition, their case study found that the host faced three main organizational barriers structural, systemic, and cultural that inhibited the ability of organizational members to implement the environmental sustainability strategies. They suggested that sports event hosts develop environmental sustainability-based values early in the planning process of the event and implement these values continuously throughout the organization. The environmental performance of sporting activities will

increase as environmental protection objectives are incorporated into all organizational processes and high-impact programs.

A study conducted by Perić et al. (2018) attempted to analyse the importance of the natural environment and safety and security issues, as constitute event business model elements, in providing sport tourism experiences. They found that all elements related to the natural environment and safety and security were given high priority by the participants. The most critical elements of event business models for competitors in all four sports were the scenic destination, the scenic and interesting course, course safety and event safety. They suggested that environmental management and proper implementation of protection and crowd control measures have also been described as essential event processes. They concluded that managerial elements of the practice of sports tourism, allowing administrators to better represent the needs of sports and tourism at a specific event and destination.

3.7. Local Residents' Image of Sporting Event

Public perception of TdS will provide an overview of the extent of the success of this event to the community and how the contribution of TdS to aspects in society such as economic, socio-cultural, and environmental aspects. According to Florek et al. (2008), image consists of cognitive elements (awareness, familiarity and associations with an object), emotional elements (feelings and emotions towards an object) and behavioural elements (tendency of certain behaviour towards an object). The image concept assumes therefore, that if an individual has an adequate knowledge about a destination together with positive emotions and valuated judgments towards it, he or she is willing to choose it among others. A place's internal image can influence domestic residents' holiday choices. They may, possibly, pick a local get-away instead of traveling to another country, thus providing benefits for local and national economies. The evaluation of internal, domestic perceptions should be regarded as similarly significant (Kenyon & Bodet, 2018).

Numerous studies related to the image of a sports event can be attributed to researchers who have carried out inquiries demonstrating the image of a sports event as a crucial determinant. Kaplanidou (2009) explains that in a qualitative level that the image of sport events can include emotional, organizational, environmental, historical, social, and physical attributes. In the course of the investigation, the research will focus on resident perceptions of TdS and the process of change the image of the area as a touristic place. Several studies indicate that there is a relationship between the destination and the image of sport events (Kaplanidou & Vogt, 2007). Refers to variables that measure cognitive and affective components, distinctive indicators have been used for this in previous studies, such as the characteristics of each nature and also some aspects of culture or infrastructure (San Martín & Rodríguez del Bosque, 2008).

According to Kim & Morrison's (2005) study, the image of Korea before and after the World Cup as perceived by foreign tourists who visited Korea after the World Cup. The research shows several results. After the World Cup, Japanese, Mainland Chinese and United States of America have a more positive image, tourist groups are less worried about security, disagree with negative statements about South Korea, consistently have a positive image towards tourism and tourism resources, and lastly it is found that tourists the highly educated have a more positive image of South Korea.

As revealed by Berkowitz et al. (2007) in their study on how the Chinese government can use the Olympic Games to improve China 's brand image. Based on this analysis, the targets set by China endorse a shared message that the country is well on its way to the industrialisation forum. It also wants to invite the world to see a side of China that the world scene sometimes lacks. It wants to demonstrate to the world the depth of its culture that China is so proud of. China knows that it is a perfect chance for the Olympics to show the

world how far it has come. In order to address its branding concerns during the Olympics, it has also identified key areas.

A study conducted by Smith (2005) attempted to evaluate whether and how sport can provide a valuable reimagining theme for city destinations by analyzing the three English cities. He found that among potential visitors, the widespread recognition of sports activities and facilities emphasizes that sport can be an important promotional tool. In addition, strategies tend to have the potential to impact images in a number of different ways. The sporting reputations of the case study cities, especially Manchester and Sheffield, seem to have been affected, and the widespread positive interpretation of urban sport means that some broader symbolic effects are also apparent. It was concluded that sport can be an effective reimagining theme.

Bodet & Lacassagne (2012) conducted a study on international place branding through sporting events. Their research shows that in the creation of positive connections in the minds of people who are targeted, hosting sporting activities may play a significant role. Due to the lack of transfer of specifically positively connoted elements or the transfer of negative elements in large part, the effect of this location branding strategy may not be as strong as expected. They concluded that while elements have been transferred from the sporting event to the venue, few explicitly positive elements have been transferred and a number of negative associations remain. The findings do not specifically confirm the transfer of associations to the sporting event from the venue.-Kenyon & Bodet (2018) studied the domestic image impact of hosting the 2012 Olympic games. They found that through the assessment of the destination and the desired associations with the nation, the foundation beliefs about the nation and its citizens are directly related to destination beliefs and indirectly to intentions.

3.8.Satisfaction

This study aims to understand customer loyalty to a small sporting event, namely Tour de Singkarak. To do this, it is very important to look at the factors that affect customer loyalty. Customer satisfaction is the thing that is most widely used by researchers in finding the relationship between customer loyalty and sporting events. For this reason, below will discuss several studies related to customer satisfaction in sporting events related to our research.

3.8.1. Customer satisfaction

Future profitability is driven by customer satisfaction. It is a critical performance indicator for businesses, industries, and national economies (Anderson & Fornell, 1994). The ability of businesses to comprehend their customers and guarantee their pleasure with the services supplied is becoming increasingly important as the level of competition in the sporting event industry keeps rising. Researchers believe that one of the influences that determine customer loyalty is obtaining customer satisfaction.

The idea of customer satisfaction has been intensely disputed in literature. There are many ways to define satisfaction; yet there is no universal definition. According to Churchill (1982), satisfaction is divided into two categories: conceptual and operational. First, satisfaction is the result of a buyer weighing the benefits and expenses of a purchase against the expected outcomes. Second, satisfaction is comparable to attitude, which may be calculated as the total of satisfaction with different aspects of a good or service. “Satisfaction is an ongoing evaluation of the brand's ability to deliver the benefits a customer is seeking” (Anderson & Fornell, 1994).

“Satisfaction is the consumer’s fulfilment response. It is a judgment that a product/service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfilment, including levels of under- or over fulfilment” (Oliver, 2010).

According to Zeithaml et al. (2017a) “satisfaction is the customer’s evaluation of a product or service in terms of whether that product or service has met the customer’s needs and expectations”.

3.8.2. The two perspectives of satisfaction

Satisfaction in sporting events can be examined from two different perspectives: transaction-specific satisfaction and overall satisfaction. An important factor when analysing customer satisfaction is trying to understand the perspectives of transaction-specific satisfaction and overall satisfaction (Bodet, 2008; Johnson, 2001). The development of research related to customer satisfaction is divided into two periods, namely before and after 1990 (Olsen & Johnson, 2003). The period before and in the early 1990s, transaction-specific satisfaction dominated the marketing and consumer behaviour literature (Oliver, 1997 cited in Johnson, 2001). The period since then, customer satisfaction research has grown to include an emphasis on cumulative satisfaction. However, according to Johnson, (2001) these two different concepts are more complementary than competing because they serve different purposes.

Johnson, (2001) explained that instead of competing, these two satisfaction research strands complement one another. Research on certain occasions or transactions, or over a short period of time, focuses on consumers' happiness with a product or service. The evaluation time in cumulative satisfaction studies is kept unspecified. Customers assess their happiness with a good or service based on their overall experiences. The distinction is significant because it has an impact on how evaluations are viewed and modelled. Cumulative satisfaction offers a reliable foundation for identifying the drivers of satisfaction and its consequences (customer retention and subsequent economic performance), in contrast to transaction-specific models that offer a rich understanding of the dynamics of product and service encounters or episodes.

3.8.3. Transaction-specific satisfaction

Transaction-specific satisfaction has been defined by Bitner & Hubbert, (1994, p. 4) as “the consumer's dis/satisfaction with a discrete service encounter”. (e.g., a haircut, an interaction with a dentist, a discussion with a repair person, an experience at a hotel check-in desk)”. Transaction-specific satisfaction in the context of a sporting event refers to the consumer's evaluation and judgment of a specific encounter or experience related to attending the event. Satisfaction measurement focused on individual product or service transactions, involving evaluative judgments after specific purchase decisions (Bodet, 2008). Transaction-specific satisfaction in the context of a sporting event involves the consumer's evaluation and judgment of specific aspects such as the ticket purchasing process, quality of facilities, enjoyment of the game or competition, behaviour of other spectators, and overall experience related to attending the event, indicating their level of satisfaction or dissatisfaction with each component.

3.8.4. Overall satisfaction

Overall satisfaction was defined by Bitner & Hubbert, (1994, p. 4) as “the consumer's overall dis/satisfaction with the organization based on all encounters and experiences with that particular organization”. According to Johnson (2001) cumulative satisfaction defines as a customer's overall experience with a product or service provider to date (Johnson, 2001, p.3199-3200). In the context of sporting event, overall satisfaction can be characterized as a comprehensive appraisal of all the interactions and experiences that take place between the consumer and the organization that provides the services or products (Bodet & Bernache-Assollant, 2011).

Overall satisfaction in the context of a sporting event is crucial for sports organizations to maintain and grow their spectator base and loyal fans. Studies have shown that satisfaction of sports spectators is influenced by various factors such as word of mouth communication

through social media (Santini et al., 2021), interaction quality (Du et al., 2020), and service quality (Scarpi et al., 2018). Additionally, the understanding of sporting events and the level of satisfaction can be impacted by cultural orientations and levels of human development (Slavich et al., 2018). It is important for sports organizations to focus on sports marketing, service quality, and providing a positive stadium experience to enhance spectators' feelings and maintain good sports events (Dzięgiel, 2016). Regular surveys of satisfaction are necessary to improve the quality of sports products and attract high attendance of fans. By understanding and addressing the antecedents and consequents of satisfaction, sports organizations can effectively meet the needs and expectations of their spectators, leading to a loyal and growing fan base.

3.8.5. Measurement of satisfaction

To succeed, every company must meet the needs of its customers and provide customer satisfaction. Customer satisfaction is classified as an art because it requires imagination and creativity, and as a science because it necessitates technical knowledge, skill, and experience (Boone & Kurtz, 2016). It is important for service providers to understand the relevant quality dimensions in their industry that can strengthen positive evaluations of customer satisfaction.

“Marketing strategies are the tools that marketers use to identify and analyse customers’ needs, then show that their company’s goods and services can meet those needs. Tomorrow’s market leaders will be companies that can make the most of these strategies to create satisfied customers” (Boone & Kurtz, 2016, p. 4-5)

Companies that want to build long-term relationships prioritize understanding what their customers need, want, and expect. This data is also an important first step in establishing a system for measuring customer satisfaction. Marketers must keep a close eye on the features of their product that are important to customers. They must also be constantly alert to new factors that may affect satisfaction (Boone & Kurtz, 2016).

Customers' satisfaction can be measured by the gaps between what they expect and what they believe they have received. Such gaps can create both positive and negative impressions. The quality of the goods or services may be better or worse than expected. Marketers can use the opportunity to create loyal customers if they are better. If a company's goods or services are subpar, it may begin to lose customers (Boone & Kurtz, 2016).

According to Zeithaml et al., (2017b) "customer satisfaction is influenced by specific product or service features, perception of product and service quality, and price". (Customer satisfaction is influenced by specific product or service features, perceived product and service quality, and price).

The theories above can be concluded that customer satisfaction is influenced by product specifications or service features, the perception of a product and service quality, and how the price given by the company for the product. Customer satisfaction can be measured, by looking at customer expectations of a product and how the company meets these expectations. If the results are positive and the customer feels fulfilled, it can be said that the customer is satisfied.

3.8.6. Customer satisfaction at sporting events

Customer satisfaction at sporting events is an important aspect that event organizers and managers need to consider. In a sports-service context, Bodet, (2008) aimed to investigate the connection between customer satisfaction and loyalty. The empirical study discovered that while transaction-specific satisfaction has little bearing on attitudinal loyalty, overall satisfaction has a considerable impact on it. The study also discovered that neither customer satisfaction nor attitudinal loyalty can predict a client's propensity to make another purchase.

Yoshida & James, (2010) examined the relationship between service quality, core product quality, game and service satisfaction, and behavioural intentions. In the context of sporting event, the study found that the relationships between game atmosphere, game satisfaction, and behavioural intentions were statistically significant, strong. These findings

confirm that creating an exciting game atmosphere will satisfy attendees and increase their likelihood of returning for future events. Yoshida & James, (2010) proposed that promoting game atmosphere in conjunction with the unique characteristics of the core product (i.e., player performance, team history, star player, rivalry, and community prestige) assists sport marketers in satisfying and retaining their customers.

Jeong & Kim, (2019) performed a study investigated the structural relationships between destination image, tourist satisfaction, attitudinal loyalty, and behavioural loyalty in the context of small-scale recurring sporting event. The findings revealed that tourist satisfaction had a direct influence on attitudinal loyalty and behavioural loyalty, and that tourist satisfaction had a direct influence on attitudinal loyalty and behavioural loyalty. Tourist satisfaction was also discovered to partially mediate relationships between destination image and attitudinal loyalty, as well as between destination image and behavioural loyalty (Jeong & Kim, 2019a).

Zang et al., (2020) studied the links between event impacts, satisfaction, and behavioural intentions of host city inhabitants before and after a major sporting event, as well as the positive and negative sociocultural, economic, and environmental consequences on these variables. They found that negative and positive perceived sociocultural, economic, and environmental impacts, satisfaction, and behavioural intentions all have a significant relationship. Furthermore, the findings indicate that the effect of sociocultural influences on satisfaction and satisfaction on behavioural intentions strengthened after the event. Their findings show that residents' perceptions of the sporting event changed in part over the course of the six-month study (Zhang, Byon, et al., 2020). Overall, understanding and addressing the factors that drive customer satisfaction at sporting events is crucial for event success and customer loyalty.

3.9. Loyalty

To measure consumer loyalty, it is necessary to understand why spectators become loyal to a sporting event. A broad range of research, in which the spectator is seen as rational individuals who make choices based on their motivations, has focused on consumer motives for becoming involved with a sporting event.

Oliver (1997) defines loyalty as “a deeply held commitment to rebuy or repatronize a preferred product or service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts that having the potential to cause switching behaviour”. In addition, he explains that if the qualification "against all odds and at all costs" was added, it would describe ultimate loyalty. A consumer who is eager to repurchase a product or service and will have nothing else is an example of loyalty (Oliver, 2010). In addition, Oliver (1999) underlined that consumers be able to found loyalty within the steadiness concerning attitudinal and behavioural attributes consist of the four phases: cognitive, affective, and conative stages for attitudinal loyalty, and the action stage for behavioural loyalty.

In a study of consumer loyalty in sport spectatorship services, Bodet & Bernache-Assollant (2011) defined “consumer loyalty as a bidimensional concept which gathers an attitudinal and a behavioural dimension”. In addition, they argued that true loyalty from spurious loyalty, which consists of repetitive and automatic actions, the attitude dimension has been applied to the behavioural dimension. Several attitudinal interventions are necessary, and the second dimension of loyalty is also captured by intentions to repurchase or to suggest. Behavioural loyalty can be calculated in the sense of sports spectator services by the attendance or follow-up of the next game by the level of attendance or watching during a season or overtime, by the possession of a season ticket, or by the money expended on following a particular team or sport (Bodet & Bernache-Assollant, 2011).

Bauer et al. (2008) divided loyalty by two categories; (1) attitudinal loyalty represents the psychological commitment of a fan to a team, and (2) behavioral loyalty represents past behaviour, as well as behaviour intentions. Past behaviour comprises past purchasing behaviour and past positive word-of-mouth. Otherwise, in the context of spectator sport, Yoshida & James (2010) proposed the use of three favourable indicators of behavioural intentions; (1) recommend the team to other customers, (2) attend the team's future sporting events, and (3) remain loyal to the team.

The current research adopts the approach of Bodet and Bernache-Assollant (2011); Bauer et al. (2008); Oliver (1999); and Foroughi et al. (2019) in classifying consumer loyalty. Thus, loyalty is categorised as both attitudinal and behavioural elements. The reason is because loyalty is a process in which logical reasons for continuous (cognitive) support give way to emotional ties between a customer and a service (affective), followed by an obligation to reuse/buy the service (conative), and eventually lead to reuse even when action is needed to resolve barriers (Oliver, 1997).

3.9.1. Attitudinal Loyalty

Attitude loyalty refers to a client's ongoing positive choice of a specific service or product which satisfies functional and emotional needs. According to Pritchard et al. (1999), this type of loyalty is exhibited through the elements of psychological commitment, demonstrating a resistance to change. This commitment is formed by processes such as the gathering of information, identification, and decision-making. Bauer et al. (2008) perceive the attitudinal dimension of loyalty from the perspective of a spectator, distinguishing it from spurious loyalty by an inner relatedness and representing it as the spectator's psychological commitment to a sports event. Similar to Bauer et al.'s (2008) definition, Ahn & Back (2018) highlighted that these aspects relate to consumers' emotional and psychological states while

Beatty & Kahle (1988) commonly defined the term 'Commitment' as a person's emotional or psychological attachment to a particular brand.

3.9.2. Behavioural Loyalty

Consumer behaviour involves a process closely intertwined with purchasing decisions, encompassing the exploration and evaluation of products and services. This decision-making process involves contemplation, assessment, and inquiry into products and services before making a purchase. Bauer et al., (2008) explain that behavioural loyalty encompasses both historical actions and intentions, comprising past purchasing behaviour and positive word-of-mouth. Funk & James (2001) introduced thought behaviour loyalty as a sentiment derived from consistent, recurrent behavioural feedback associated with one or more preferred brands. They outline its key characteristics as actual behaviour, such as attending sporting events or purchasing team merchandise, and behaviours exhibited over time in specific contexts, like consistently watching a team on television. This form of loyalty signifies advanced commitment and cognitive processing, leading to consistent behaviours like team merchandise consumption, sports engagement, and sponsorship support.

Building upon the framework, Iwasaki & Havitz (2004) supplemented Gladden & Funk (2001) ideas by establishing parameters for measuring behavioural loyalty in sports fans. Their model incorporates five behavioural components: the duration of fandom, the proportion of time spent following a favourite team compared to others, the frequency of engagement with team-related activities, the intensity of involvement, and the likelihood of future attendance. Pimentel & Reynolds (2004) emphasize that brand loyalty can persist despite product shortcomings, scandals, negative publicity, high prices, and minimal promotional efforts, motivating consumers to proudly display brand-related items like clothing and merchandise.

When applying the concept of loyalty to sporting event consumer behaviour, past loyal behaviour is demonstrated through activities like attending live competitions, watching races

on television, consuming related media, purchasing event merchandise, sporting event-themed apparel, engagement, and advocating for support of the event (Bauer et al., 2008).

3.10. Hypotheses Develop

3.10.1. The link between perceptions positive social impacts and perceptions of positive images of sporting events

The link between perceived positive social impacts and sporting event image has not been the subject of numerous studies in the field of sport tourism and event marketing. Kaplanidou & Vogt, (2006) found that the image of a sport tourism event is comprised of several mental imageries such as organization, environment, physical activity, socialization, fulfilment, and emotions. This suggests that the perception and overall image of a sporting event play a significant role in shaping its social impacts. Furthermore, Hsu et al., (2020) discovered that image fit, which refers to the consistency between the event image and the social environment, entertainment services, and quality of life within a destination, also contributes to the overall positive social impacts of the event. These findings highlight the importance of cultivating a positive event image in order to maximize the social benefits generated by sporting events.

The perceived positive event image has been found to have several implications for both event and destination marketers. The study by Prado-Gascó et al. (2017) revealed that a positive event image is a necessary condition for athletes to engage in social media activities such as sharing comments, photos, and videos related to the event. This indicates that a positive event image not only enhances the participants' overall experience but also encourages them to actively engage with the event through social media, thereby contributing to its social impact. Therefore, a positive image of a sporting event can have a significant impact on the social benefits of the host city, leading to improvements in quality of life, social integration, and economic development.

Hypothesis 1: Perceptions of positive social impacts contribute directly to perceptions positive images of sporting events.

3.10.2. *The link between perceptions of positive social impacts and satisfaction of sporting events.*

Sporting events have the ability to generate positive social impacts and contribute to the satisfaction of local residents. These events not only attract enthusiastic participants, volunteers, and large audiences, but they also stimulate cities and create a sense of excitement, pleasure, and camaraderie among the community. This was supported by Zhang et al. (2020) who found that residents' satisfaction is largely determined by positive sociocultural impacts. One study by Parra-Camacho et al. (2021) found that positive impacts of a small-scale sporting event, such as sporting participation and improvement to the image of the city, contribute to explaining the willingness to support the holding of future sporting events. This suggests that when participants experience positive social impacts, they are more likely to support and be satisfied with future events. Moreover, the social impacts of events, including community benefits, cultural and educational benefits, and quality of life concerns, can directly influence participants' satisfaction and loyalty (Gholipour & Moradi, 2020).

Additionally, the combination of positive event image, participant satisfaction, and social network use can lead to social media content sharing and positive word-of-mouth (Prado-Gascó et al., 2017). Therefore, positive social impacts and satisfaction are interconnected in the context of sporting events. The link between positive social impacts and satisfaction of a sporting event is evident. When participants experience positive social impacts, such as improved city image, social integration, and a sense of pride, they are more likely to be satisfied with the event.

Hypothesis 2: Perceptions of positive social impacts contribute directly to satisfaction of sporting events.

3.10.3. The link between perceptions of positive economic impacts and perceptions of positive image of sporting event

The image of a sporting event can contribute to its economic benefits in several ways. Firstly, a positive image can attract more participants and spectators to the event, leading to increased economic benefits for the host city Perić et al. (2022); Parra-Camacho et al. (2021). Furthermore, the positive image of the event can also enhance the destination's reputation and attractiveness (Sogas et al., 2021).

Studies have shown that hosting sporting events can lead to increased tourism, job creation, and income generation opportunities (Perić et al., 2022; Parra-Camacho et al., 2021). In addition, the positive image of the event can also have long-term effects on the host city's economy (Sogas et al., 2021). The positive image of a sporting event can also have ripple effects on other sectors of the economy (Sogas et al., 2021). For example, when a city successfully hosts a major sporting event and receives positive media coverage, it can attract not only tourists but also corporate sponsors and investors who see the potential for business opportunities in the host city. This can lead to increased job creation and income generation opportunities in various sectors (Perić et al., 2022).

In addition, the positive image of a sporting event can bring about improvements in infrastructure and local services (Sogas et al., 2021). These improvements can not only benefit the event itself but also elevate the overall quality of life for residents in the host city. In summary, the positive economic impacts of sporting events are closely intertwined with the positive image of the event.

Hypothesis 3: Perceptions of positive economic impacts contribute directly to perceptions of positive image of sporting event.

3.10.4. The link between perceptions of positive economic impacts and satisfaction of sporting event

Numerous studies have explored the link between positive economic impacts and satisfaction in sporting events. These studies have found that sporting events can generate significant economic benefits for the host locality. For example, sports events can attract a large number of tourists, leading to increased income from visitors and improved image of the town. In a study conducted by Zhang et al., it was determined that there is a significant relationship between positive economic impacts and satisfaction. They found that the event not only has positive economic impacts, but also contributes to tourism, economic development, social development, and cultural development.

Furthermore, the study revealed that most participants of sporting events are generally satisfied with the event. However, the study also identified areas for improvement in order to further enhance satisfaction. Another study by Avelar & Menezes supported these findings, suggesting that sporting events have considerable economic impacts and are important for the overall development of the host community. In addition to the economic benefits, hosting a sporting event can have various positive social impacts on the host community. Sports events can generate positive feelings and experiences among the residents of the host community.

Hypothesis 4: Perceptions of positive economic impacts contribute directly to satisfaction of sporting event.

3.10.5. The link between perceptions negative impacts and perceptions of positive images of sporting event.

A significant correlation exists between the negative impacts of sporting events and the image such events project. According to Ribeiro et al. (2021), local residents' perceptions of adverse impacts such as social conflict diminish when compared to the data collected one

month prior to the commencement of the event. One could interpret that the image of the sporting event has the potential to affect the perspective of its negative impacts.

Furthermore, the concerns raised by citizens who aren't fans of sports often revolve around issues like roadblocks, litter, and noise disturbance (Hover et al., 2016). However, a study focusing on the 2010 FIFA World Cup in Cape Town revealed a significant decrease in the foreseen negative quality of life indicators during the event (Knott, 2015). This compelling evidence suggests the image of the sporting event plays a critical role in influencing the extent of negative impacts experienced by the residents of the host city. In other words, a positive image could potentially mitigate the perceived negative consequences.

Hypothesis 5: Perceptions of negative impacts contribute directly to perceptions of positive images of sporting events.

3.10.6. The link between perceptions of negative impacts and satisfaction of sporting event

Research in the field of event management and public perception has yielded compelling evidence of the relationship between negative economic impacts and residents' satisfaction over time. Specifically, the perception of negative economic consequences, such as wastage of taxpayers' money, has been identified as a critical factor affecting residents' satisfaction with the construction and hosting of event facilities for sporting events (Yürük et al., 2017).

Negative perceptions, such as concerns about the leakage of taxpayers' money, have consistently emerged as influential determinants of residents' contentment regarding the hosting of sports events. Camacho et al. (2019) underscored the significance of these negative perceptions and their impact on the overall satisfaction of residents. Zhang et al., (2020) demonstrate a strong negative correlation between these factors. Therefore, the body of research in this area collectively highlights how residents' perceptions of economic impacts, including wastage and leakage of taxpayers' money, are pivotal in shaping their satisfaction

levels over time when it comes to hosting sporting events and constructing facilities. These findings emphasize the need for event organizers and policymakers to address these concerns effectively in order to enhance public satisfaction and support for such events and infrastructure projects.

Hypothesis 6: Perceptions of negative impacts contribute directly to satisfaction of sporting events.

3.10.7. The link between perceptions of community coherence and development, and perceptions of positive image of sporting event

Sport has the potential to contribute significantly to community coherence and development by fostering social cohesion, promoting unity, and enhancing a positive image of sporting events. The study by Scholtz, (2019) highlights the positive impact of an annual international sporting event in a small community, emphasizing its long-term benefits for residents and the broader community. Furthermore, the potential for fostering social cohesion through mega-events is exemplified by the case of the World Roller Games in Barcelona, as discussed by Saló & López (2021). They suggest that such events offer a unique opportunity to develop social and sportive initiatives that can strengthen social bonds and unity within the city.

In contrast to other forms of cultural exchanges, such as science or art, sport emerges as a significant component of cultural soft power, as emphasized by Feizabadi et al. (2015). Sport not only enhances national cohesion but also plays a pivotal role in expanding a nation's influence on the international diplomatic and relational stage. Additionally, sporting events can foster social cohesion and promote a positive image of the community.

Hypothesis 7: Perceptions of community coherence and development contribute directly to positive image of sporting event.

3.10.8. The link between perceptions community coherence and development, and satisfaction of sporting event

Sporting events have the potential to contribute to community coherence and development, as well as satisfaction. Community sport events organized and driven by communities can promote social cohesion and trust and provide a sense of belonging in fragmented societies (Huang et al., 2018). The success of sports events is influenced by the support of the host community, and community attributes impact the satisfaction and behavioural intentions of participants (Davids et al., 2021). Additionally, participating in sport events can lead to increased life satisfaction, with event satisfaction and leisure involvement playing a role in overall life satisfaction (M. Sato et al., 2017).

Satisfaction levels of participants in sports festivals can vary based on variables such as gender, educational status, and occupational groups (Gokce & Bozyigit, 2020). Volunteers' satisfaction, commitment, and sense of community can also be enhanced through their involvement in sport events (Lachance et al., 2022). Overall, sporting events have the potential to foster community coherence, contribute to development, and enhance satisfaction among participants and volunteers.

Hypothesis 8: Perceptions of community coherence and development contribute directly to satisfaction of sporting event.

3.10.9. The link between perceptions of positive image of and satisfaction of sporting event.

The link between positive image of a sporting event and satisfaction with the event has been a subject of interest in academic research. Several studies have investigated the relationship between sporting event image and satisfaction, highlighting the importance of understanding this connection in order to enhance spectators' experiences. Liu & Gratton, (2010) found that the evaluation of sports events is positively related to image impact. This

suggests that the perception and overall image of a sporting event can have a significant impact on satisfaction levels among spectators.

Furthermore, Lee et al. (2019) found that event image predicted host city image, event satisfaction, and intention to revisit the event. These findings indicate that the image of a sporting event not only affects satisfaction but also has implications for repeat attendance and the perception of the host city. In addition to event image, participant involvement also plays a role in determining satisfaction with a sporting event. Kogoya et al. (2022) conducted a study that revealed the significant association between participant involvement in a sporting event and various factors, including sports event image, satisfaction, motivation, stadium atmosphere, environment, and perception of the event's impact. These findings suggest that the image of a sporting event plays a crucial role in determining local residents' satisfaction. The link between perceptions of positive image of and satisfaction of sporting event.

Hypothesis 9: Perceptions of positive image contribute directly to satisfaction of sporting event.

3.10.10. The link between perceptions of positive image and attitudinal loyalty of sporting event.

The relationship between sport event image and attitudinal loyalty has been widely recognized in academic research. According to Jeong & Kim (2019a), the dimensions of event personality, such as excitement, sophistication, and sincerity, are predictors of event image. These dimensions contribute to the overall perception and reputation of the sporting event, which in turn positively influences individuals' loyalty intentions toward the event. In a study conducted by Schnitzer et al. (2021), the results showed that event image had a significant positive effect on residents' attitudes toward events.

Furthermore, research Lianopoulos et al. (2022) supports the notion that a positive image of a sporting event is strongly associated with attitudinal loyalty. For instance,

Lianopoulos et al., (2022) found that participants who perceived a sporting event to have a positive image were more likely to exhibit higher levels of attitudinal loyalty towards the event. The findings from these studies suggest that sport event image plays a crucial role in shaping individuals' attitudes and loyalty towards sporting events.

Hypothesis 10: Perceptions of positive image contribute directly to attitudinal loyalty of sporting event.

3.10.11. *The link between perceptions of positive image and behavioural loyalty of sporting event.*

Positive image of a sporting event is positively related to behavioural loyalty (Lianopoulos et al., 2022). The image of a sporting event is influenced by various factors such as event personality dimensions (excitement, sophistication, and sincerity) (Gholipour & Moradi, 2020), event quality, perceived value, and satisfaction (Girish & Lee, 2019). These factors contribute to the overall image of the event and impact the loyalty intentions of participants (Jeong & Kim, 2019a).

Additionally, brand experience and brand perception also play a role in shaping the image of a sporting event (Jung & Kim, 2015). The relationship between positive image and behavioural loyalty suggests that a positive perception of the event can lead to increased loyalty among participants.

Hypothesis 11: Perceptions of positive image contribute directly to behavioural loyalty of sporting event.

3.10.12. *The link between local residents' satisfaction and attitudinal loyalty of sporting event.*

The link between satisfaction and attitudinal loyalty of sporting events has been extensively studied in the literature. Oliver, (1999) argues that consumer loyalty is a complex construct that is influenced by a variety of factors, including satisfaction. The study

conducted by Bodet & Bernache-Assollant (2011) discovered that factors such as team identification and the frequency of attending home games each year held substantial influence on consumer attitudinal loyalty. However, it was the satisfaction specific to each consumer interaction (transaction-specific satisfaction) that emerged as the most powerful determinant of this loyalty.

Empirical evidence fortifies this relationship between satisfaction and attitudinal loyalty (Akhoondnejad, 2018). Interestingly, the perceived wastage of taxpayers' money relative to the construction of sport event facilities significantly predicts local residents' overall satisfaction level with the event (Parra-Camacho et al., 2019)

The influence of satisfaction on attitudinal loyalty has been corroborated further by recent studies (Gholipour & Moradi, 2020; Pashaie et al., 2022; Park et al., 2021), thereby affirming the significance of fan satisfaction in the sporting domain. Thus, local residents' satisfaction intricately binds myriad aspects of the sporting event, cementing its crucial role in fostering attitudinal loyalty.

Hypothesis 12: Satisfaction contribute directly to attitudinal loyalty of sporting event.

3.10.13. The link between local residents' satisfaction and behavioural loyalty of sporting event.

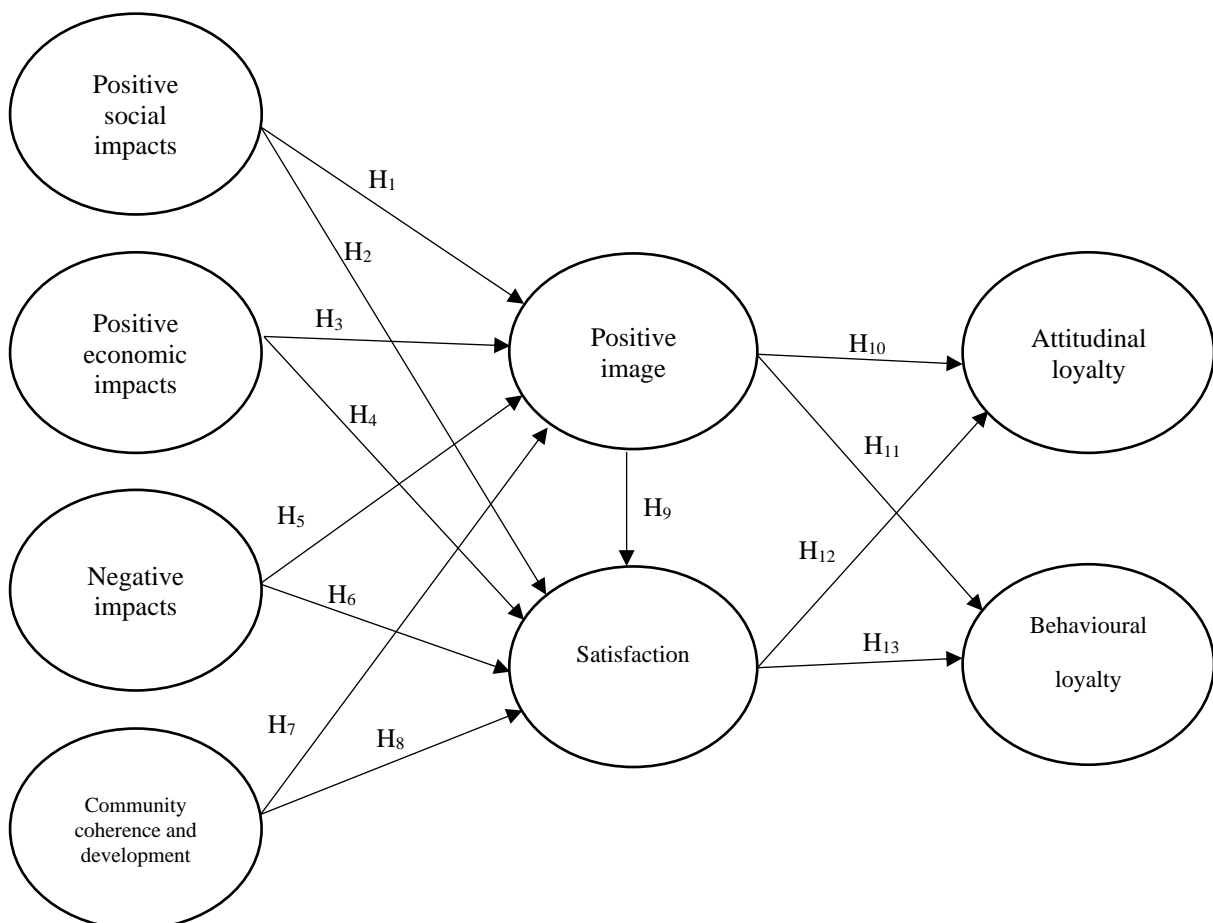
Local residents' satisfaction holds significant sway over their behavioural loyalty towards a sporting event. This satisfaction lays a foundational impact on their future intentions to not only attend similar sporting events but also engage in the sport itself (Brown et al., 2017). It becomes an essential driver of such behavioural intentions by recommending the event to others and the intention to revisit these events (Jeong & Kim, 2019a; Jeong & Kim, 2019b). Observations from the European Duathlon Championship also revealed that overall event quality and resident satisfaction largely determined whether attendees intended to participate in the future (Magaz-González et al., 2020). Moreover, satisfaction is a

cornerstone in shaping attendees' behavioural loyalty to sporting events (Pashaie et al., 2022; Gholipour & Moradi, 2020; Park et al., 2021).

Many studies have strengthened the positive correlation between resident satisfaction and loyalty, particularly within sports venues and events (Akhoondnejad, 2018). Various factors, such as the quality of the event, how the attendees perceive its value, and a sense of community within the event, are considered bolstering elements of satisfaction with sporting events (Yildiz & Duyan, 2019). The link between local residents' satisfaction and behavioural loyalty in sporting events highlights the importance of creating enjoyable and satisfying experiences for attendees.

Hypothesis 13: Satisfaction contribute directly to behavioural loyalty of sporting event.

Figure 3: Hypothesized model



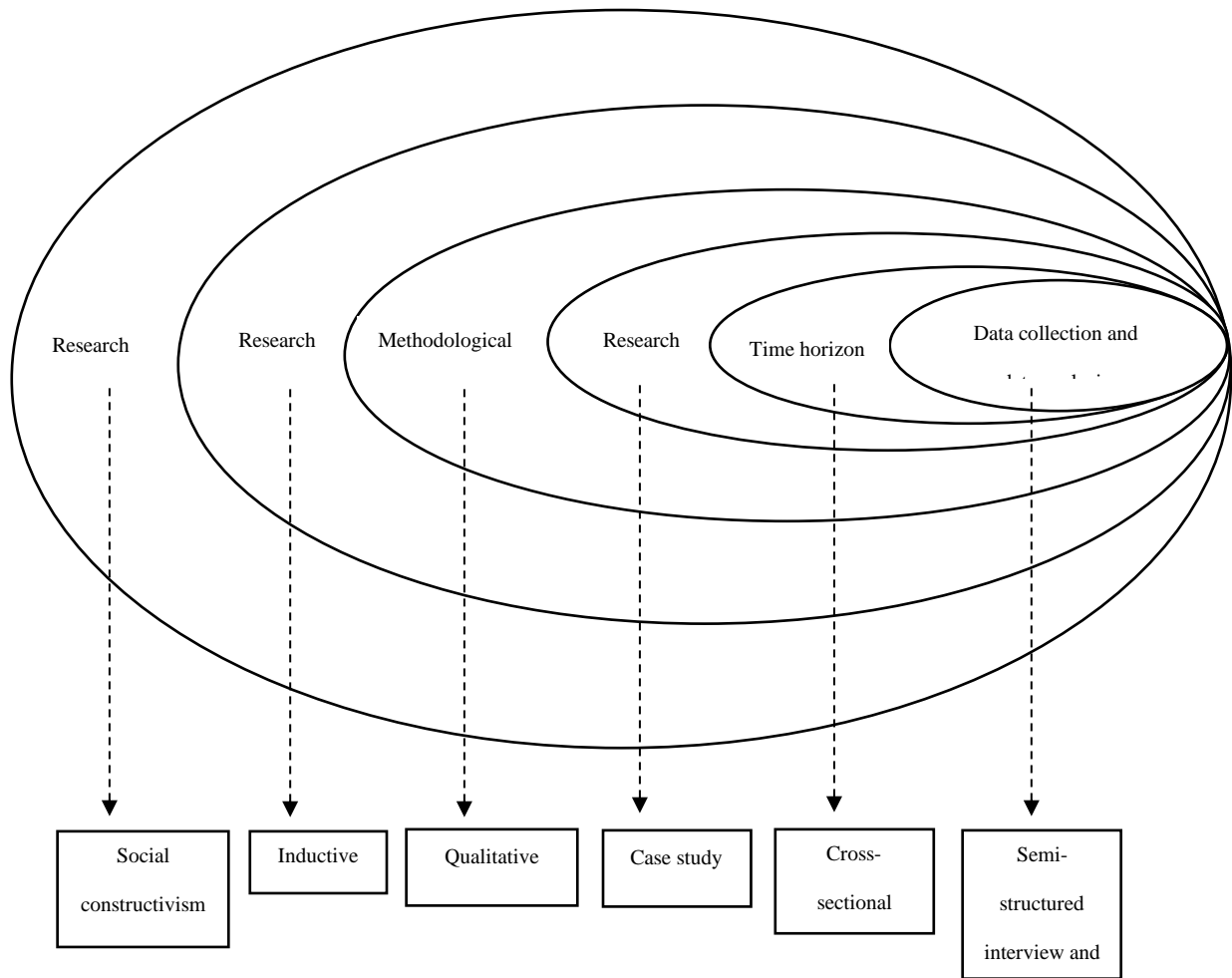
CHAPTER IV: METHODOLOGY

The research methodology to better understand the innovation process and the residents' impact of the TdS consisted of both qualitative and quantitative approaches. The first study employed a qualitative approach, utilizing interviews with actors, local authorities, stakeholders, and organizers. The purpose of these interviews was to gain an understanding of the reasons behind the initiation of the cycling event, why it was chosen as an innovation, and whether it was considered a success. This qualitative approach allowed for a deeper exploration of the decision-making process and the perspectives of key stakeholders involved in organizing and implementing the event. Furthermore, the interviews enabled the researchers to capture rich and detailed information about the innovation process in the sporting event.

The second study, on the other hand, adopted a quantitative approach to assess the perceptions of local residents. A questionnaire was designed to gather data on the demographic characteristics of the participants, perceptions of local residents of positive social impacts, positive economic impacts, negative impacts, community coherence and development, positive image, their satisfaction with the event, and their level of loyalty towards the sporting event, both attitudinal loyalty and behavioural loyalty. This quantitative approach aimed to provide a more comprehensive understanding of the local residents' opinions and experiences related to the cycling event. Moreover, the quantitative approach allowed for statistical analysis and the identification of patterns and trends among the participants. To ensure the validity and reliability of the data collected, various processes were taken in both studies. In the qualitative study, interviews were conducted using a semi-structured format, allowing for flexibility and the exploration of emergent themes. In the quantitative study, a structured questionnaire was administered, ensuring standardized data collection, and facilitating comparisons across participants. The inclusion of both qualitative and quantitative methods in the overall research design provided a comprehensive and holistic perspective on the cycling event.

The choice and design of research methodology are fundamental to the process of creating successful research. Methodology is “the collection of methods or rules” that operate research, together with the “principles, theories, and values” to support the research approach (Somekh & Lewin, 2005). Thomas (2021, p. 29) defined research methodology as “the systematic study of the research process starting from the planning process to reporting the results”. Furthermore, Saunders et al. (2019) described the research methodology as an “onion” form, where the thinking related to the research problem lies in the middle and thus several layers have to be “peeled off” before reaching the centre position. We chose the Saunders et al.’s onion model because it provides a comprehensive framework of systematic and complete steps. Before starting with data collection and data analysis, we used the "research onion" as a guide in the methodological stages: research philosophy, research approach, methodological choice, research strategy, and time horizon (Saunders et al., 2019).

Figure 4: The Research Onion



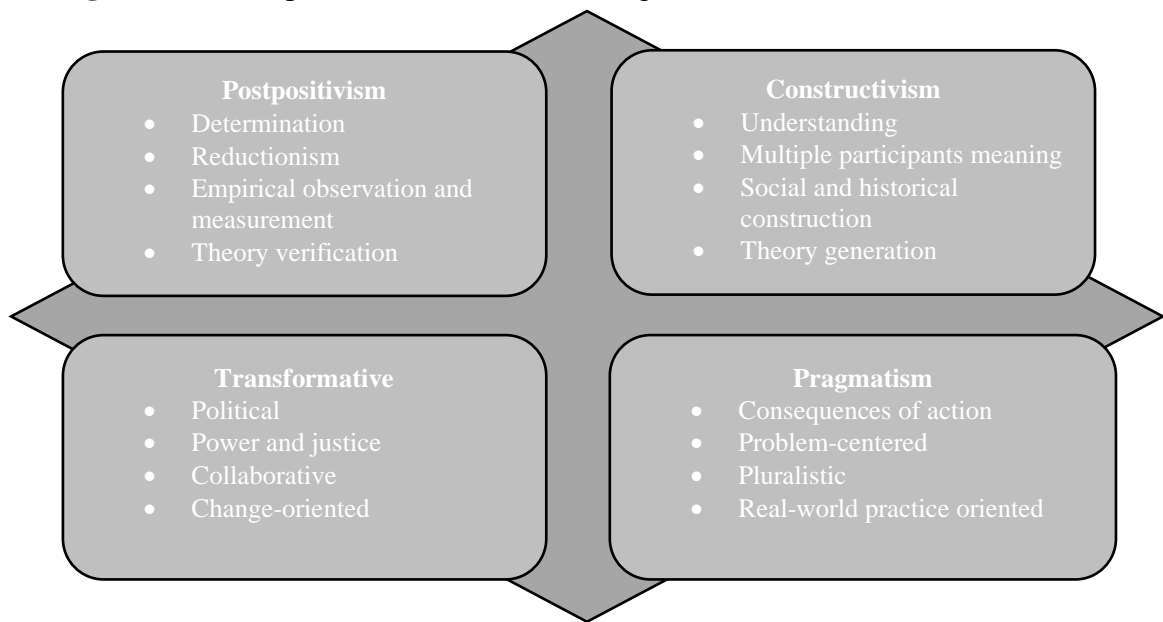
Note. Illustration adapted from Saunders et al. (2019, p. 130)

4.1 Research philosophy

Research philosophy is the initial stage in conducting research. According to Saunders et al. (2019, p. 163) research philosophy is how a researcher is "developing knowledge in a particular field". Creswell & Creswell (2018) advise that researchers creating a study proposal or plan should make the larger philosophical principles they embrace evident. This information will aid in explaining why they chose qualitative, quantitative, or mixed methods study approaches. Therefore, a researcher must develop knowledge of research philosophy related to his research field.

Research philosophy might be defined from any study's foundation that outlines the set of assumptions upon which the research is based. Ontology refers to assumptions about the nature of reality, epistemology refers to assumptions about knowledge, and the axiological standpoint refers to the role of values and ethics (Saunders et al., 2019). Essentially, a researcher must defend his or her own ontological, epistemological, and axiological positions, which together form the research philosophy.

Figure 5: Philosophical worldviews following Creswell & Creswell (2018)



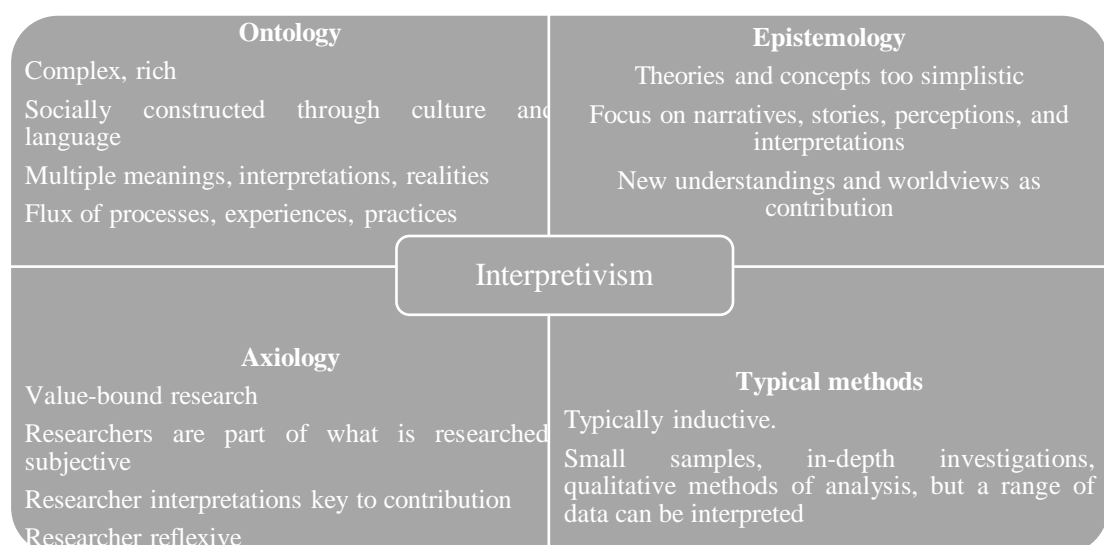
Creswell & Creswell, (2018) use the term worldview to describe research philosophy and identify four interpretations such as postpositivism, transformative, constructivism, and pragmatism. Meanwhile, Saunders et al. (2019) proposed five major philosophies in business and management: positivism, critical realism, interpretivism, postmodernism and pragmatism.

To understand the nature and existence of the study object, the ontology in this study is considered to be constructive, existing dependently of the thoughts of the social actors. “Constructionism is an ontological position (often also referred to as constructivism) that asserts that social phenomena and their meanings are continually being accomplished by social actors” (Bryman, 2012, p. 33). This implies that social phenomena and classes are not produced solely by social interaction, but that they are in a constant state of adjustment.

This research fits with the constructivism worldview category. Constructivism, often known as social constructivism (and frequently paired with interpretivism), is a type of qualitative research approach (Creswell & Creswell, 2018). Individuals have comprehension of the world in which they live and work, according to social constructivists. People create subjective meanings for their experiences, meanings that are directed towards certain objects or things. These meanings are diverse and multifaceted, prompting the researcher to focus on the diversity of perspectives rather than categorizing them into a few categories or ideas (Creswell & Creswell, 2018). This is in accordance with Saunders et al. (2019, p. 149) on the notion of interpretivism as “the purpose of interpretivist research is to create new, richer understandings and interpretations of social worlds and contexts”. According to this view, understanding importance and meaning are formed in collaboration with other people.

Constructivism is the ontological orientation connected with this type of approach (Bryman, 2012). “An epistemological issue concerns the question of what is (or should be) regarded as acceptable knowledge in a discipline” (Bryman, 2012, p. 27). Epistemological position in this study is interpretivism.

Figure 6: Interpretivism research philosophical positions in business and management research



Noted. Illustration partially adopted from Saunders et al. (2019)

4.2 Research approach

The research approach is a way of thinking that researchers use to understand how their research will be conducted. “Research approaches are plans and the procedures for research that span the steps from broad assumptions to detailed methods of data collection, analysis, and interpretation” (Creswell & Creswell, 2018, p. 40). Although innovation processes in sporting events have not widely been studied following a qualitative approach, it allows investigating the complex processes at stake, which has been for instance done with tourism companies to depict organizational processes related to the growth of tourism (Paget et al., 2010). The qualitative method was selected in the research as part of this approach.

To describe the relationship between theory and research, we adopted an inductive approach. The inductive approach explores a topic and develops a theoretical explanation as data is collected and analysed (Saunders et al., 2019). Another definition of inductive research is “an approach to the relationship between theory and research in which the former is generated out of the latter” (Bryman, 2012, p. 712). The objective of this inductive study is to understand the innovation process focusing on a particular sporting event. The research question is how the idea of TdS cycling race was generated and adopted?

Figure 7: Main steps in the inductive approach



Main steps in the inductive approach adopted from Burdiuzha et al. (2020, p. 163)

An overview of the inductive logic of research approach logic is given in Figure 4.

Figure 8: The inductive logic of research in a qualitative study

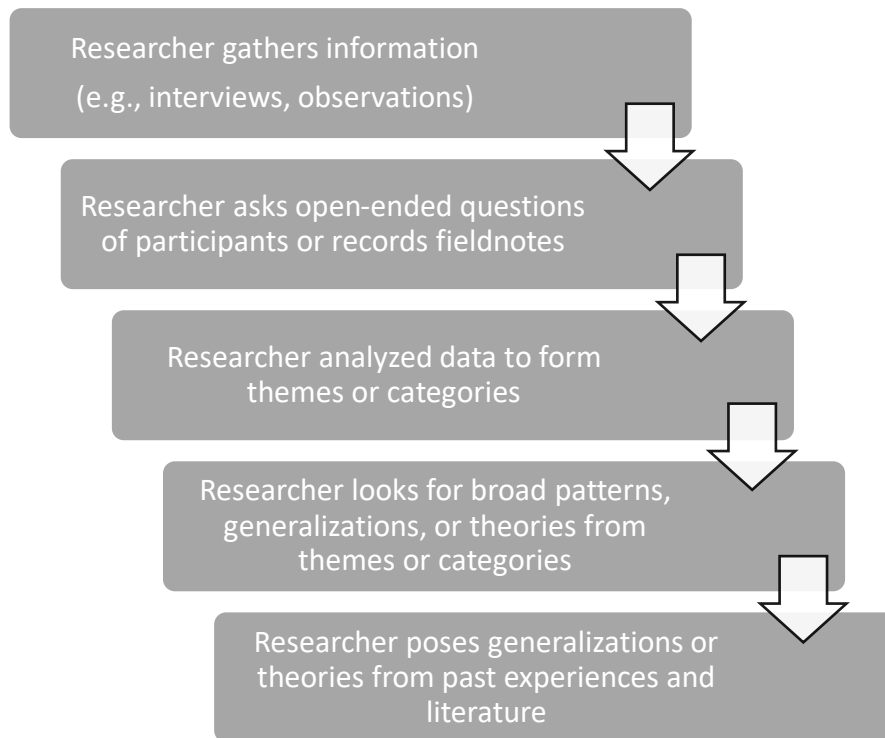


Figure 5. The inductive logic of research in a qualitative study (Creswell & Creswell, 2018).

4.3 Methodological choice

Based on the explanation above, the methodological choice in this research is qualitative research design. The philosophical foundations of this research rely on social constructivism, interpretivism and inductive. An interpretive philosophy is frequently related with qualitative research (Denzin and Lincoln 2018). It is interpretive because researchers must make sense of the subjective and socially created meanings that have been stated about the topic under investigation (Saunders et al., 2019).

Naturalistic research is so named because it requires researchers to work in a natural setting, or study context, in order to build trust, involvement, access to meanings, and in-depth comprehension (Saunders et al., 2019).

Table 3*Fundamental differences between quantitative and qualitative (Bryman, 2012, p. 36).*

	Quantitative	Qualitative
Principal orientation to the role of theory in relation to research	Deductive; testing of theory	Inductive; generation of theory
Epistemological orientation	Natural science model, in particular positivism	Interpretivism
Ontological orientation	Objectivism	Constructionism

4.4 Research Strategy

Research strategy is one of the sections of research methodology. Bryman, (2012, p. 715) identified research strategy as “a general orientation to the conduct of social research”. On a related note, Saunders et al. (2019) defined that a research strategy is an action plan on how the data is collected to answer a research question. A research strategy is a stepwise plan of action that helps focus thoughts and efforts to do research systematically and on time, resulting in high-quality data and detailed reporting. A research strategy should be chosen according to the research questions and objectives, the degree of current knowledge on the topic area to be examined, the amount of time and available resources, and the researcher's philosophical foundations (Saunders et al., 2019). The following are some of the most typical business and management research strategies: experiment, survey, archival and documentary research, case study, ethnography, action research, grounded theory, narrative inquiry (Saunders et al., 2019). This study intended to adopt the case study research strategy as the most appropriate research technique from among these many options. The sections that follow briefly discuss the case study technique and explain why it is preferred over others.

“A case study is a methodology that is used to explore a single phenomenon (the case) in a natural setting using a variety of methods to obtain in-depth knowledge” (Collis & Hussey, 2014). “Case study is a research design that entails the detailed and intensive analysis of a single case. The term is sometimes extended to include the study of just two or three cases for

comparative purposes” (Bryman, 2012, p. 709). Creswell & Creswell, (2018, p. 97), defined

Case study research as:

“A qualitative approach in which the investigator explores a real-life, contemporary bounded system (a case) or multiple bounded systems (cases) over time, through detailed, in-depth data collection involving multiple sources of information (e.g., observations, interviews, audiovisual material, and documents and reports), and reports a case description and case themes. The unit of analysis in the case study might be multiple cases (a multisite study) or a single case (a within-site study).”

Reasons for choosing a case study. Deciding a strategy between qualitative research is likely to cause confusion (Saunders et al., 2019). Moreover, Saunders et al., (2019), mention several strategies that are often used in qualitative research, such as: experiment, survey, archival and documentary research, case study, ethnography, action research, grounded theory, narrative inquiry.

We adopted the case study as the preferred research strategy in this study because it meets the criteria to consider as recommended by Yin, (2018, p. 39); “(a) the form of research question posed, (b) the control a researcher has over actual behavioral events, and (c) the degree of focus on contemporary as opposed to entirely historical events”. Therefore, case studies are preferred when the research questions are in the form of "how" and "why".

First, this research was developed to answer research questions about how the idea of TdS cycling race was generated? From these questions we can say that it is suitable for case study research. Looking at the research questions, it can be seen that most of them consist of “how “and “why” types of research questions, which support the conduct of case study research. The second condition identified by Yin (2018) is the level of control the researcher has over the actual behavioural events. In this study, the researcher has no control over the behaviour of the actors and local government. The researcher is outside the "case", outside the construction of sporting events; he is an external observer. Furthermore, the third condition is that it is impossible for researchers to manipulate the behaviour of the actors as independent

variables to determine their effect on the dependent variable, because the issue being investigated – the creation of a sporting event – is extremely complex, involving multiple stakeholders, and cannot therefore be controlled and manipulated by the researcher.

4.5 Time horizon

Independent of the study methodology chosen, time horizons are required for the research design. Longitudinal and cross-sectional time frames are the two types of time horizons. Longitudinal studies are those that are repeated over a long period of time, meanwhile, cross-sectional studies are constrained by a time frame (Saunders et al., 2019).

This research was conducted to investigate the phenomenon of the sporting event innovation process at a certain time in the past. Thus, the researcher felt it was suitable to apply a cross-sectional study as it was not possible to witness the creation process. A cross-sectional study is the “study of a particular phenomenon (or phenomena) at a particular time, i.e. a 'snapshot'” (Saunders et al., 2019, p. 834).

4.6 Method of Study One

The concern of this study was exploring the driving forces and processes that led to the creation and growth of TdS sporting event as an innovative touristic solution, and which of actors contributed to its apparent contemporary success. The study examined power, relationships, and processes of negotiation to stabilize or compromise attempts at social ordering, specifically in creating and the management of sporting event. The aim is to contribute to a growing body of studies that sees “power as an effect of sets of variegated and differentially successful strategies to enrol others rather than as cause of that success” (Law, 1986, p. 5; Latour, 1984), and as important analytically in social research.

This research seeks to highlight the temporal and relational dimensions of the innovation’s development process. We approached the study with some questions to guide our entry into the sporting event actors, such as who were the first to have an idea of creating TdS?

How were actors interconnected? Why the name is TdS? When the TdS started to be prepared? What are the impacts of TdS? What are the power dynamics and controversies? What are the translations and mediators involved? We did not aim for these questions to limit or constrain our fieldwork; rather, they were provisional questions that might be adjusted, enlarged, or disregarded as needed in an effort to stay open to the experiences of the actants under investigation (Latour 2005; Law 2004b). This investigation actually started in some ways before we even started working in the field.

We employed the conventional snowball approach. With this sampling technique, the researchers first get in touch with a select group of persons who are pertinent to the research question, and then used those contacts to get in touch with other actors. We were able to identify and access several actors and their direct or indirect contributions to the innovation process using this method, which was consistent with ANT and appropriate given the number of stakeholders involved in TdS.

ANT can be used by researchers to reopen black boxes and analyse their ontology: the actors, actants, and actor-networks that led to their construction (Stalph, 2019). Primo & Zago (2015) strongly advise opening the black box and peering inside. Recognise all actors, human and non-human, their agencies, the associations they form, and the evidence they leave. Settling black boxes for analysis is in ANT named translation. In simple words, this includes four moments: problematisation, interesement, enrolment, and mobilisation (M. Carroll, 2018).

4.6.1 Sampling

In this study, we used snowball sampling, “a technique in which the researcher samples initially a small group of people relevant to the research questions, and these sampled participants propose other participants who have had the experience or characteristics relevant to the research” (Bryman, 2012, p. 424). To collect data using snowball sampling, we began by identifying several key individuals who served as informants or had experience related to

the sporting event. This includes researchers, journalists, professionals, and entrepreneurs who know information about TdS.

After obtaining initial information about the main actors, we interviewed them about their innovation experiences, the challenges they tackled, and their perspectives on the landscape of sporting event innovation. During this interview, we sought recommendations from others who could provide valuable insights into the process of innovation in the process of creating sporting events. Based on their recommendations, we contacted other actors with relevant knowledge or experience. These new participants were interviewed, and the process was repeated iteratively.

While snowball sampling was underway, we gradually built a network of participants who have unique insights into the process of innovation in sporting events. Each participant does not only provide their own experience, but also suggest other individuals who can provide further perspectives. This process continues until the researcher feels that the sample size is sufficient and data saturation has been achieved (Bryman, 2012), meaning that new interviews yield little or no new information.

Snowball sampling makes it possible to leverage the expertise and networks of individuals who are deeply involved in the innovation process in sporting events. This helps to uncover diverse perspectives, experiences, and knowledge that may not be accessible through traditional sampling approaches.

4.6.2 Data collection

Using the research onion framework and a case study research design, the purpose of our data was to understand the innovation process behind a new sporting event. The data were collected, and recorded, with semi-structured interviews with actors, local government, and senior journalists. Semi-structured interviews represent a “wide-ranging category of interview in which the interviewer commences with a set of interview themes but is prepared to vary the

order in which questions are asked and to ask new questions in the context of the research situation” (Saunders et al., 2019, p. 816). This is a broad term that refers to a variety of situations. It usually refers to a situation in which the interviewer has a set of questions in the general form of an interview schedule but can vary the order of the questions. The questions are frequently framed in a more general manner than would be found in a structured interview schedule. In addition, the interviewer is usually given some leeway to ask follow-up questions in response to what are deemed significant responses (Bryman, 2012).

These interviews were completed with secondary sources and documents such as literature reviews, online media, government reports, and professional perspectives. The completion of these interviews with secondary sources and documents provided a comprehensive understanding of this research topic. These secondary sources provided useful information on the context within which the interviewees acted, helped generate questions, provided supplementary research data, and verified evidence from the primary interviews. The use of secondary sources and documents in these interviews allowed for triangulation of data, ensuring the integrity and reliability of the analysis. Additionally, the secondary sources and documents served as valuable sources of background information and contextual knowledge, shedding light on the broader factors influencing the research topic. A more comprehensive and well-rounded understanding of the research topic was achieved by incorporating secondary sources and documents into the interviews.

For our study, we used the traditional snowball method. This method of sampling involves the researcher first making contact with a small number of persons who are relevant to the research topic, and then using those contacts to make contact with others. Bryman, (2012, p. 424) outlined snowball sampling as:

“A sampling technique in which the researcher samples initially a small group of people relevant to the research questions, and these sampled participants propose other participants who have had the experience or characteristics relevant to the research. These participants will then suggest others and so on”.

The head of West Sumatra regional culture and tourism office (2006 – 2010), one photographer, the regent of Kabupaten Solok (2005-2010), where the actors we first interviewed which leads to the next. We began to uncover a series of clues that eventually took us from Padang City to Solok Regency, then to Jakarta and back to Singkarak Lake. Through this sampling procedure, we were able to interview various people involved in the innovation process, the Regent, Head of the Tourism Office, Governor, Head of Marketing for Sumatra Region, Director General of Tourism Marketing. In addition, we can observe several phenomena that occur.

In order for researchers to be more open-minded about the contours of what they need to know, so that concepts and theories can emerge from the data, a semi-structured interview research method was used in this study. Before starting the interviews, we asked for permission for audio and video recording. The data source consisted of face-to-face interviews with thirteen participants, in Padang, Solok District, Jakarta, and France as shown in Table 1.

Table 4

Lists of interviews

Position	Date	Place	Type of interaction
Head of West Sumatera regional Culture and Tourism office (2006 – 2010).	12 August 2021	Padang, Indonesia	Semi-structured interview
Photographer (2010 – 2011).	13 August 2021	Padang, Indonesia	Semi-structured interview
Regent of Local Government District, Kabupaten Solok (2005 – 2010)	14 August 2021	Kabupaten Solok, Indonesia	Semi-structured interview
Head of Marketing of West Sumatera regional culture and tourism office (2019 – 2022).	20 August 2021	Padang, Indonesia	Semi-structured interview
Head of Kabupaten Solok regional culture and tourism office (2019 – 2022).	20 August 2021	Kabupaten Solok, Indonesia	Semi-structured interview

Governor of West Sumatra Province (2005 – 2009).	08 September 2021	Jakarta, Indonesia (Zoom meeting)	Semi-structured interview
Director General of Tourism Marketing of Ministry of Culture and Tourism (2008 – 2011).	10 September 2021	Jakarta, Indonesia	Semi-structured interview
Assistant Deputy of Market Segment Development of Ministry of Tourism and Creative Economy (2015 – 2021)	11 September 2021	Jakarta, Indonesia	Semi-structured interview
Senior journalist 1, Harian Singgalang (local online news)	11 April 2022	Padang, Indonesia (Zoom meetings)	Semi-structured interview
Senior journalist 2, Harian Singgalang (local online news)	18 April 2022	Jakarta, Indonesia (Zoom meetings)	Semi-structured interview
Vice of Secretary General PB ISSI (Indonesian Cyclist Federation)	31 May 2022	Jakarta, Indonesia (Zoom meetings)	Semi-structured interview
Chairman of The Indonesian Hotel and Restaurant Association, West Sumatra	24 June 2022	Jakarta, Indonesia (Zoom meetings)	Semi-structured interview
Development Project Manager, Amaury Sport Organization (ASO)	23 January 2023	France (Cisco Webex Meetings)	Semi-structured interview

4.6.3 Interview Guide

A well-developed interview guide is a major component of successfully undertaking this component of data collection. An interview guide serves as a roadmap for conducting interviews and plays a crucial role in ensuring the collection of high-quality data. The process of developing an interview guide involves careful consideration and planning.

Table 5*Questions to explore the innovation process of the sporting event*

Interview Number	Date	Place: City - Country	Time - Start	Time - Finish
This space is to be filled in by the research				

Interview Guide – Tour de Singkarak

Name (Interviewer) :
 Name (Interviewee) :
 Organization :
 Position :

Questions

1. Would you please tell me, who was the first to have an idea of Tour de Singkarak?
 - a. Could you mention the persons names?
 - b. How many people were initiators
2. Would you please tell me, when was the first time the idea of Tour de Singkarak emerged? Or was created?
3. Please explain, who do you think was the first to come up with or produce the idea to host a Tour de Singkarak?
4. Would you please explain why the name is Tour de Singkarak?
5. Do you think this name relates to Tour de France?
6. Would you please explain when the Tour de Singkarak started to be prepared?
7. Would you please explain where the first Tour de Singkarak was held?
8. Would you please explain the process of how the Tour de Singkarak was created?
9. In planning the Tour de Singkarak, did you think about the impact it will have?
 - a. Did you think about the economic impact?
 - b. Did you think about social and cultural impact?
 - c. Did you think about psychological impact?
 - d. Did you think about environmental impacts?
10. In planning the Tour de Singkarak, did you consider the negative impacts of sporting event?
11. Is there anything else that you would like to mention in relation to the process of creating Tour de Singkarak?
12. What was your role within your organization at the time of the Tour de Singkarak was created?
13. What was your role during the Tour de Singkarak?
14. How did you learn about the Tour de Singkarak and its organizing committee? Who initiated contact?
15. Which department or individual managed the collaboration between the organizations? Was the collaboration with headquarters, with the organization in general, or with a department/affiliated organization?
16. Why did your organization affiliate itself with the organizing committee?

-
- a. What factors led to this decision?
 - b. How was this partnership related to your needs?
17. Initially, what were the desired results for the partnership? Did these expectations change over the course of the partnership?
 18. How did the partnership develop? How did it change over time?
 19. How did you communicate with the organizing committee? How did you have access to the organizing committee?
-

4.6.4 Interviews

By applying snowball sampling, we began by seeking initial information about the actor behind the TdS sporting event. After contacting several colleagues in West Sumatra, Indonesia, and expressing our goal of finding the actor behind the implementation of the TdS sporting event, we finally identified one actor, namely the Head of West Sumatra regional culture and tourism office (2006 – 2010). We then travelled to Padang City, West Sumatra Province and made an appointment for an interview.

Interview with the Head of West Sumatra Regional Culture and Tourism Office, a position he held from 2006 to 2010 when TdS was being planned. The interview was conducted at his home, after I contacted him via a message on the WhatsApp application. A quick response was given by him on the same day to meet for an interview. I started by introducing myself and the purpose of meeting him, then began with a series of broad questions to determine his role when the TdS innovation was being planned. I also asked questions about who had the first idea of organizing the TdS event. How does he describe TdS, and how is the impact of TdS both negative and positive? During the interviews, I asked him to mention the names of the actors involved in the TdS innovation process and asked for their contacts. He subsequently provided the following names: 1. Governor of West Sumatra Province (2005 - 2009); 2. Director General of Tourism Marketing of Ministry of Culture and Tourism (2008 - 2011); 3. Regent of Local Government District, Solok Regency (2005–2010) (2016–2021).

Our second interview was with one of the photographers who participated in the TdS from 2010 to 2011. The interview was conducted in a cosy cafe in Padang City, West Sumatra. The purpose of this interview was to cross-check the names of the actors who initiated the TdS. I also asked him about his views in relation to the TdS. He also mentioned that he thought was an important person in the event, namely, the Head of the Marketing Division for Sumatra Tourism, Ministry of Culture and Tourism (2008).

Our third interview was with the Regent of the Local Government District, Solok Regency, from 2005 to 2010. This interview was conducted at his home, and we travelled from Padang City to Solok District at a distance of 95.3 kilometres. Solok District is where the TdS started. We got a lot of information from him, especially about the process of starting the TdS event. I asked him many questions, for example, about the initial idea of TdS, why cycling, and what were his hopes for TdS?

Our fourth interview was with the Head of Marketing of the West Sumatra Regional Culture and Tourism Office (2019–2022). The interview was conducted face-to-face in his office in Padang City. The purpose of this interview was to verify the veracity of the initial information we obtained. He was the project leader in the organization of the 2019 edition of TdS. He is not the main actor in the creation of TdS but has a lot of information related to the TdS innovation process.

Our fifth interview was with the Head of the Kabupaten Solok Regional Culture and Tourism office (2019–2022). The interview was conducted in his office and shared that the first edition of TdS he served as the head of the public relations section of the Solok district regional secretariat. He confirmed that the names mentioned by the first actor are correct. He explained his role during the first TdS and his reasons for joining the committee.

Our sixth interview was conducted with the Governor of West Sumatra Province (2005–2009). The interview was conducted online using Zoom Meeting as the platform. He

explained that he was involved in the initial planning of the sporting event, but a year later, he was appointed by the president as Minister of Home Affairs of the Republic of Indonesia. I asked several questions, including how he coordinated with the stakeholders to support the event.

Seventh interview with Director General of Tourism Marketing of the Ministry of Culture and Tourism (2008–2011). The first interview was conducted in his home in Jakarta. As a former government official, it was difficult to meet him. I had to contact his aide first to make an appointment and had to do an antigen test as a condition of the meeting. At that time the Covid -9 pandemic was still ongoing. I asked him many questions, such as why he chose the cycling event. Why is it called the TdS. What has inspired this innovation. Is there any connection with Tour de France. What was the impact of this sporting event. Because we still wanted to get more information from him, we conducted a second interview with him online using the zoom meeting platform. Before he retired, he was the Vice Minister of the Ministry of Culture and Tourism (2011–2014).

The eighth interview was conducted with the Assistant Deputy of Market Segment Development of the Ministry of Tourism and Creative Economy (2015 - 2021). After communicating via WhatsApp, we were well received to conduct the interview at his home in Jakarta. I asked him how he got involved with the TdS. How was the initial preparation, how did he liaise with stakeholders, and so on? At the time of the first edition of TdS, he was the Head of Tourism Marketing for Sumatra Region, Ministry of Tourism and Creative Economy.

The ninth interview was with Senior Journalist 1, Harian Singgalang (local online news). This interview did not go as expected because of difficulties in organizing meeting time. Finally, the interviews were conducted over the phone. It was short; I did not have time

to record, but I made important notes related to TdS. At the end of the conversation, he recommended that a senior journalist to conduct further interviews.

Tenth interview with Senior journalist 2, Harian Singgalang (local online news). The interview was conducted online with the zoom meetings platform. I asked about his experience in covering the TdS. Surprisingly, he participated in several meetings in Jakarta related to the preparation of TdS in 2008. He also gave me the contact details of an Indonesian Cyclist Federation official (PB ISSI).

Our eleventh interview with the Vice Secretary General of the Indonesian Cyclist Federation. We obtained a good response from him to conduct an interview at a zoom meetings. He said that he has been on the board of PB ISSI for about 20 years. In the first edition of TdS in 2009, he acted as a consultant and race director. I started the conversation by asking him questions related to the implementation of TdS and the obstacles faced during the implementation of TdS. He was open and provided many answers and information.

Our twelfth interview with the Secretary General of the Indonesian Hotel and Restaurant Association. The interview was conducted online with the zoom meeting platform. At the time of the first edition of TdS, he was the Chairman of the Indonesian Hotel and Restaurant Association, West Sumatra Region. He shared that he was given the responsibility of taking care of accommodation. I asked him how he joined and the obstacles he faced during the TdS event.

Thirteenth interview with the Development Project Manager, Amaury Sport Organization (ASO). This interview was conducted online in French using the Cisco Webex Meetings platform. The interview was led by my supervisor due to language issues. The questions started with who initiated the contact and how he became involved in TdS. We also asked about the development strategy, obstacles faced, and advice he gave.

4.6.5 Data analysis

The amount of data we collected was thirteen interviews. We conducted a thematic analysis and organized this data into major themes to make sense of them. The term "themes" can be defined in several ways. For instance, Braun & Clarke, (2006, p. 4) define thematic analysis as “a method for identifying, analysing and reporting patterns (themes) within data. It minimally organizes and describes your data set in (rich) detail”. Thematic analysis is the first qualitative method of analysis that researchers should learn since it teaches fundamental skills that can be used to many other types of qualitative research and should be considered a fundamental method for qualitative research (Braun & Clarke, 2006). According to Guest et al. (2012), the researcher must be more involved and interpretive in thematic analysis, focus on detecting and defining both implicit and explicit ideas within the data, or themes, rather than counting explicit words or phrases. It is a hazy method with few universally agreed-upon standards for describing data's fundamental themes (Bryman, 2012).

Furthermore, Saldana explains that themes allow us to:

“Construct summative, phenomenological meanings from data through extended passages of text. Unlike codes, which are most often single words or short phrases that symbolically represent a datum, themes are extended phrases or sentences that summarize the manifest (apparent) and latent (underlying) meanings of data (Auerbach & Silverstein, 2003; Boyatzis, 1998). Themes, intended to represent the essences and essentials of humans’ lived experiences, can also be categorized or listed in superordinate and subordinate outline formats as an analytic tactic” (Saldana, 2014, p. 596).

The use of NVivo 12 for data analysis allowed us to effectively organize and analyze the data collected in this study. The qualitative data analysis software NVivo 12 was utilized in conducting a thematic analysis of the collected data. By following a thematic analysis methodology, we were able to identify and report patterns in the data. Thematic analysis is a widely used approach in qualitative data analysis for understanding and interpreting the meaning within a dataset (source).

The first step in the analysis process was to create thematic nodes based on the mechanism of moments of translation, as outlined by Callon. These nodes included problematization, interessement, enrolment, and mobilization. After creating the thematic nodes, the next step involved organizing and coding the data using NVivo. This involved highlighting key phrases and coding them into the corresponding thematic nodes. Furthermore, to enhance the analysis, we also considered the emergent themes that were identified while analyzing the interviews. These emergent themes were identified by temporally and sequentially ordering the texts through the narrative, which includes the overlapping data from the interviews. This approach allowed us to gain a comprehensive understanding of the data and identify patterns and themes that emerged throughout the analysis. The use of NVivo for data analysis was instrumental in the effective organization and analysis of the collected data.

The software helped to streamline the coding process and provided quantitative insights into the data. By using NVivo 12, we were able to condense and categorize the meaning units identified in the texts into node titles, representing specific themes. NVivo 12 also allowed us to easily cross-reference and analyze data across multiple nodes, enabling a deeper exploration of the connections between different themes and concepts. This systematic and structured approach to data analysis not only ensured the reliability and validity of the findings but also facilitated a rigorous examination of the research questions at hand.

4.6.6 Limitations

The study faced significant challenges in terms of participant location and diversity, impacting the generalizability and scope of the findings. This research was conducted in West Sumatra, Indonesia, and France, constraining its geographic applicability. Participant variety, including key actors, senior journalists, and active government officials, poses difficulties in generalizing outcomes to a broader population. The adaptation of distinct interview

techniques owing to participant diversity further limits the conclusions of the study. The research questions also impose limitations.

Despite these constraints, the researchers mitigated some issues using the snowballing technique by expanding participants through actor referrals. Interviews with busy individuals in different cities, such as Padang City, Solok Regency, Jakarta, and Paris, were facilitated by prior arrangements and online meetings, yielding valuable insights. Language also presented a hurdle, with interviews conducted in Indonesian and French, and translated into English for analysis.

Another limitation is the study sample size and data collection methods. The relatively small sample size reduced the generalizability of the results. Some key actors, being former officials, may have influenced responses, prioritizing successes over barriers during the innovation process.

4.7 Method of Study Two

The purpose of this study is to identify the outcome variables of perceptions of Tour de Singkarak's positive image and satisfaction and analyse how these perceptions impact loyalty from the perspective of local residents. This study examined the relationship among positive social impacts, positive economic impacts, negative impacts, community coherence, sporting event image, satisfaction, and loyalty. The method section will discuss the pilot study and changes made to the instrument; measures used in the study; how the data was collected and analyzed; how the measurement model was tested; and how the structural model was tested.

4.7.1 Pilot Study

The pilot study results highlighted the significance of ensuring accurate translation and addressing language and comprehension issues in questionnaire development, thereby enhancing the validity and effectiveness of the survey instrument. In studies using self-

completion questionnaires, pilot studies are particularly crucial because the survey researcher cannot always clarify potential misunderstandings or confusions (Bryman, 2012).

Nine individuals who made up the population from whom the sample for the entire study was drawn tested the source questionnaire. They were also disqualified from taking part in the entire study as a result. A typical suggestion was to employ as much common language as feasible and to simplify the language. This applied to both the questions' instructions and their content. Accuracy problems and challenges with phrasing and meaning were closely related. These were important lessons. It also emphasised the four crucial meaning-related difficulties that must be addressed while translating questionnaires (Usunier, 1998).

4.7.2 Measures

Participants were given an online questionnaire to complete and were asked to describe how they believed the Tour de Singkarak would affect their community. Participants were asked to provide demographic data and respond to items used to measure their perceptions of positive social impacts, positive economic impacts, negative impacts, community coherence and development, the image of Tour de Singkarak, satisfaction, and loyalty. The work of Kim & Petrick, (2005), Shonk & Chelladurai, (2008), Ritchie (2009), and Ma & Rotherham (2015) had a significant impact on the development of all measures and was occasionally modified.

Table 6

Constructs and items used in the survey

Constructs	Items	Reference(s)
Positive Social Impacts	<ol style="list-style-type: none"> 1. The TdS gives residents an opportunity to meet new people. 2. The TdS enhances local residences' spirit of hospitality. 3. The TdS bring the community together. 4. The TdS gives young people in West Sumatra new opportunities to play sport. 5. The TdS may lead to higher levels of services offered by local businesses. 6. Young people in West Sumatra will be inspired by the TdS. 	(B. W. Ritchie et al., 2009)

	7. The TdS bring new facilities that the West Sumatra benefit from and be able to use.	
	8. Cycling sports spread tourism throughout the year which is positive.	
	9. The TdS promotes Indonesia cycling sports.	
Positive Economic Impacts	1. The TdS events increase employment opportunities in West Sumatra	(B. W. Ritchie et al., 2009)
	2. The TdS further promotes West Sumatra as tourist destinations.	
	3. The TdS increases trade for local businesses.	
Negative Impacts	1. The TdS disrupts the lives of the locals in terms of peace and tranquillity.	(B. W. Ritchie et al., 2009)
	2. The local area becomes too crowded which causes hostility between locals and tourists.	
	3. The TdS causes an increase in crime levels.	
	4. It is better to have fewer tourists and less money if it means freer access to the beaches and town centre.	
	5. Cycling events lead to an increase in noise levels which disturb residents.	
	6. Cycling events encourage the wrong type of people to the area.	
	7. Visitors to West Sumatra are inconsiderate of residents.	
	8. Increased cycling events lead to increased litter on the beaches and on West Sumatra	
	9. In future, locals may avoid the town centre and beaches if they know there are too many tourists.	
Community coherence and development	1. The city government listens to residents about their concerns regarding the TdS	(Ma & Rotherham, 2015)
	2. Hosting the TdS will increase local people' interaction.	
	3. Hosting the TdS will enhance the beauty of the local community.	
	4. The TdS will provide jobs for local people.	
	5. The TdS will boost this area's long-term economy	
Positive Image	1. The TdS will draw national and international attention to this area.	(Balduck et al., 2011)
	2. The TdS will provide a short-term boost to the economy in this area.	(Ma & Rotherham, 2015), (Kim & Petrick, 2005)
	3. Visitors to the TdS will contribute a sizable revenue to the local economy	

Satisfaction	<ol style="list-style-type: none"> 1. Overall, I am satisfied with my decision to attend the TdS 2. Satisfied is a good description of how I feel about the TdS 3. How would you rate your overall satisfaction with the TdS cycling event held in your community? 	(Greenwell et al., 2002); (Oliver, 2010); (Bodet, 2008);
Attitudinal loyalty	<ol style="list-style-type: none"> 1. I feel a strong emotional connection to the Tour de Singkarak. 2. I watch the Tour de Singkarak every year. 3. I follow the Tour de Singkarak on social media or through other online platforms. 4. I would still support the Tour de Singkarak even if my favorite cyclist did not participate. 5. I would be willing to travel to attend the Tour de Singkarak live. 6. The Tour de Singkarak is an important event in my life. 7. I am interested in the history of the Tour de Singkarak. 8. I would be disappointed if the Tour de Singkarak was cancelled for a year. 9. I enjoy discussing the Tour de Singkarak with other fans. 10. I feel a sense of pride when I wear Tour de Singkarak merchandise. 	(Maderer & Holtbrügge, 2018); (Bodet, 2008)
Behavioural loyalty	<ol style="list-style-type: none"> 1. I attend the Tour de Singkarak every year. 2. I am willing to pay more for premium seats at the Tour de Singkarak. 3. I follow the Tour de Singkarak closely through media channels (TV, online, print, social media). 4. I purchase Tour de Singkarak merchandise (e.g., jerseys, hats, etc.). 5. I recommend the Tour de Singkarak to my friends and family. 6. I plan to attend the next edition of TdS 7. I intend to follow the next edition of TdS 	(Zeithaml et al., 1996) (Iwasaki & Havitz, 2004) (Bodet & Bernache-Assollant, 2011) (Oshimi & Harada, 2019)

4.7.3 Data Collection

An online survey was used to collect data through the LimeSurvey website (<https://www.limesurvey.org>). We decided to use an online questionnaire because it has the advantage of saving time for researchers, as already noted, online surveys allow a researcher

to reach thousands of people with common characteristics in a short period of time, even though they may be separated by large geographical distances. It can also save money by moving to electronic medium from paper format (Wright, 2005).

4.7.4 Sample

The purpose of this study was to examine local residents' perceptions of a sporting event held in their neighbourhood. The target population for this study consisted of spectators who had attended a cycling competition, were at least eighteen years old, and knew that their city had hosted a sporting event in the last five years. Respondents were asked, did they follow the Tour de Singkarak during the most recent edition in 2019? Have they physically attended the Tour de Singkarak in the past? How often do they participate in cycling activities? How interested are they in the Tour de Singkarak as a cycling event? During the Tour de Singkarak, how often do they watch or read news about it? And outside the period of the Tour de Singkarak, how often do they watch or read news about it? The respondents were instructed to answer questions on their experiences hosting an event in their local community, and this instruction was also included in the instructions for the questionnaire.

4.7.5 Sample size

Online surveys were carried out, and a total of 435 questionnaires were collected. Fifteen questionnaires were excluded because they were completed in less than five minutes. The 420 remaining questionnaires were used for the subsequent analyses.

4.7.6 Data Analysis

In order to test the hypotheses and test the proposed model, which is concerning the relationships among positive social impacts, positive economic impacts, negative impacts, community coherence and development, satisfaction and loyalty, a partial least path modelling can be employed (PLS-PM). PLS-PM is one of the most broadly utilised methods for analysing multivariate data in the social sciences. We chose to apply PLS-PM for data analysis because

it does not make assumptions on sample size and can even use small sample sizes (Sanchez, 2013). According to Chin (1999), in general, the PLS-PM can produce results with small samples that have good statistical power, PLS-PM can handle at least 20 different sample sizes.

The following procedures were used to process the data in Rstudio, according to Sanchez (2013):

Step one, assessing measurement models:

- a. Evaluating the unidimensionality of the latent variables using Cronbach's alpha and Dillon–Goldstein's rho, that it's both coefficients must exceed 0.70. Then, check the first eigenvalue that must exceed 1, and the second must be less than 1.
- b. Checking the factorial loading for each indicator that must be greater than 0.70, in order to explain at least 50% of the variability of the latent variable.
- c. Confirming that all indicators are a good proxy of its latent variable by estimating the cross-loadings. The higher factorial loading corresponds to the indicator to which it belongs.

Step two, assessing the structural model:

- a. Analysing the structural model and checking the determination coefficients R^2 , reporting the amount of variance in the dependent variables explained by their independent variables ($R^2 < 0.2$ low, $0.2 < R^2 < 0.5$, moderate, $R^2 > 0.5$). Redundancy is also analysed because it indicates the predictive capability of the dependent variables by the independent variables; that is, the higher the value, the greater the capability.
- b. Run bootstrap analysis to validate significant relationships. If the confidence interval has no value of 0, the hypothesis is significant with 95% reliability.

CHAPTER V: RESULTS AND DISCUSSION OF STUDY ONE

In this chapter, the study's results and their discussion will be divided into two parts. The first part will explain the origin of the TdS idea and its actors using the Actor-Network Theory socio-technical graph approach. To further explain the innovation process, the second part will discuss the four moments of translation using Callon's Obligatory Passage Points (OPP) approach, namely four moments, problematization, interessement, enrolment and mobilisation. These two parts are integral in explaining the innovation process in sporting events that involve various actors (Callon, 1986).

In this research we interviewed thirteen participants, consisting of actors and informants. All were male, and in terms of professional backgrounds they were former Indonesian government officials, local government officials of West Sumatra Province, senior journalists, members of the Indonesian cycling organisations, members of Indonesian hospitality organisations and one event consultant from France. The names of the thirteen participants in this study are not written according to their real names for confidentiality reasons; we labelled the participants from Informant 1 to Informant 13. The interview data from the thirteen participants were compiled in the form of transcripts, then imported into NVIVO 12 software for further analysis.

One of the features of NVIVO software to visually display text is Word Frequency Query. This feature helps researchers display the frequency of interesting and informative words. The word "Singkarak" dominated the participants' conversations with a frequency of 2.98% of all data, followed by the word's "event", "tourism", "Sumatra", and "first".

“When I spoke with Regent of Solok Regency (RSK) and Head of the West Sumatra Culture and Tourism Office (HWSCT). It turns out that after we saw and talked, at that time he came, that lake could become an icon, because so far, the famous lakes are Toba Lake, Poso Lake, and Maninjau Lake. This is what we can bring up, including the culinary. Solok has a culinary uniqueness. That's the history. So, how to lift this? This must be promoted through promotion. What is the way of promoting it, promoting it directly and by holding a sport event.” (Informant 7, personal communication, September 10, 2021).

After getting information from the Regent of Solok, DGTM explained that sporting events can be used as a tool to increase the right tourism destination. DGTM ordered his subordinates, namely, the Head of the Marketing Division for Sumatran Tourism (HMDST) to participate in thinking and reviewing solutions that will be offered as tourism promotion. At that time, they agreed to hold a tourism event, but did not know and had not decided specifically what sport event would be implemented or created. It can be said that in the first phase there was no idea that came out to be used as an effective promotional tool.

The subsequent phase, which took place from August to September 2008, focused on the discernment and analysis of these ideas. Actors carefully evaluated the feasibility and potential impact of each idea, considering factors such as resources, logistics, and market demand. This phase is characterised by the DGTM proposing the idea of organising a cycling event. It appears that this idea was inspired by the Tour de France, which is seen as effective in the promotion of tourist destinations and has the potential to boost the economy and other positive impacts. The increasing trend of Tour de France as a tourist promotion was translated for DGTM by the translator "knowledge of trends".

“He wanted a kind of cycling race, he said, so that beside the area there are good views of all kinds, there are mountains and valleys, there are lakes and beaches that can be reached by bicycle, maybe we will imitate the like of the Tour de France. Then he asked for help to formulate and how to prepare it.” (Informant 11, personal communication, May 31, 2022).

To implement this idea, DGTM recruited other actors such as the Governor of West Sumatra (GWS) and the HWSCT through the intermediary of HMDST. This idea was approved

and supported by the local government of West Sumatra Province. Then the actor network agreed to name this sporting event the Tour de Singkarak by mimicking the Tour de France.

“The name Tour de Singkarak because we will promote tourist objects. Singkarak Lake has a rather large tourist attraction. Lake Singkarak is located in the Singkarak sub-district, in the Singkarak village as well, so we together call it Tour de Singkarak, the only lake that is large enough in Solok. That is why.” (Informant 3, personal communication, August 14, 2021).

In this phase, HMDST also contacted and recruited officials from the Indonesian Cycling Federation (ISSI) and one of West Sumatra's senior journalists.

In October 2008, the development phase of the innovation process began. During this phase, the chosen ideas were further developed and transformed into tangible plans and strategies. The goal was to refine and optimize these plans, ensuring that they were aligned with the objectives of the TdS. The engagement of stakeholders emerged as a focal point in November 2008, marking the onset of the collaboration phase.

Funding was crucial for running an event in this case. The funds used in this event were partly from the central government of Indonesia, the local government of West Sumatra Province, and a little from sponsors.

“We did work closely with the ministry. I could not forget the big role of the ministry. Without the financial support of the Ministry of Culture and Tourism this could not be done.” (Informant 1, personal communication, August 12, 2021).

Infrastructure is a non-human actor and the main factor in carrying out a bicycle racing event because it requires good roads and must meet race standards. To prepare the infrastructure, especially roads, the main actor recruited the Ministry of Public Works to be responsible for infrastructure development in Indonesia. The Ministry of Public Works, West Sumatra government, and city district government coordinated in preparing road infrastructure and improving city parks that would be passed by racers.

“But one thing is clear, when the Tour de Singkarak is held, all road infrastructure must be good. This is the responsibility of the central government and provincial government

to fix it through the ministry of public works.” (Informant 3, personal communication, August 14, 2021).

The governor of West Sumatra conveyed the same:

“After preparing it, then we divided the tasks. What are the duties of the central government and what are the duties of the provincial government of West Sumatra? For example, about how we coordinate so that the road on the route that is passed is really maintained.” (Informant 6, personal communication, September 08, 2021).

The next issue is the route travelled by the racers. To create the route, the race director coordinated with the event organizer, the West Sumatra provincial government, and the city district government. It is not easy to convince local governments to participate, but the main actor (DGTM) has managed to convince local leaders to participate. In the first edition of the TdS in 2009, only four regions participated: Padang City, Bukittinggi City, Sawahlunto City, and Solok Regency. The first edition was divided into four stages with a total distance of 459 km.

“The only thing I remember that didn't support it was the city of Bukittinggi. The local government said that without participating in the Tour de Singkarak their hotels were already fully booked. The city of Bukittinggi already has its own market. Tourists who visit West Sumatra, usually will also stay in Bukittinggi.” (Informant 11, personal communication, May 31, 2022).

The main actor, HMDST, contacted and recruited the chairman of the Indonesian Hotel and Restaurant Association (PHRI) of West Sumatra to prepare for accommodation issues. This is because some areas do not have standard hotels for athletes, crew members and coaches, and others.

“We (PHRI) began to mediate, of course, with our members, especially hotels as accommodation facilities and that continues every year this event takes place. So, we were not the event organizers there, but instead we helped prepare the hotel according to the criteria they needed. More precisely, we may assist the activity as an association. Our focus is, of course, on the accommodation providers and restaurants if needed.” (Informant 12, personal communication, June 24, 2022).

The main actors realized that as a bicycle racing event was held for the first time in West Sumatra, they had to recruit a competent event organizers. In looking for a competent event

organizer, the main actors carried out a selection process in accordance with Indonesian government regulations, which they called "tendering for works".

"We have no experience, and this is an international event. We do not want to take the risk of using local ones." (Informant 1, personal communication, August 12, 2021).

The Indonesian Cycling Federation (ISSI) was recruited by the main actor as an intermediary to contact the Asian Cycling Organization (ACC) and the World Cycling Organization (UCI).

"... all bicycle racing events held in Indonesia must be registered by Indonesian Cyclist Federation. No other organization in Indonesia can register except PB ISSI. Therefore, the TdS as a UCI class 2.2 bicycle racing event was registered by PB ISSI as an international event. When PB ISSI has registered with UCI, the event is on the UCI world agenda, so people from all over the world can see it." (Informant 11, personal communication, May 31, 2022).

In this study, we grouped race security (e.g., police), sponsors, and the media into one group called stakeholders. The stakeholders are recruited by the main actors to participate in the success of this activity so that the activity runs smoothly. In Indonesia, security is always coordinated with the local police, assisted by the civilian praja police. Furthermore, sponsors are also recruited by the main actors to support this sporting event, although the support is not very significant because the biggest funding comes from the Indonesian government.

The collaboration with Amaury Sport Organisation (ASO), the owner of the Tour de France, began in 2011 for the 2012 event. This is due to the desire of the actors to see the TdS sporting event becoming bigger and more internationally recognized. The main actor, the DGTM, recruited a consultant from France. This collaboration lasted only two years.

In this episode, we see that the main actors transformed into representatives of government institutions. This is because the Indonesian government owns TdS through the Ministry of Culture and Tourism. Thus, what stands out is no longer the actor as an individual but rather a government institution. For example, DGTM and HMDST represent the Ministry of Culture and Tourism, GWS and HWSCT represent the West Sumatra Provincial government, and RSK represents the district and city governments.

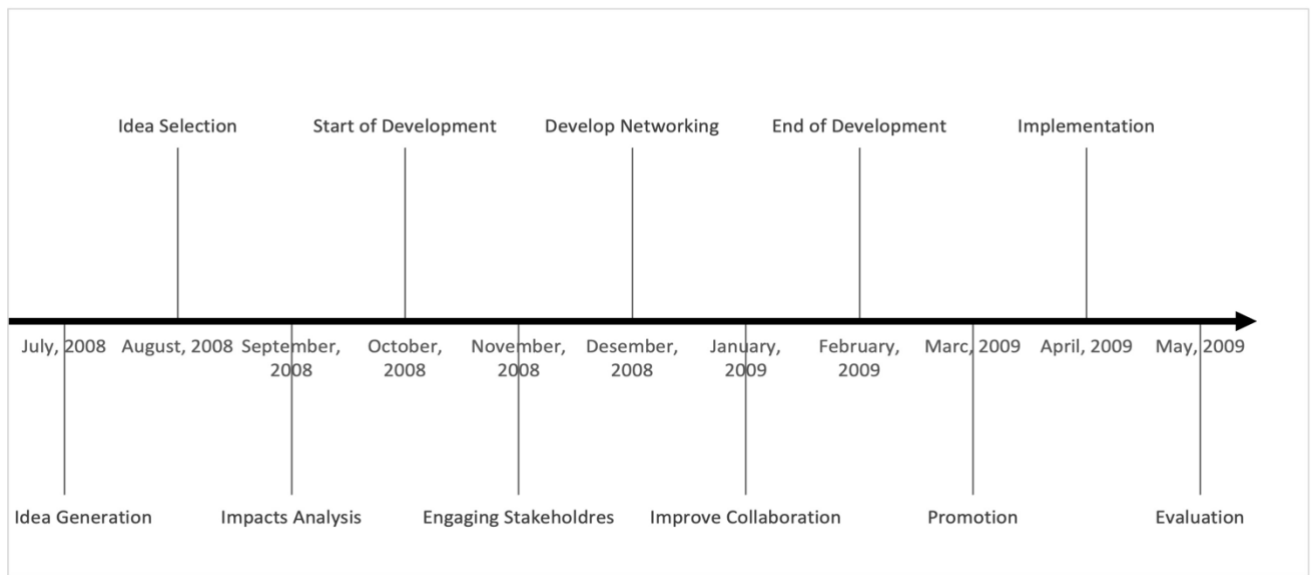
This phase aimed to foster a collaborative milieu among various actors and stakeholders involved in the TdS, including local officials' government, residents, sponsors, media, athletes, international sports federations, local authorities, and spectators. Through open communication and collaboration, these actors and stakeholders worked together to share ideas, resources, and expertise, ultimately enhancing the trajectory of the innovation. This collaborative enhancement continued to evolve in December 2008, as iterative improvements were made based on the feedback and insights gained from the stakeholders. The development phase of the innovation process persisted until February 2009, during which the plans and strategies underwent refinement and optimization. Throughout this phase, stakeholders continuously assessed and modified the innovation to ensure its success. In March 2009, the TdS entered into the promotional phase of the innovation process. During this phase, various promotional activities and campaigns were undertaken to raise awareness and generate excitement for the TdS.

These promotional endeavours aimed to attract participants, sponsors, and spectators, while also enhancing the overall image and reputation of the event. Furthermore, the promotional phase set the stage for the practical implementation of the TdS, which took place in April 2009. During this phase, all the plans and strategies developed during the previous phases were put into action. The organizers and stakeholders of the TdS worked tirelessly to ensure the smooth execution of the event, taking into account factors such as infrastructure, accommodation, logistics, safety measures, and participant experience.

They dedicated their efforts to creating an unforgettable experience for the cyclists and spectators alike. Throughout this implementation phase, the actors and stakeholders' collaborative efforts were crucial in ensuring the success of the TdS. In May 2009, the innovation process entered its final phase--the evaluation phase. During this phase, the

organizers and stakeholders conducted a comprehensive assessment of the TdS. They gathered feedback from participants, sponsors, media, and spectators to evaluate the effectiveness and impact of the event. This evaluation process allowed the actors and stakeholders to identify areas of strengths and weaknesses, enabling them to make necessary adjustments and improvements for future iterations of the TdS.

Figure 10: Chronological Time of TdS Innovation Process



5.2. Four Moments of Translation in the Sporting Event's Innovation

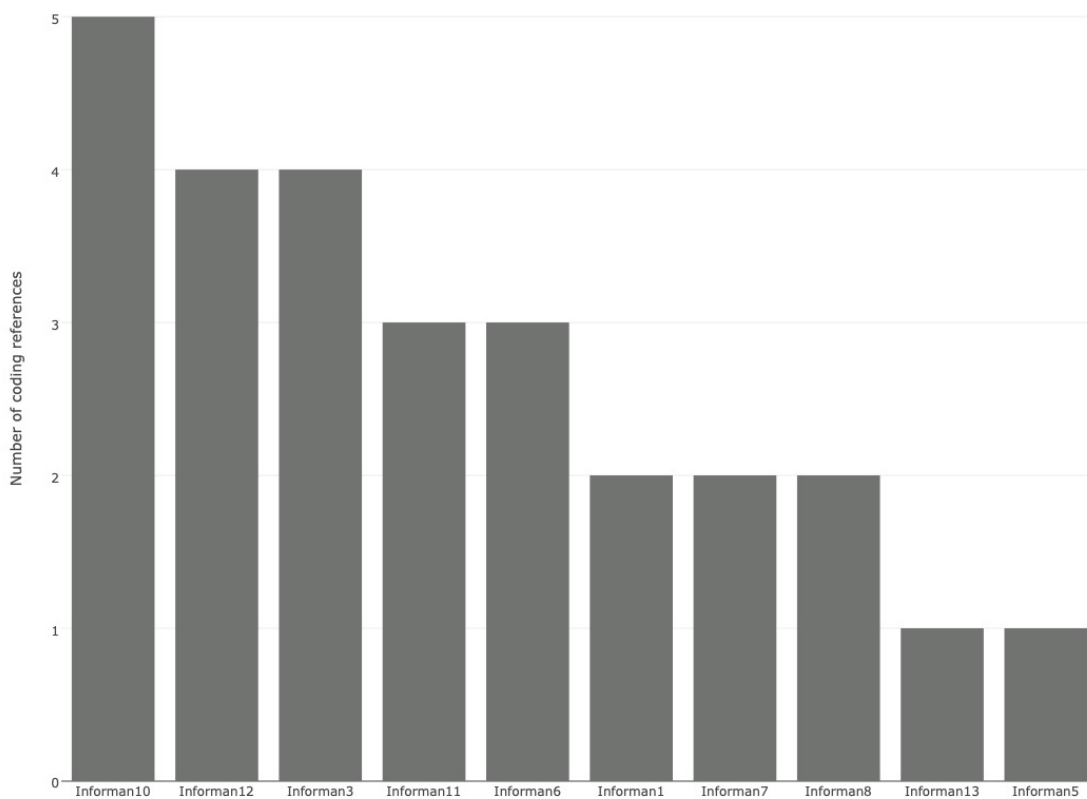
The four moments of translation in a sporting event's innovation refer to the various stages where translation plays a crucial role in ensuring effective communication and understanding between different actors and stakeholders involved in the event. These moments include problematisation, intersement, enrolment, and mobilisation. During the problematisation phase, translation is necessary to identify and define the issues and challenges that need to be addressed in the event. In the intersement phase, translation is important in engaging and involving various individuals and groups, such as athletes, organizers, sponsors, and spectators, by making information and instructions accessible in their respective languages. In the enrolment phase, translation is crucial in recruiting and incorporating participants and

stakeholders who are able to contribute to the success of the event. Finally, in the mobilisation phase, translation plays a vital role in coordinating and facilitating communication between all parties involved in the event, ensuring smooth operations and effective collaboration. Further details will be presented as follows.

5.2.1 *Problematization moment*

Using NVIVO 12, we identified informants' statements related to problematization moments as follows, Informant 10 gave the most statements in this process with 5 coding, followed by Informant 12, Informant 3, Informant 11, and informant 6, and so on. The full results can be seen in figure 1.

Figure 11: Identification of Problematization Moments by Participants



Actor-Network Theory provides a valuable framework for analyzing the innovation process of a sporting event and the translation process of problematisation. By examining the various actors and their networks of interactions, ANT allows for a comprehensive

understanding of how a sporting event evolves and how problems associated with it are identified, defined, and addressed (Aka & Labelle, 2021).

In 2008, the moment of problematisation began when the Regent of Solok Regency visited Jakarta to meet the Director General of Tourism Marketing (DGTm), Ministry of Culture and Tourism, Republic of Indonesia. He worked to improve the benefits of the region through its natural beauty, namely the Lake Singkarak. At that time the Regent of Solok had not thought about holding a sporting event, in his mind it was very simple, how could he introduce his region to the national and international levels? After listening to the explanation from the Regent of Solok Regency and visiting the Singkarak Lake area, the Director General of Tourism Marketing said that to increase the promotion of an area, it could be supported by sporting events.

The first idea to hold a sporting event came from the Director General of Tourism Marketing – Ministry of Culture and Tourism, Republic of Indonesia. The head of the marketing division for Sumatran tourism mentioned the actors who first started the idea of the TdS, he said:

“Yes, that is clear, the director general of tourism marketing, 2008 – 2011, the head of the tourism office of West Sumatra, the Regent of Solok Regency, the Governor of West Sumatra, then the deputy governor of West Sumatra who has died. I think the director general of tourism marketing was the one who had the first idea.” (Informant 8, personal communication, September 11, 2021).

Based on the data that the researchers obtained, the actors agreed that they would hold a cycling race event, which was later named TdS. The idea was to promote tourist destinations by hosting sporting events and broadcasting live on television and reporting in electronic and print media.

The regent of Kabupaten Solok, 2005 – 2010, stated that

“The name TdS because we will promote tourist destinations. Singkarak Lake has a rather large tourist attraction. Lake Singkarak is located in the Singkarak sub-district, in the Singkarak village as well, so we together call it TdS, the only lake that is large enough in Solok.” (Informant 3, personal communication, August 14, 2021).

According to the main actor, the director general of tourism marketing, the TdS sporting event was inspired by the Tour de France. Furthermore, he said that with the TdS, many people would visit, and it would be known at the international level. We found the fact that the Director General of Marketing is an alumnus from France. He completed his master's and doctoral studies in Paris, France. We concluded that the actor was influenced by the experiences of living in France for several years. Hence, this was the reason why it is named TdS.

The director general of tourism marketing, 2008 – 2011 stated that

“Because I was inspired by the tour de France, because the tour de France is the most spectacular and the biggest event in the world, with 115 years of experience.” (Informant 7, personal communication, September 10, 2021).

Similarly, the head of West Sumatera regional culture and tourism office, 2006 – 2010 said:

“I proposed at that time because it was inspired by the tour de France, tour de Beijing tour..., and so on.” (Informant 1, personal communication, August 12, 2021).

The idea of the TdS arose because it was triggered by a certain positioning from the Solok Regency leader. The originality of the natural beauty of Lake Singkarak is a non-human actor who has influenced the Regent of Solok Regency. The symmetrical relationship between human and non-human actors is clearly the initial trigger for the idea to organize a sporting event. Lake Singkarak is a key non-human actor, which later became the name of the sporting event.

We see that the main problems faced in organising cycling events are local government support, road infrastructure, accommodation, and skilled personnel. The translation process of problematisation involves the identification and framing of problems associated with the sporting event, as well as the negotiation and mobilization of resources to address these problems.

However, one major obstacle faced by the government of Solok Regency was that they did not have adequate accommodation and infrastructure. In addition, related to human

resources, Solok Regency also did not have experts in the field of bicycle racing events, and did not have particular relationships with an experienced event organizer.

To make this activity a success, the actors have been assisted by several stakeholders, for example: Ministry of Public Work, Ministry of Health, Ministry of Communication and Informatics, Ministry of Trade. And they were technically assisted by the Union Cycliste Internationale (UCI) and the Indonesian Cycling Federation (ISSI). They took approximately seven months to prepare for the Tour de Singkarak event for the first time.

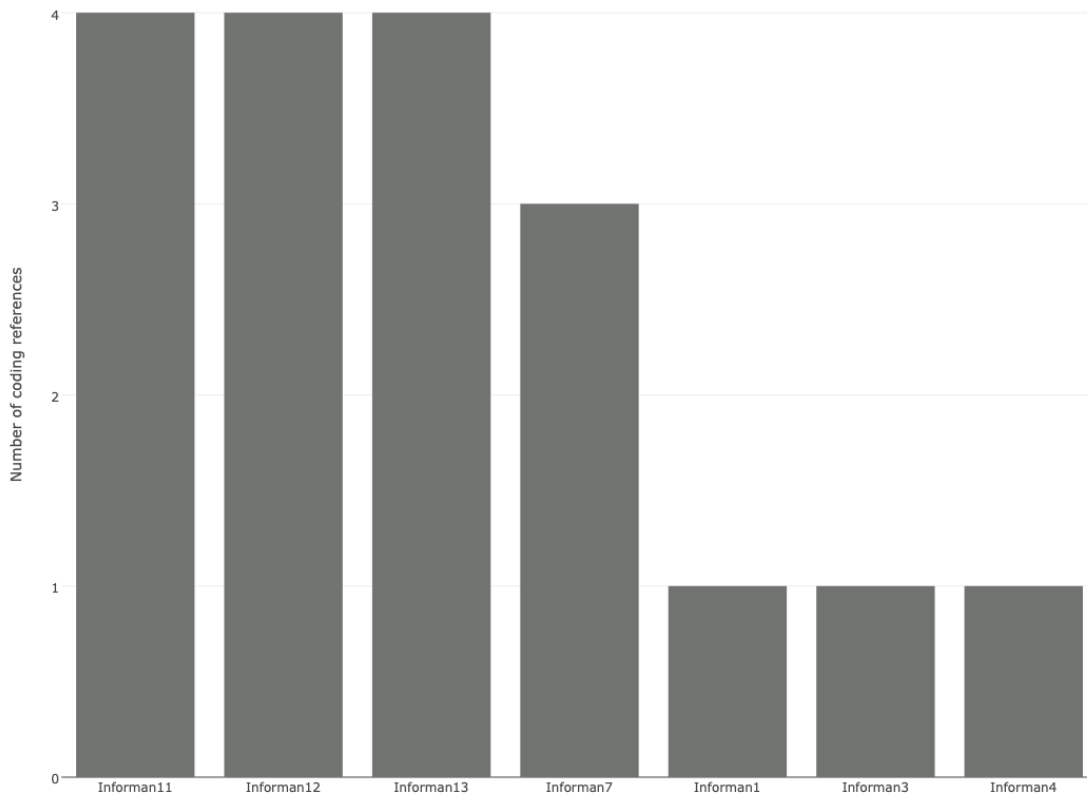
“I think because this was a big job, so it must be handled by many people who are professionals in their field. We do not have experience in holding international bicycle racing events, so we need cooperation. This collaboration was very helpful in the successful implementation of the event.” (Informant 5, personal communication, August 20, 2021).

The emergence of the TdS idea did not only occur because it was triggered by local leaders who had an innovative positioning, but because there was an innovation process that involved various stakeholders. It was at this time of problematization that the idea of TdS emerged as a 'solution'. The actors agreed to hold a sporting event with the aim of promoting tourism which was formulated collectively.

5.2.2 Interessement moment

The numbers in the column chart (Figure 3) reflect the number of coding references. From Figure 1, the top five information about interessement was provided by Informant 11, Informant 12, Informant 13, Informant 7 and Informant 1.

Figure 12: Identification of Interestment Moments by Participants



This moment involves the process of aligning actors' interests and commitments to form a coherent network. It is about convincing various actors to participate in the network and adopt specific roles or positions. Although not many, there were some regional heads that initially refused to participate in the event. For example, one city refused to participate because they felt that their region was already famous. This was expressed by Sondi Sampurno as follows:

“The only thing I remember that did not support it was the city of Bukittinggi. The local government said that without participating in the Tour de Singkarak their hotels were already fully booked. The city of Bukittinggi already has its own market. Tourists who visit West Sumatra, usually will also stay in Bukittinggi.” (Informant 11, personal communication, May 31, 2022).

Not only local government officials were resistant, but some local residents also shared the same view. The actors believe that this rejection was due to the local community's ignorance of the positive impacts of organising sporting events. To overcome this problem, the actors

approached the local population by communicating with them to explain the positive impacts of the event. This is clearly seen in our interview with DGTM as follows:

“We need to be able to convince local leaders as decision makers that this event is important by explaining the relationship between cycling and tourism. And explained that our goal is to promote the tourist destinations of West Sumatra through bicycle racing so that they are known by Asia and the international community... First, in the past, many local people did not know what the use of bicycle racing was for tourism promotion. Back then, if I am not mistaken, only 4 regencies and cities participated as hosts.” (Informant 7, personal communication, September 10, 2021).

These issues can be addressed by the main actors. This was revealed in our interview with Informant 12 as follows:

“This is the strength of a DGTM. He was able to get along well with all Regional Heads in West Sumatra, embrace and encourage them to seriously manage the TdS event.” (Informant 3, personal communication, June 24, 2022).

In terms of infrastructure, the roads to be taken must be good and smooth and must not be damaged. Therefore, a new actor was recruited: the Ministry of Public Works to repair the roads that will be used by the riders. And other public facilities, city parks and so on. To do this they coordinate with the public works offices in West Sumatra Province and other organizing cities.

“In fact, this is something that is not easy because it is not only about the tour, but for this tour the road must also be smooth. All the Regional Apparatus Work Units were also involved not only from the Public Works Department but also the Tourism Office, the Sports Office, as well as from various agencies including the Information Service, Health Service. All Regional Government Work Units must be involved in this event.” (Informant 12, personal communication, June 24, 2022).

Solok Regency also did not have proper accommodation for participants, quality hotels can only be found in Padang City and Bukittinggi City. So, the actors recruited other actors. For accommodations for riders, support teams, and committees, the driving force was the Indonesian Hotels and Restaurants Association under the coordination of the tourism office of West Sumatra Province.

“So, when I was first contacted by HMDST to bridge the obstacles that occurred at that time, that was the first time I was involved in the Tour de Singkarak. We (PHRI) began to mediate, of course, with our members, especially hotels as accommodation facilities

and that continues every year this event takes place.” (Informant 12, personal communication, June 24, 2022).

From the results of our interview with the chairman of the PHRI West Sumatra, that the reason for the involvement at that time was because West Sumatra was their working area, then because of the close relationship between hotels and restaurants, then every activity must require hotels and restaurants, and voluntarily, they will always monitor every activity in West Sumatra involving hotels and restaurants. The goal was that there were no bad image related to hotel and restaurant issues.

“First, the dynamics of accommodation preparation, it's not easy, because I noticed this Tour de Singkarak activity is an activity that is a little forced, but good for triggering West Sumatra in preparing something that is actually not ready... For example, what I mean is the most important challenge. The first is to prepare accommodation for the participants, which is the most important of all the arrangements.” (Informant 12, personal communication, June 24, 2022).

The driving force for funding was the Government of the Republic of Indonesia through the Ministry of Tourism. According to the data we obtained, they give the most funds and then combined with financial assistance from the Provincial Government of West Sumatra, and the Regencies and Cities, plus a little from private sector sponsors.

Another actor recruited through intermediaries was the Indonesian Cycling Federation board as the official organisation for cycling in Indonesia. This organisation is responsible for coordinating with the Union Cyclist Internationale (UCI) and was involved in the process of implementing the Tour de Singkarak.

Based on Informant 11 statement, that the Indonesia Cycling Federation did not have qualified human resources in the sense of experts and experience to organise cycling events, nor did the Ministry of Culture and Tourism. Therefore, in 2011, the Ministry of Culture and Tourism, and the government of West Sumatra recruited experts from France as a consultant.

“...as the leader of the world cycling event organisation, considered that they had the legitimacy to try to develop cycling in areas where cycling was less developed? And yes, there was a considerable asset and I think that this is one of the reasons why we pushed so hard on the Singkarak tour, because there was a popular fervour around

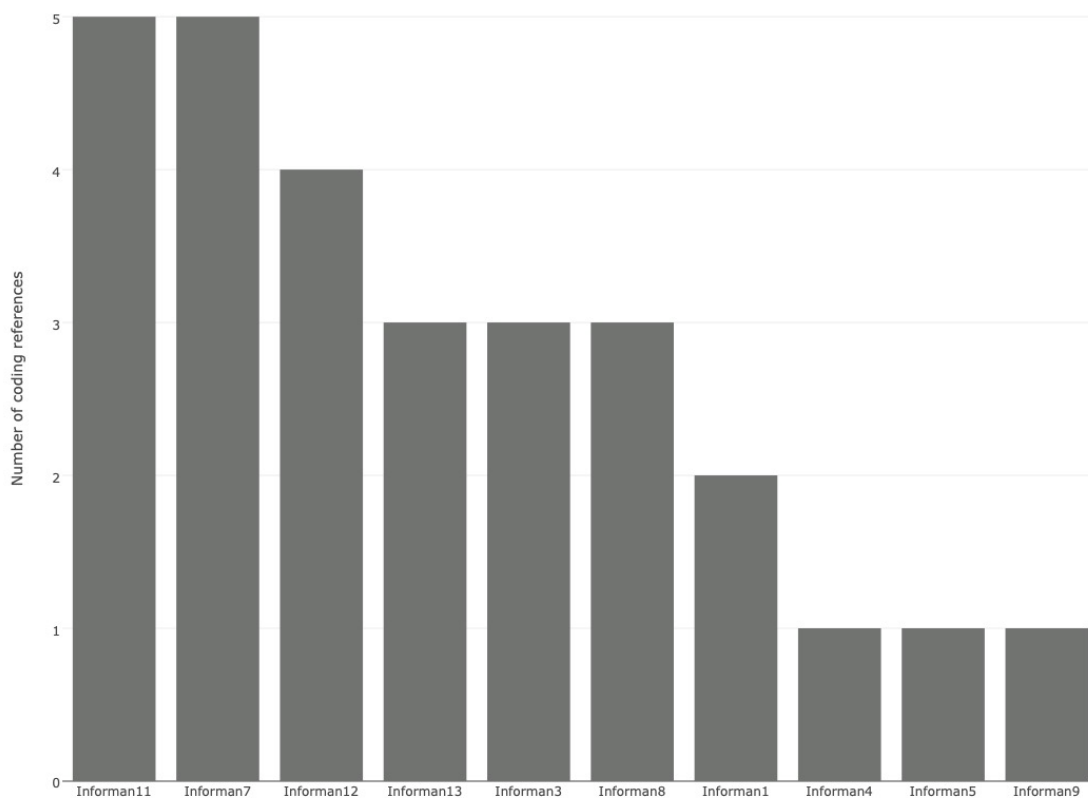
cycling that was quite incredible for us. I have seen a lot of cycling races, again, plus the consultants who were with me apart from the Tour de France, it's the same group, we've rarely seen so many people at the roadside. So, it was clearly, we had hundreds of thousands of spectators around the roadside of the TdS.” (Informant 13, personal communication, January 23, 2023).

5.2.3 *Enrolment moment*

We detected the following informants' statements relevant to the enrolment moment:

Informant 11 provided the most statements in this procedure with 5 coding, followed by Informant 7, Informant 12, Informant 13, and Informant 3. Figure 1 depicts the entire set of results.

Figure 13: Identification of Enrolment Moments by Participants



The enrolment moment of ANT analysis in the process of sport events' innovation involves examining how heterogeneous networks of actors are formed and how they contribute

to the overall success of the event. In the context of the implementation of an annual cycling event, the enrolment moment of ANT analysis will focus on the various actors and networks involved in it. The success of this registration moment can be analysed using the ANT principle.

These main actors will register other actors such as the ministry of public works, police, sponsors, consultants (ASO), sponsors, stakeholders, and others to facilitate the successful implementation of the event.

“...those who manage the cooperation are the tourism ministry and the tourism office of the province of West Sumatra. For the technical implementation of bicycle racing events under the coordination of UCI (Union Cycliste Internationale). Furthermore, the arrangements for accommodation, transportation and safety of drivers are under the coordination of the tourism ministry”. (Informant 5, personal communication, August 20, 2021).

This statement is strengthened by GWS:

“The West Sumatra Tourism Office as the leading sector involves the police, health service, health service later there will be a convoy, there will be an ambulance with a doctor. Next, the Public Works Department prepares the road to be passed. Department of Transportation, Civil Service Police Unit. If I'm not mistaken that's the main thing. Then, we also involve the Indonesian Cycling Federation.” (Informant 5, personal communication, August 20, 2021).

Practically, the TdS could not be solely held and operated by the Solok Regency. The reason was that the route was too short (about 188 kilometers). Consequently, it had to involve other regencies and cities. By involving several other cities, this event no longer belonged to Solok Regency, but has become an event for the Provinces of West Sumatra and Indonesia.

This was where the role of the Governor of West Sumatra and the Head of the West Sumatra Tourism and Culture Office appears.

“I contacted stakeholders together with several staff from the ministry of culture and tourism including the DGTM. I coordinate with local government. For example, Solok Regency has a problem, so I will be the one to solve it. Then, coordinate with the police because the police are responsible for security. And I also communicate with the hotels.” (Informant 6, personal communication, September 08, 2021).

We found that there was a division of tasks between the central government, the government of West Sumatra and regencies and cities in organizing this event. As for the technical implementation of the event, it was left to the event organizer and UCI as the party that holds the competition rules.

“...we divided the tasks. What are the responsibilities of the central government and provincial government of West Sumatra? For example, how we coordinate such that the road on the route that has passed is maintained. The organization is responsible for inviting athletes from foreign countries. Domestic athletes are also the responsibility of the central government (Ministry of Culture and Tourism). Coordination by the central government. Well, we are the ones who prepare for the local, including how the accommodation and transportation were our responsibility for the West Sumatra regional government.” (Informant 6, personal communication, September 08, 2021).

In this innovation process, we saw that actors realised the importance of registering and collaborating with other actors. As seen in informant's 3 statement:

“...for Tour de Singkarak to be successful, we need partners. Because Solok Regency has no experience in organising cycling events. And all this cooperation is under the direction of DGTM.” (Informant 3, personal communication, August 14, 2021).

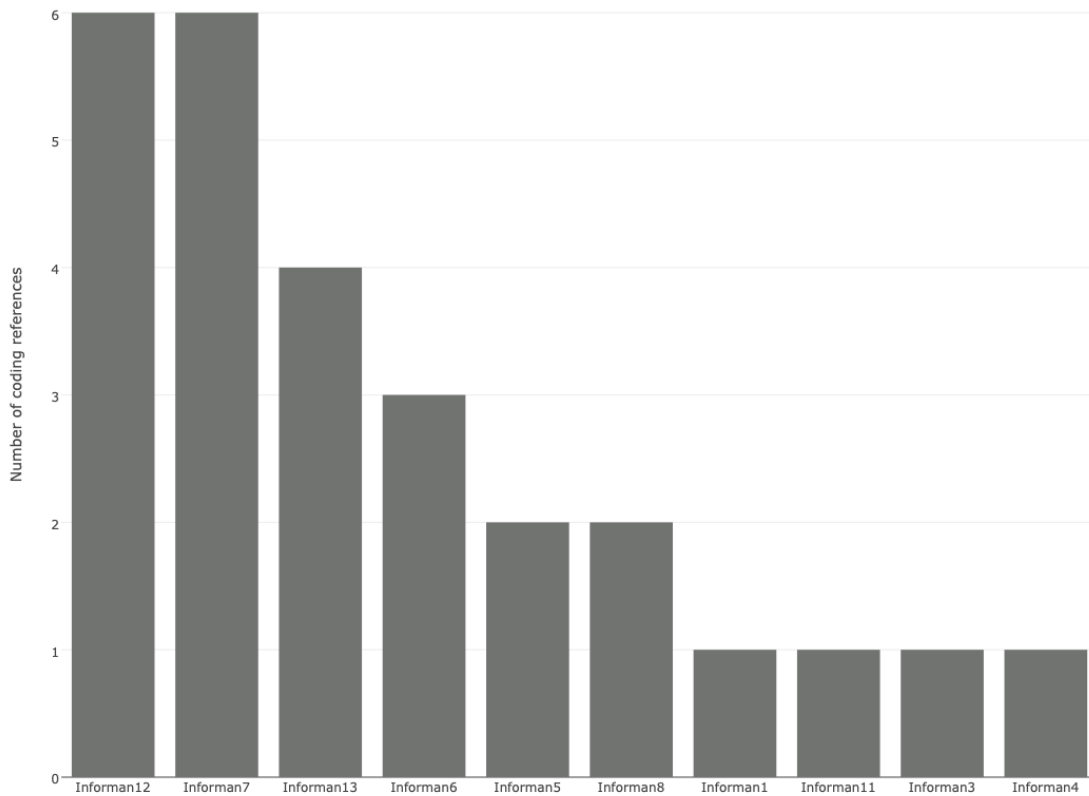
The same thing was also conveyed by the Chairperson of the Indonesian Hospitality and Restaurant Association of West Sumatra as follows:

“I also noticed that at this event, they also did not just make one activity with the initiation that immediately appeared and then made a concept, but they also brought in professionals as advisors, especially from activities that were brought directly from the Tour de France (Amaury Sport Organization).” (Informant 12, personal communication, June 24, 2022).

5.2.4 Mobilization moments

Figure 1 shows the participants' statements regarding the mobilisation process. The five participants who contributed the most to this process are Informant 12, Informant 7, Informant 13, Informant 6, and Informant 5 respectively.

Figure 14: Identification of Mobilization Moments by Participants



This moment represents the culmination of translation efforts, where the network becomes operational and functions as a cohesive whole. The mobilisation moment in ANT analysis refers to the point in the translation process where the actor-network becomes active and operational. It was during this moment that the translated interests, needs, values, and efforts of individual or collective actors are brought together and aligned towards a common goal or objective.

“The principles are integrated, the specific tasks were there (West Sumatra). Of course, the central government is "rational, " like contacting the ASO, UCI, etc. Provinces, in particular, coordinated regencies and cities. Then, each regency and city prepared the program, especially the starting point, and prepared the stage, exhibition venue, dinner, and news. For example, in Sawahlunto Regency, the local government had funds to organize the Tour de Singkarak, prepare the stage, prepare the start/finish, dinner, art night, and prepare some prizes. This was part of the collaboration.” (Informant 7, personal communication, September 10, 2021).

We found that the HMDST was recruited for his role as a mediator with various parties and mobilizing simultaneously. To grow and succeed, the ministry of tourism and culture together with the organizing committee adopted various strategies, such as cooperation with the media, using electronic and print media (television, magazines, newspapers, social media, etc.), and inviting cycling riders from other countries to participate.

To mobilise local government officials associated with the event, the ministry of culture and tourism (DGTM) instructed HMDST as an intermediary whose role was to communicate and mobilise, so that the event ran well and smoothly, and to reduce obstacles.

“Inter-institutional collaboration was managed by the ministry of culture and tourism with the assistance of the West Sumatra tourism office. I coordinated with local governments. For example, Solok Regency has a problem, so I will be the one to solve it. Then, I coordinated with the police because the police is responsible for security. And I also communicated with the hotels.” (Informant 8, personal communication, September 11, 2021).

In addition, communication with various parties and stakeholders was often conducted to ensure that the TdS event could run well in accordance with the objectives to be achieved.

“We consistently maintain open communication channels with regional heads in every district and city traversed by TdS. Collaborating with the appropriate regional leadership forums and the tourism department, we actively discuss strategies for future enhancements based on feedback received from regular activities carried out in each district and city.” (Informant 12, personal communication, June 24, 2022).

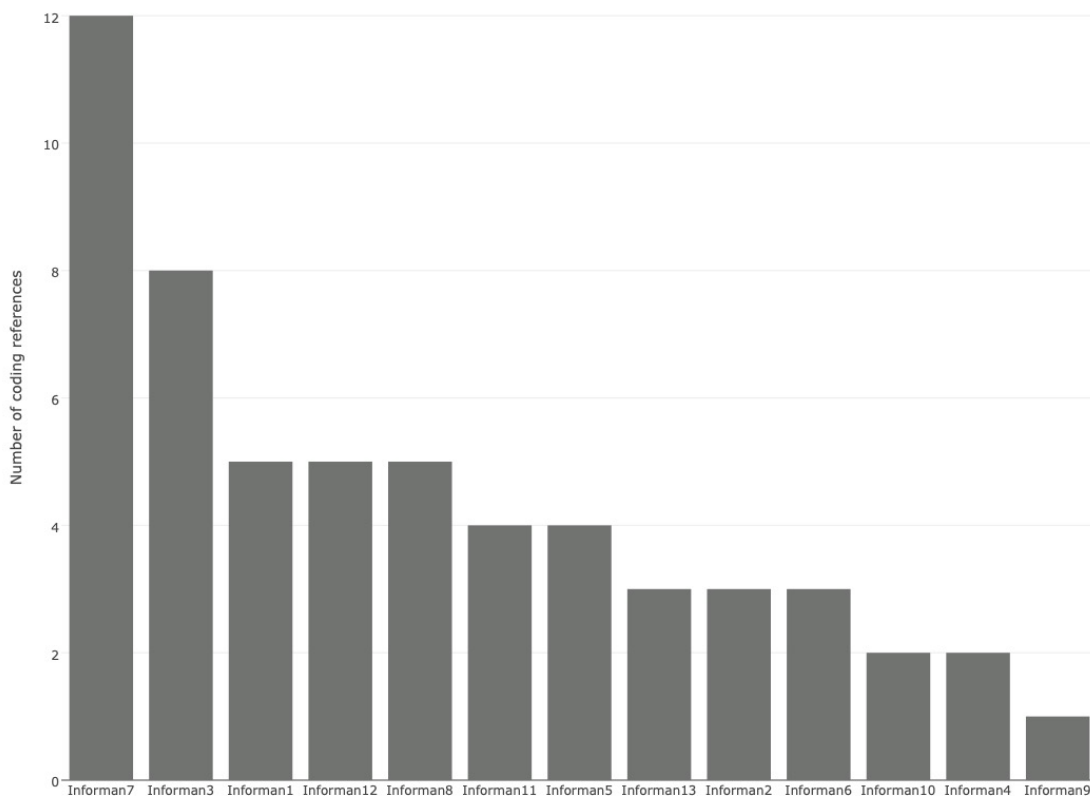
The mobilisation moment can be seen as the point at which all the necessary elements and actors involved in organizing and executing the event come together to ensure its successful implementation. At the mobilisation moment of a sporting event, various actors (e.g., government officials, stakeholders, organizers) are enlisted and aligned towards achieving a shared objective, which is to conduct the event smoothly and successfully.

“I work as a team... about transport, it was about accommodation participants so that we are one structure, no one ever misses. In direct contact with my regional head, under the direction of the governor, we always made this work well, always communicating and coordinating, which is the most important point. The success of an activity involves good communication and coordination.” (Informant 1, personal communication, August 12, 2021).

5.2. The idea and the actors of TdS

We present the results of the identification of TdS origins and actors with the help of the NVIVO 12 programme. The results show that the informant who contributed the most to this initial process was Informant 7, followed by Informant 3, Informant 1, Informant 12 and Informant 8 and so on. Details can be seen in figure 1.

Figure 15: Identification of the Idea and the Actors of TdS



The Tour de Singkarak sporting event's innovation process can be described in several episodes, following the concepts proposed by Silvis & Alexander (2014) and Burga & Rezanía (2017) using graphical syntax. We call the first episode generating ideas, the second episode concept development, and the third episode idea implementation.

5.3. Discussion

From the above research findings, we found that TdS is an innovation process. This is in line with what is stated by Soulé et al. (2021) that innovation is understood as the progressive socialization of discovery, with the condition for innovation being that the initial idea is adopted, at least by and within the social environment. Furthermore, the success of an innovation is related to its appropriation by consumers or end-users. The understanding of the processes leading from discovery to innovation (e.g., conditions of emergence or extension), as well as the types of actors that are considered to play a role in them, clearly differ according to theoretical approaches and disciplines (Soulé et al., 2021).

The research yields insights into four distinct translation phases within the innovation trajectory of a sporting event. These findings elucidate the developmental process of sporting events by delving into interactions among principal actors and stakeholders, while also delineating the specific mechanisms and practices that facilitated these interactions.

Callon's (1986) framework delineates four distinct translation moments that elucidate requisite stages and strategic transformations essential for an impactful organizational change: problematization (initiating awareness), interessement (engagement), enrolment (structuring), and mobilization (implementation). Callon's model accentuates the dynamic interaction between human and non-human agents within each translation juncture and emphasizes the imperative of strategic adjustment to effectively attract support and allocate resources.

According to ANT, the innovation process in sporting events can be understood as a series of translation moments. These instances involve different actors, both human and non-human, interacting and negotiating to implement innovation. These moments significantly shape the innovation process and determine event success or failure.

Applying Actor-Network Theory to sports innovation unveils four translation moments that illuminate innovation's unfolding. These moments provide insights into the diverse roles

of actors and networks in shaping sporting events. Actor-Network Theory offers a framework for comprehending the innovation process in sports, wherein four translation moments—problematization, interest alignment, enrolment, and mobilisation—constitute innovation's progression.

Actor-Network Theory explores the interplay between human and non-human actors in networks. Individuals are actively engaged, enrolled, and mobilised into a new network supporting innovation (Callon, 1986). These interconnected actors influence each other, forming heterogeneous networks under ANT. When applied to sporting events, ANT dissects the innovation process evident in translation moments during the event.

The first translation moment is problematization, where a problem or need for innovation arises within government officials and actors. This could stem from factors like attracting tourists, promoting the region, improving infrastructure, or enhancing the sporting experience for local residents and spectators. Problematization involves identifying a perceived problem or opportunity that initiates the innovation process. The initial translation moment in a sporting event's innovation process is transforming the idea into a concrete plan. Main actors, stakeholders, event organizers, sponsors, and local authorities collaborate during this stage to outline the event's scope and goals. Translation moments in sporting events refer to stages in bringing the event to a wider audience. The first translation moment involves recognizing the benefits of hosting or participating in the event.

The second translation moment, interest alignment, involves stakeholders and actors converging based on shared concerns about the identified problem. This entails negotiation and alliance-building among various parties, including event organizers, sponsors, local authorities, athletes, and media. Interest alignment aligns motivations within the sporting event network. This juncture entails harmonizing actors' interests and commitments to establish a cohesive network. It entails convincing various participants to join and take specific roles. In the sporting

context, this might encompass actors and stakeholders agreeing to abide by regulations and sponsors investing. This process enhances network stability and momentum. Interestment and translation significantly contribute to sporting event success. By aligning participants' interests and commitments, interestment ensures a unified approach. This involves persuading local officials' government and stakeholders to plan and execute the cycling event. This encompasses coordinating stakeholders such as residents, sponsors, media, athletes, international sports federations, local authorities, and spectators.

The third translation moment, enrolment, involves actors and networks actively engaging in the innovation process and contributing resources, expertise, and influence. This stage is vital for successful innovation implementation, ensuring relevant actors are committed to desired outcomes. Enrolment requires negotiation, consensus-building, and forming partnerships to ensure the sporting event innovation's success.

The fourth and final translation moment involves evaluating and reflecting on the event's success and impact. This assesses goal achievement and effects on involved actors and networks. Mobilization is the ultimate translation moment, uniting actors and networks for innovation execution. Mobilizing resources, coordinating efforts, and involving various stakeholders are crucial. This framework illuminates complex dynamics in hosting a sporting event. Hosting such events requires investment and negotiation skills to surmount challenges. It entails coordinating stakeholders like residents, sponsors, media, athletes, international sports federations, local authorities, and spectators.

5.4.1 Socio-Technical Analysis to Understand Innovation Process of Sporting

Event

In recent years, the field of sport tourism has witnessed a significant growth in cycling events. These events have been developed in response to the growing trend of sport tourism and have become one of major global attractions (Bursa & Mailer, 2021). Faced with the

challenge of ensuring the success of TdS, it is essential to employ effective methods and tools for their development. One such approach is the application of Actor-Network Theory and socio-technical analysis. These theoretical frameworks provide valuable insights into the complex interactions and transformations that occur throughout the innovation process of cycling events within sporting events. By applying Actor-Network Theory and socio-technical analysis, researchers can gain a deeper understanding of the determinants of sporting event development.

They can study how key actors, such as the central government, local government, stakeholders, and others, engage in the translation processes that shape the innovation of cycling events. The success of these innovations is linked to the consolidation of a long chain of human actors and non-human elements. This work also reminds us that innovation often goes hand-in-hand with the emergence of controversies that need to be resolved. Failure or success can be explained symmetrically according to the same principles: the growing interest and attachment (or not) of many allies, the strength or fragility of ties (likely to result in a continuous reconfiguration of the network), and the ability (or not) to compromise, especially technical perfectionism (Soulé et al., 2021). Additionally, the use of sociotechnical analysis allows for an examination of how time and space influence the development of sporting events at different stages. Furthermore, adopting these frameworks enables researchers to explore the mechanisms used by actors in the innovation process and identify challenges and opportunities in sporting events.

Drawing inspiration from socio-technical analysis, the inquiry arises regarding the informative value of reporting the success of sporting events in the absence of reference to the concurrent translation processes underpinning such success. Employing a socio-technical analytical framework, this study represents a pioneering endeavour in employing Actor-

Network Theory (ANT) to dissect the development of cycling events within the broader context of sporting events.

The application of ANT to innovation processes within the realm of sporting events presents inherent challenges due to the scarcity of prior research on the subject matter. Consequently, the study turns to the insights gleaned from sustainable innovation research. The exigencies of sustainability management and Sustainable Innovation necessitate novel business models and practices, compelling the employment of apt theoretical tools, including socio-technical analysis and the translation process approach (Aka & Labelle, 2021).

Within the framework of the translation process approach, the underpinnings of sporting event advancement undergo scrutiny, scrutinizing their transformation and emphasizing the manner in which pivotal actors, encompassing central and local government entities, stakeholders, and other participants, contextualize the trajectory of the innovation process.

The application of Actor-Network Theory and socio-technical analysis in the study of sporting events offers valuable insights into the development and sustainability of this event. It allows for a comprehensive understanding of the interactions and transformations that shape the innovation process, highlighting the role of key actors, translating practices, and the influence of time and space.

5.4.2 Charisma and Power in Tour de Singkarak

From the lens of Actor-Network Theory (ANT), the charismatic dimension significantly influenced power dynamics within the context of the Tour de Singkarak event in Indonesia. This dimension pertains to the capacity of certain individuals or entities to wield influence and captivate others through personal qualities, charm, and persuasion. In the case of the Tour de Singkarak, prominent figures such as DGTM, governor, regents, and agency heads exhibited charismatic attributes, which facilitated effective mobilization and garnering of

support from other actors. Their authoritative roles and hierarchical influence further amplified their capability to sway opinions and actions among other event participants, fostering enthusiasm and allure around the event. Charismatic leadership involves the capability to draw and maintain a following based on the followers' conviction that the leader possesses extraordinary skills or capabilities (Weber, 1946 cited in Anglin et al., 2014). Scholarly investigations have illustrated the positive correlation between charismatic leadership and organizational performance (Anglin et al., 2014)

“This is the strength of DGTM. He was able to get along well with all regional heads in West Sumatra, recruit, embrace and encourage them to seriously manage the TdS event. I already said that at first maybe they just said "wait and see", whether this event would be successful or not and so on... But the most important role is how these regional heads, who had not been committed, did not understand or were not aware of events like this, they finally became committed.” (Informant 12, personal communication, June 24, 2022).

Consequently, the presence of charismatic figures in the event's planning and execution engendered a power dynamic marked by their ascendancy. The authoritative influence and power of the central government also wielded substantial impact on shaping event outcomes. The centralized authority of the government bore the potential to steer decisions, thereby securing concurrence for the Tour de Singkarak. This hierarchical authority afforded the government the ease of mobilization and management of other actors, underlining the prevailing role of power in executing the sporting event. These observed power dynamics resonate with Emerson's concept of power as influence, wherein power denotes an actor's capacity to shape another's conduct or experiences within social exchanges (Emerson, 1962). In the context of the TdS, the central government's influence manifested through its efficacy in shaping decisions and actions of fellow participants. This influence was further augmented by the dependency of tourism stakeholders on the event, a mechanism employed to attract visitors and yield economic dividends.

“I think they were lucky to have DGTM who was carrying this project, who was a very famous, very popular person in Indonesia... He was finally people were rushing to shake his hand and he was an important person in Indonesia.” (Informant 13, personal communication, January 23, 2023).

CHAPTER VI: RESULTS AND DISCUSSION OF STUDY TWO

6.1 Demographics

The survey results provide valuable insights into the demographic characteristics and levels of interest and engagement with the TdS event. According to the survey, the majority of respondents were females (55.71%), with males accounting for 44.29%. This distribution of gender demonstrates a fairly even representation from both genders. Furthermore, the average age of the respondents was 31.18 years old, with a standard deviation of 12.13, indicating a wide range of age groups in the sample. Additionally, the survey revealed that the largest percentage of respondents had a single marital status (52.86%), followed closely by those who were married (47.14%), and no respondent declared being divorced (0.0%). The findings also shed light on the educational background of the respondents, with a significant portion holding a bachelor's degree (43.33%).

In terms of employment status, the highest percentage of respondents were students (46.19%), followed by those who worked full-time (20.00%) and government employees (26.19%). It is interesting to note that entrepreneurs (5.71%) and retired individuals (1.90%) comprised smaller proportions of the sample. The income distribution of respondents also provides valuable insights. The majority of respondents (46.67%) earned less than IDR 1.8 million, indicating a relatively low-income bracket. On the other hand, 19.29% of respondents earned IDR 3 million–IDR 4.8 million, while 11.90% earned IDR 1.8 million–IDR 3 million, and 11.43% earned IDR 4.8 million– IDR 7.2 million. Furthermore, 10.71% of respondents earned more than IDR 7.2 million, reflecting a higher income bracket within the sample.

According to the survey results, only 53.57% of respondents followed the TdS during its latest edition in 2019. This indicates that there is still room for improvement in terms of increasing awareness and engagement with the TdS among the general population. The survey also revealed that 38.57% of respondents were physically present during the implementation

of the TdS event, while 61.43% stated that they were not. The low percentage of respondents who followed the TdS suggests that there may be a lack of awareness or interest in the event. Further analysis of the survey data shows that 22.86% of respondents never engage in cycling-related activities. This finding suggests that there may be a limited interest in cycling among the general population, which could contribute to the relatively low engagement with the TdS. Moreover, the survey results indicate that frequency of participation in bicycle activities varied among respondents. Only 3.81% of respondents said they participated in bicycle activities very frequently, at least three times per week. These findings suggest that a majority of the population does not actively engage in cycling-related activities. The survey also assessed respondents' interest in the TdS.

The results revealed that the highest percentage of respondents, 43.10%, were moderately interested in the TdS. This suggests that there is a moderate level of interest in the event among the respondents. However, it is worth noting that there is a significant percentage of respondents, 30.71%, who reported being very interested in the TdS. These findings indicate that there is a group of individuals who have a strong interest in the TdS and may be more likely to support the staging of the event. The survey results also show a smaller percentage of respondents, 13.57%, reported being slightly interested in the TdS, while 9.05% reported being somewhat interested and 3.57% reported not being interested at all.

Table 7*Demographic Characteristics of the Participants*

Baseline characteristics	Frequency	Percentage
Gender		
Female	234	55,71
Male	186	44,29
	420	100,00
Marital Status		
Married	198	47,14
Single	222	52,86
Divorced	0	0,00
	420	100,00
Education		
Some High School	2	0,48
High School	181	43,10
Bachelor's Degree	182	43,33
Master's Degree	44	10,48
Ph.D. or higher	11	2,62
	420	100,00
Employment		
Student	194	46,19
Employed Full Time	84	20,00
Entrepreneur	24	5,71
Government Employee	110	26,19
Retired	8	1,90
	420	100,00
Income (IDR/month)		
Less than 1.8 million IDR	196	46,67
1.8 million IDR – 3 million IDR	50	11,90
3 million – 4.8 million IDR	81	19,29
4.8 million – 7.2 million IDR	48	11,43
More than 7.2 million IDR	45	10,71
	420	100,00

Note. $N = 420$. Participants were on average 31,18 years old ($SD = 12,13$), and participant age did not differ by condition.

The findings from the survey data suggest that there is a range of interest in the TdS among the respondents. The results indicate that there is a moderate level of interest in the event, with the highest percentage of respondents being moderately interested. However, there is also a significant portion of respondents who are very interested in the TdS, suggesting a strong level of support and enthusiasm for the event.

The frequency of engagement with TdS, both in terms of watching or reading about it and discussing it, varied among respondents both during and outside the event. According to the data provided, during the event, the majority of respondents reported sometimes watching or reading about TdS (32.62%). However, a significant portion of respondents reported rarely or never engaging with it (16.90% and 7.14%, respectively). Furthermore, the frequency of respondents talking about TdS during the event was also relatively low, with the majority reporting sometimes discussing it (31.90%). Outside the event, the engagement with TdS decreased slightly. During this time, the majority of respondents reported sometimes watching or reading about TdS (35.95%), with a smaller proportion reporting often engaging with it (19.76%). These findings suggest that the level of interest and engagement in TdS is moderate, with a significant portion of respondents only occasionally or rarely watching or reading about it, and even fewer discussing it.

Table 8

Local Residents' Interest and Engagement with the TdS

	Frequency	Percentage
Followed the TdS during the most recent edition in 2019		
Yes	225	53,57
No	195	46,43
	420	100,00
Physically attended the TdS in the past		
Yes	162	38,57
No	258	61,43
	420	100,00

Participate in cycling activities		
Very regularly (at least 3 times a week)	16	3,81
Moderately (1-2 times a week)	48	11,43
Occasionally (1-3 times a month)	76	18,10
Rarely (less than once a month)	184	43,81
Never	96	22,86
	420	100,00
Interested in TdS		
Very interested	129	30,71
Moderately interested	181	43,10
Somewhat interested	38	9,05
Slightly interested	57	13,57
Not at all interested	15	3,57
	420	100,00
Frequency of watching or reading about TdS (during event)		
Always	50	11,90
Often	132	31,43
Sometimes	137	32,62
Rarely	71	16,90
Never	30	7,14
	420	100,00
Frequency of watching or reading about TdS (outside event)		
Always	19	4,52
Often	83	19,76
Sometimes	151	35,95
Rarely	117	27,86
Never	50	11,90
	420	100,00
Frequency of talking about TdS (during event)		
Always	18	4,29
Often	125	29,76
Sometimes	134	31,90
Rarely	99	23,57
Never	44	10,48
	420	100,00
Frequency of talking about TdS (outside event)		
Always	16	3,81
Often	66	15,71
Sometimes	146	34,76
Rarely	124	29,52
Never	68	16,19
	420	100,00

6.2 Data Analysis using Partial Least Squares Path Modelling

PLS-PM serves as a methodology for examining a collection of observed variable clusters, wherein each cluster can be condensed into a latent variable, and linear associations are present among these latent variables (Sanchez, 2013a). PLS-PM analysis consists of two stages, the measurement model and the structural model. The measurement model captures the relationships between manifest variables, which are observable or measured variables, and latent constructs, which are unobserved variables that these manifest variables represent.

Partial least squares path modelling (PLS-PM) was utilised to test the hypotheses. PLS-PM is a variance-based structural equation modelling technique that does not make distributional assumptions, works well with small sample sizes and non-normality, and may investigate unobserved heterogeneity inside a latent model (Huiszoon et al., 2018; Martinent et al., 2015). PLS-PM employs a technique called bootstrapping. Concerning significance, the traditional viewpoint following its introduction by Chin (1998) for PLS estimation suggests the utilization of bootstrapping. The bootstrapping technique presents a nonparametric method for gauging the accuracy of the PLS estimates (Chin, 2010). Bootstrapping employs a test similar to the traditional t-test and the result can be used to interpret the significance of the paths between model constructs Barclay, Higgins & Thompsons, (1995).

6.2.1 Assessment of Measurement Model

The measurement model shows how latent constructs are measured in terms of observable variables and their measurement properties. Prior to moving on to the structural model, the properties of the measurement model should be satisfied (Fornell & Larcker, 1981). The first thing to do at this stage is to test the reliability and validity of the constructs. The measurement assessment of the PLS-PM model utilized various tests to evaluate the reliability and validity of the individual item reliability, matrix of loadings and cross-loadings, convergent validity/internal consistency, and discriminant validity.

6.2.2 Unidimensionality of indicators

Construct validity refers to the degree to which a measurement instrument accurately measures the underlying construct it is intended to assess (American Educational Research Association, American Psychological Association, & National Council on Measurement in Education, 2014). Construct validity is a crucial aspect of measurement in research as it ensures that the measurement instrument captures the relevant dimensions of the construct being studied (Hadianfard et al., 2021). To assess the construct validity of the measurement instrument, several techniques can be employed. One widely used technique is Cronbach's alpha, which measures the internal consistency of a set of items intended to measure a single construct. Cronbach's alpha is a statistical measure that indicates the reliability of a set of items. It assesses the extent to which the items in a measurement instrument correlate with each other and reflect a unidimensional construct.

To determine the unidimensionality of the construct variables, Cronbach's alpha can be calculated. Dillon–Goldstein's rho, another statistical measure, can also be used to assess the unidimensionality of the construct variables. Dillon–Goldstein's rho is a measure of the internal consistency of a set of items that is based on the pair-wise correlations between the items. Eigenvalues, which are derived from principal component analysis, can also be utilized to assess construct unidimensionality. Eigenvalues indicate the amount of variance captured by each factor in a principal component analysis.

Overall, our study found that the construct variables demonstrated good internal consistency, as indicated by Cronbach's alpha values above 0.70 in most cases and Dillon-Goldstein's rho values exceeding 0.7. These findings support the validity of the measurement scale used in our study and provide confidence in the accuracy and reliability of the construct variables. The measurement instrument used in our study demonstrated internal consistency and unidimensionality of the construct variables. Furthermore, the eigenvalues analysis

confirmed the unidimensionality of the construct variables, with the first eigenvalues exceeding 1 and the second eigenvalues below 1 (Sanchez, 2013a). Table 3 reports on the unidimensionality of the construct variables using Cronbach’s alpha, Dillon–Goldstein’s rho and eigenvalues.

Table 9

Reliability and Validity of the Constructs

Latent variable	Cronbach’s alpha	D-G rho	1 st eigenvalue	2 nd eigenvalue
Positive social	0.956	0.962	6.66	0.639
Positive economic	0.871	0.921	2.39	0.460
Negative impact	0.960	0.966	6.85	0.559
Community	0.878	0.916	2.93	0.567
Positive Image	0.796	0.881	2.13	0.539
Satisfaction	0.884	0.915	3.41	0.520
Attitudinal loyalty	0.938	0.947	6.42	0.700
Behavioural loyalty	0.917	0.934	4.69	0.598

6.2.3 Loadings and Communalities

The next thing to examine are the loadings and communalities that are contained in the outer model. Loadings indicate the correlations between a latent variable and its indicators. These correlations show how well the indicators are measuring the underlying construct. Loadings greater than 0.7 are generally considered acceptable, as they indicate that more than 50% of the variability in an indicator is captured by its latent construct. Communalities, on the other hand, are squared correlations and represent the amount of variability explained by the latent variable. Analyzing the communalities helps to determine how well the indicators in a block are explained by their latent variable (Sanchez, 2013a).

In our analysis, we found that the Community Coherence and Development block had a manifest variable with a loading of 0.492, which is less than the recommended 0.7. As a result, the communalities for this variable were also small, with a value of 0.242. Given these findings, it is important to carefully consider whether it makes sense to keep this variable in the model.

Indicators with low communalities suggest that the model is "not working" for those variables. Therefore, in order to maintain the integrity and reliability of our measurement model, it would be best to remove this variable from the analysis. The loadings and communalities analysis provides valuable insights into the quality and validity of the measured constructs in a research study. In this analysis, loadings and communalities were used to assess the effectiveness of the indicators in capturing the underlying latent variables. Unacceptable loadings indicate that the indicators may not be effectively measuring the latent construct, and low communalities suggest that there is limited shared variance between the indicator and latent variable. This information can be used to make informed decisions about the inclusion or exclusion of variables in the model. Furthermore, the loadings and communalities analysis help to ensure the reliability and validity of the measurement model.

Table 4 shows the excluded item. At the first step in running the PLS-PM, there was an indicator value of one of the variables below 0.70, so it must be excluded. The item is community coherence on questions with code CCD1.

Table 10

The deleted item for Community Coherence and Development

Item	Attribute	Reason for deletion	
		Loading	Communality
CCD1	The city government listens to residents about their concerns regarding the TdS.	0.492	0.242

Table 5 shows the final item loadings of 50 observed items in the measurement mode with acceptable loading values greater than 0.7 applied to determine the adequacy of the validity (Sanchez, 2013a).

Table 11

Summary of Final Loadings and Weights for Constructs and Indicators (after the removal of low loading item)

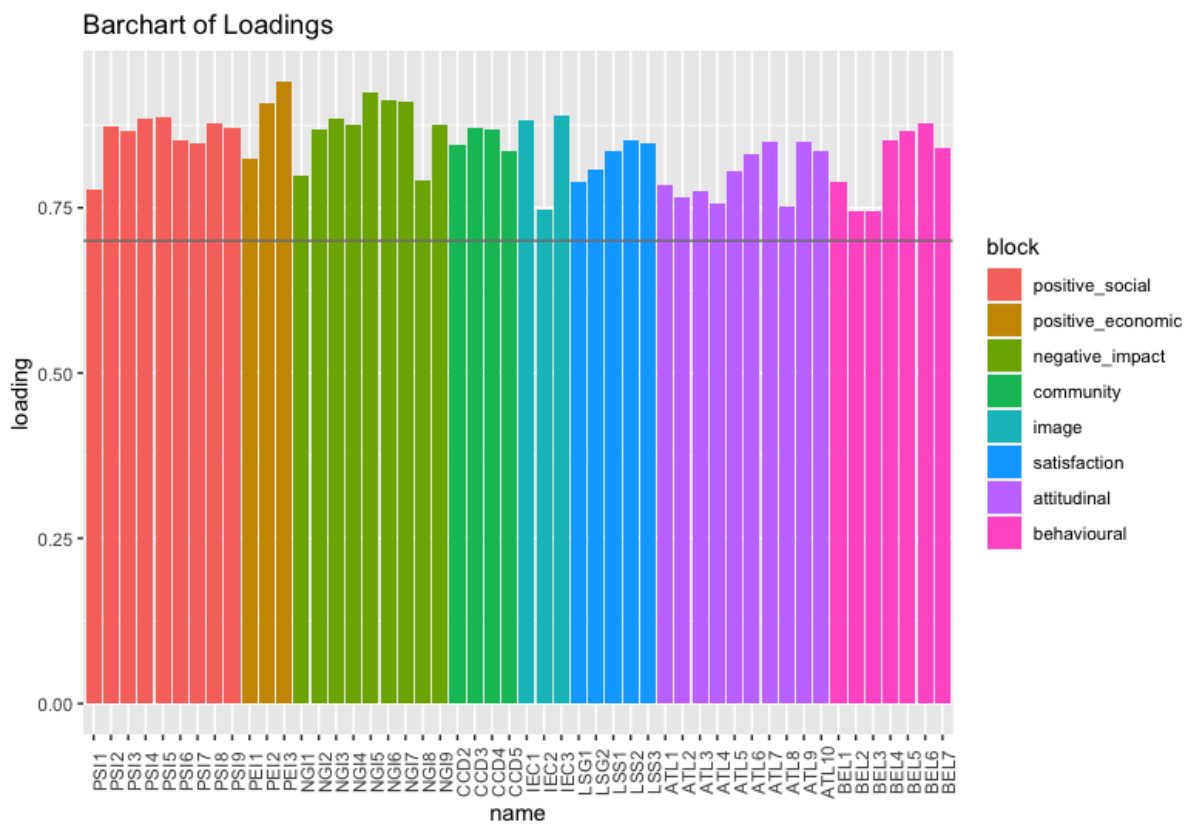
Code	Variables	Weight	Loading	Communality	Redundancy
Positive social impacts					
PSI1	The TdS gives residents an opportunity to meet new people.	0.1079	0.777	0.604	0.000
PSI2	The TdS enhances local residences' spirit of hospitality.	0.1240	0.873	0.763	0.000
PSI3	The TdS bring the community together.	0.1267	0.867	0.752	0.000
PSI4	The TdS gives young people in West Sumatra new opportunities to play sport.	0.1241	0.884	0.782	0.000
PSI5	The TdS may lead to higher levels of services offered by local businesses.	0.1418	0.886	0.785	0.000
PSI6	Young people in West Sumatra will be inspired by the TdS.	0.1337	0.852	0.726	0.000
PSI7	The TdS bring new facilities that the West Sumatra benefit from and be able to use.	0.1260	0.847	0.718	0.000
PSI8	Cycling sports spread tourism throughout the year which is positive.	0.1447	0.878	0.770	0.000
PSI9	The TdS promotes Indonesia cycling sports.	0.1318	0.871	0.758	0.000
Positive economic impacts					
PEI1	The TdS events increase employment opportunities in West Sumatra.	0.3476	0.824	0.679	0.000
PEI2	The TdS further promotes West Sumatra as tourist destinations.	0.3618	0.909	0.826	0.000
PEI3	The TdS increases trade for local businesses.	0.4089	0.941	0.885	0.000
Negative impacts					
NGI1	The TdS disrupts the lives of the locals in terms of peace and tranquillity.	0.1153	0.798	0.637	0.000
NGI2	The local area becomes too crowded which causes hostility between locals and tourists.	0.1165	0.869	0.755	0.000

NGI3	The TdS causes an increase in crime levels.	0.1217	0.886	0.784	0.000
NGI4	It is better to have fewer tourists and less money if it means freer access to the beaches and town centre.	0.1265	0.876	0.767	0.000
NGI5	Cycling events lead to an increase in noise levels which disturb residents.	0.1314	0.924	0.853	0.000
NGI6	Cycling events encourage the wrong type of people to the area.	0.1361	0.913	0.833	0.000
NGI7	Visitors to West Sumatra are inconsiderate of residents.	0.1365	0.910	0.829	0.000
NGI8	Increased cycling events lead to increased litter on the beaches and on West Sumatra.	0.1246	0.791	0.625	0.000
NGI9	In future, locals may avoid the town centre and beaches if they know there are too many tourists.	0.1367	0.876	0.768	0.000
Community coherence and development					
CCD2	Hosting the TdS will increase local people' interaction.	0.2909	0.846	0.716	0.000
CCD3	Hosting the TdS will enhance the beauty of the local community.	0.2900	0.871	0.759	0.000
CCD4	The TdS will provide jobs for local people.	0.3020	0.869	0.755	0.000
CCD5	The TdS will boost this area's long-term economy.	0.2861	0.835	0.697	0.000
Image enhancement and tourism benefit					
IEC1	The TdS draw national and international attention to this area.	0.4537	0.886	0.785	0.444
IEC2	The TdS provide a short-term boost to the economy in this area.	0.2944	0.745	0.555	0.314
IEC3	Visitors to the TdS contribute a sizable revenue to the local economy.	0.4268	0.887	0.787	0.446
Satisfaction					
LSG1	How satisfied were you with the variety of events and activities at the TdS beyond the event itself, such as pre-event entertainment, post-game activities, or exhibition?	0.2244	0.789	0.623	0.112
LSG2	How would you rate your overall satisfaction with the	0.2342	0.809	0.655	0.118

	TdS cycling event held in your community?				
LSS1	How satisfied were you with your overall experience of the TdS?	0.2203	0.833	0.695	0.125
LSS2	Overall, I am satisfied with my decision to attend the TdS.	0.2754	0.851	0.724	0.130
LSS3	Satisfied is a good description of how I feel about the TdS.	0.2548	0.845	0.714	0.128
Loyalty					
ATL1	I feel a strong emotional connection to the TdS.	0.0888	0.742	0.550	0.158
ATL2	I watch the TdS every year.	0.0577	0.757	0.573	0.165
ATL3	I follow the TdS on social media or through other online platforms.	0.0807	0.751	0.564	0.162
ATL4	I would still support the TdS even if my favorite cyclist did not participate.	0.0757	0.741	0.549	0.158
ATL5	I would be willing to travel to attend the TdS live.	0.0808	0.812	0.660	0.190
ATL6	The TdS is an important event in my life.	0.0788	0.810	0.657	0.189
ATL7	I am interested in the history of the TdS.	0.0805	0.836	0.698	0.201
ATL8	I would be disappointed if the TdS was cancelled for a year.	0.0732	0.729	0.531	0.153
ATL9	I enjoy discussing the TdS with other fans.	0.0792	0.834	0.696	0.200
ATL10	I feel a sense of pride when I wear TdS merchandise.	0.0801	0.821	0.674	0.194
Behavioural loyalty					
BEL1	I attend the TdS every year.	0.0636	0.760	0.578	0.166
BEL2	I am willing to pay more for premium seats at the TdS.	0.0590	0.714	0.509	0.146
BEL3	I follow the TdS closely through media channels (TV, online, print, social media).	0.0760	0.719	0.517	0.149
BEL4	I purchase TdS merchandise (e.g., jerseys, hats, etc.).	0.0634	0.810	0.656	0.189
BEL5	I recommend the TdS to my friends and family.	0.0888	0.825	0.681	0.196
BEL6	I plan to attend the next edition of TdS.	0.0807	0.822	0.676	0.194
BEL7	I intend to follow the next edition of TdS.	0.0716	0.780	0.608	0.175

Figure 1 illustrates the information pertaining to the composition and relative significance of individual components within their corresponding latent variables for each indicator (Sánchez-García et al., 2019). In this model, all items demonstrated values exceeding 0.7, which surpasses the minimum requirement for establishing a communality of at least 0.5. This confirmation indicates that each indicator explains a minimum of 50% variance in each respective latent variable (Sanchez, 2013a).

Figure 16: Bar Chart Loadings for Each Indicator



6.2.3.1 Cross loading

Cross-loading involves examining an indicator's loadings with latent variables beyond its own. This is necessary to avoid traitor indicators, which are indicators that show substantial loadings on multiple latent variables, indicating a lack of specificity in measurement (Sanchez, 2013a). It helps determine if an indicator accurately measures its intended construct or if it is influenced by other factors. Researchers assess cross-loadings by examining factor loadings on

the indicator's own latent variable and other latent variables in the model. High loadings on multiple latent variables suggest a lack of construct specificity and can compromise the reliability and validity of the measurement model.

Table 12 Cross-loadings*Cross-loadings*

Name	Block	Positive social	Positive economic	Negative impact	Community	Image	Satisfaction	Attitudinal	Behavioural
PSI1	Positive social	0.7775	0.6256	-0.1420	0.4904	0.4297	0.0652	0.2852	0.2340
PSI2	Positive social	0.8733	0.7337	-0.1386	0.5643	0.4612	0.1075	0.3363	0.3095
PSI3	Positive social	0.8669	0.7151	-0.0954	0.5551	0.4807	0.1003	0.2790	0.2509
PSI4	Positive social	0.8845	0.7534	-0.1167	0.5621	0.4674	0.1011	0.2933	0.2856
PSI5	Positive social	0.8861	0.7491	-0.1746	0.5945	0.4836	0.1667	0.3780	0.3310
PSI6	Positive social	0.8523	0.7251	-0.1897	0.5486	0.4401	0.1729	0.4472	0.4254
PSI7	Positive social	0.8475	0.7192	-0.1677	0.5430	0.4495	0.1278	0.3538	0.3308
PSI8	Positive social	0.8776	0.7839	-0.1662	0.5965	0.5278	0.1354	0.3420	0.2993
PSI9	Positive social	0.8708	0.7990	-0.1837	0.5673	0.4859	0.1176	0.2905	0.2594
PEI1	Positive economic	0.6818	0.8244	-0.1975	0.5806	0.4672	0.1568	0.3786	0.3622
PEI2	Positive economic	0.7794	0.9087	-0.1897	0.5751	0.5429	0.1050	0.2621	0.2402
PEI3	Positive economic	0.8220	0.9406	-0.1988	0.6456	0.5755	0.1573	0.3266	0.3093
NGI1	Negative impact	-0.1626	-0.1659	0.7982	-0.2229	-0.2400	-0.2370	-0.1857	-0.2005
NGI2	Negative impact	-0.1648	-0.1910	0.8689	-0.2529	-0.2638	-0.2179	-0.1905	-0.1746
NGI3	Negative impact	-0.1473	-0.1752	0.8856	-0.2248	-0.2655	-0.2375	-0.2217	-0.2061
NGI4	Negative impact	-0.1739	-0.2105	0.8756	-0.2358	-0.2814	-0.2415	-0.2330	-0.2104
NGI5	Negative impact	-0.1745	-0.2324	0.9236	-0.2627	-0.3018	-0.2415	-0.2214	-0.2044
NGI6	Negative impact	-0.1619	-0.1965	0.9127	-0.2597	-0.2906	-0.2721	-0.2160	-0.2064
NGI7	Negative impact	-0.1620	-0.2071	0.9103	-0.2618	-0.3106	-0.2534	-0.2150	-0.1983
NGI8	Negative impact	-0.1104	-0.1267	0.7908	-0.2106	-0.2319	-0.2836	-0.3328	-0.2660
NGI9	Negative impact	-0.1454	-0.2045	0.8762	-0.2666	-0.2977	-0.2674	-0.2342	-0.2079
CCD2	Community	0.5717	0.6029	-0.2449	0.8460	0.6304	0.2588	0.3794	0.3806
CCD3	Community	0.5788	0.5825	-0.2787	0.8711	0.6195	0.2671	0.3806	0.3721

CCD4	Community	0.5154	0.5731	-0.2062	0.8691	0.6385	0.2855	0.4402	0.4176
CCD5	Community	0.5606	0.5473	-0.2317	0.8346	0.6106	0.2645	0.4537	0.4281
IEC1	Image	0.5450	0.5865	-0.3487	0.6882	0.8832	0.3367	0.3787	0.3403
IEC2	Image	0.3539	0.3755	-0.1477	0.4435	0.7460	0.2477	0.3124	0.2583
IEC3	Image	0.4599	0.5113	-0.2731	0.6748	0.8895	0.3214	0.4791	0.4158
LSG1	Satisfaction	0.0707	0.1189	-0.2457	0.2270	0.3135	0.7882	0.3006	0.2932
LSG2	Satisfaction	0.1284	0.1622	-0.2054	0.2651	0.3035	0.8068	0.2807	0.2678
LSS1	Satisfaction	0.0947	0.0884	-0.2144	0.2364	0.2643	0.8354	0.3582	0.3464
LSS2	Satisfaction	0.1533	0.1687	-0.2378	0.2961	0.3277	0.8512	0.3906	0.3657
LSS3	Satisfaction	0.1360	0.1053	-0.2800	0.2675	0.2875	0.8465	0.3804	0.3756
ATL1	Attitudinal	0.2795	0.2688	-0.1874	0.3939	0.4410	0.3646	0.7852	0.6144
ATL2	Attitudinal	0.2399	0.1982	-0.1866	0.2948	0.2909	0.2326	0.7668	0.6792
ATL3	Attitudinal	0.3045	0.2765	-0.2465	0.3724	0.4088	0.3236	0.7746	0.6529
ATL4	Attitudinal	0.2938	0.3043	-0.2937	0.4042	0.3850	0.3021	0.7564	0.6561
ATL5	Attitudinal	0.3435	0.3050	-0.1844	0.4077	0.3665	0.3664	0.8046	0.7558
ATL6	Attitudinal	0.3011	0.2741	-0.1189	0.3855	0.3509	0.3644	0.8303	0.7125
ATL7	Attitudinal	0.3538	0.3170	-0.2377	0.4011	0.3810	0.3494	0.8492	0.7452
ATL8	Attitudinal	0.3310	0.3168	-0.2330	0.4381	0.3732	0.2910	0.7525	0.6322
ATL9	Attitudinal	0.3418	0.2975	-0.1785	0.3747	0.3570	0.3614	0.8491	0.7426
ATL10	Attitudinal	0.3217	0.3089	-0.2299	0.3825	0.3743	0.3523	0.8356	0.7299
BEL1	Behavioural	0.2444	0.2230	-0.1389	0.3064	0.2923	0.2845	0.6984	0.7892
BEL2	Behavioural	0.1808	0.1785	-0.0565	0.2846	0.2289	0.3077	0.6528	0.7455
BEL3	Behavioural	0.3061	0.3160	-0.2188	0.4439	0.3982	0.2911	0.6629	0.7439
BEL4	Behavioural	0.2463	0.2494	-0.1460	0.3159	0.2538	0.3228	0.7372	0.8526
BEL5	Behavioural	0.3760	0.3552	-0.2775	0.4519	0.4041	0.4017	0.7514	0.8669
BEL6	Behavioural	0.3425	0.3183	-0.2866	0.4200	0.3782	0.3537	0.7393	0.8782
BEL7	Behavioural	0.2786	0.2556	-0.1780	0.4021	0.3312	0.3186	0.6971	0.8394

To read cross-loadings, researchers view the super matrix in blocks, paying attention to diagonal sections. These sections contain loadings of each block with its construct, and the loading in each section should surpass others in its row. Presence of cross-loadings raises concerns about construct validity, indicating the indicator may not accurately measure its intended construct (Sanchez, 2013a). In this study as shown in table 6, we found all cross-loading values in the block with its construct row to be higher, indicating no traitor indicators. Cross-loading ensures an indicator aligns with its intended latent variable, improving construct validity and measurement accuracy. Assessing cross-loading is pivotal in maintaining construct validity and measurement accuracy (Chin, 2010).

6.2.4 Assessment of the structural model

Once the measurement model has been evaluated and deemed satisfactory, the next step is to assess the structural model. The structural model assesses the relationships between the constructs and tests the proposed hypotheses. The assessment of the structural model involves examining the significance and strength of the path coefficients, as well as evaluating the overall quality of the inner model (Sanchez, 2013a). To determine the significance and strength of the path coefficients, statistical tests such as bootstrapping can be conducted. These tests can determine whether the relationships between the constructs are statistically significant and provide information on the magnitude of these relationships. Additionally, the overall quality of the structural model can be evaluated using various fit indices such as the R² determination coefficients, the redundancy index (Sanchez, 2013a).

6.2.5 Coefficients of Determination R²

The R² provides a framework for interpreting the values of the coefficient of determination (R²) in regression analysis. R² is a measure that indicates the proportion of variance in the dependent variable that can be explained by the independent variables in a regression model.

According to Sanchez (2013), R^2 values can be classified into three categories: low ($R < 0.20$), medium ($0.20 < R < 0.50$), and high ($R > 0.50$) (Sanchez, 2013a). This classification allows researchers to assess the strength of the relationship between variables and evaluate the predictive power of their regression models. The R^2 classification document serves as a guide for researchers in interpreting the values of the coefficient of determination (R^2) in regression analysis. Based on the analysis results, the R^2 values for image, satisfaction, attitudinal, and behavioural variables are 0.5650 (image), 0.1830 (satisfaction), 0.2900 (attitudinal), and 0.2410 (behavioural). The R^2 values obtained from the analysis indicate the proportion of variance in each variable that can be explained by the predictors in the model.

6.2.6 Redundancy

Redundancy analysis is a statistical method to assess how independent variables explain variance in a dependent variable. It determines to what extent the set of independent variables accounts for variability in the dependent variable (Sanchez, 2013a). Redundancy analysis gauges the predictive relevance of independent variables relative to the dependent variable. This is particularly useful when multiple independent variables could impact the dependent variable. Within path analysis, redundancy analysis illuminates the connections between exogenous and endogenous variables. Calculating variable redundancy helps understand how much variance in the dependent latent variable can be clarified by the independent latent variables.

Table 6 presents variable redundancy information, indicating predictive relevance of independent variables in explaining variation in the dependent latent variable. The results in Table 6 corroborate that independent variables predict variance in the dependent latent variable. Calculated redundancy values for most endogenous variables exceed 0, signifying that independent latent variables significantly explain variance in the dependent latent variable (Sánchez-García et al., 2019).

6.2.7 Average Variance Extracted (AVE)

The AVE analysis report is a crucial tool used in assessing the quality of measurement models within structural equation modelling. It provides information on the extent to which a latent variable captures the variance of its indicators, and it allows researchers to determine if the measurement model adequately represents the constructs of interest. When conducting an AVE analysis, it is recommended to check that the AVE value of each latent variable is greater than 0.50. This rule of thumb ensures that at least 50% or more of the variance in the latent variable is accounted for by its indicators, indicating a strong measure of convergence validity (Sanchez, 2013a).

Table 13

Inner Model Summary

	Type	R2	Block Communality	Mean Redundancy	AVE
Positive social	Exogenous	0.0000	0.7400	0.0000	0.7400
Positive economic	Exogenous	0.0000	0.7970	0.0000	0.7970
Negative impact	Exogenous	0.0000	0.7610	0.0000	0.7610
Community	Exogenous	0.0000	0.7320	0.0000	0.7320
Image	Endogenous	0.5650	0.7090	0.4010	0.7090
Satisfaction	Endogenous	0.1830	0.6820	0.1250	0.6820
Attitudinal	Endogenous	0.2900	0.6420	0.1860	0.6420
Behavioural	Endogenous	0.2410	0.6690	0.1610	0.6690

6.2.8 Bootstrap Validation

To assess the significance of the structural paths within the model, the bootstrapping method is employed to estimate the value and significance of the path coefficients. In PLS analyses, bootstrapping procedures, alongside alternative methods like jackknifing approaches, are frequently utilized (Chin, 1998). Through a confirmatory approach, bootstrapping analysis served to confirm the significance of the model's relationships, as detailed in Table 7 (Martinent et al., 2015). This analysis, combined with a corresponding confidence interval, reflects the

stability level and the acceptability of the sample statistic as a population parameter estimate (Sanchez, 2013a). Consequently, if the confidence intervals (from perc.025 to perc.975) exclude a value of 0, it implies a 95% confidence in the reliability of such a significant relationship. As a result, 10 out of the 13 formulated hypotheses find support. Through the use of bootstrapping analysis, the researchers were able to confirm the significance and reliability of the relationships in the model. Bootstrapping analysis was used in this study to validate the significance and reliability of the relationships in the model.

Figure 17: Coefficients of Paths Depicting the Proposed Relationships within the Model

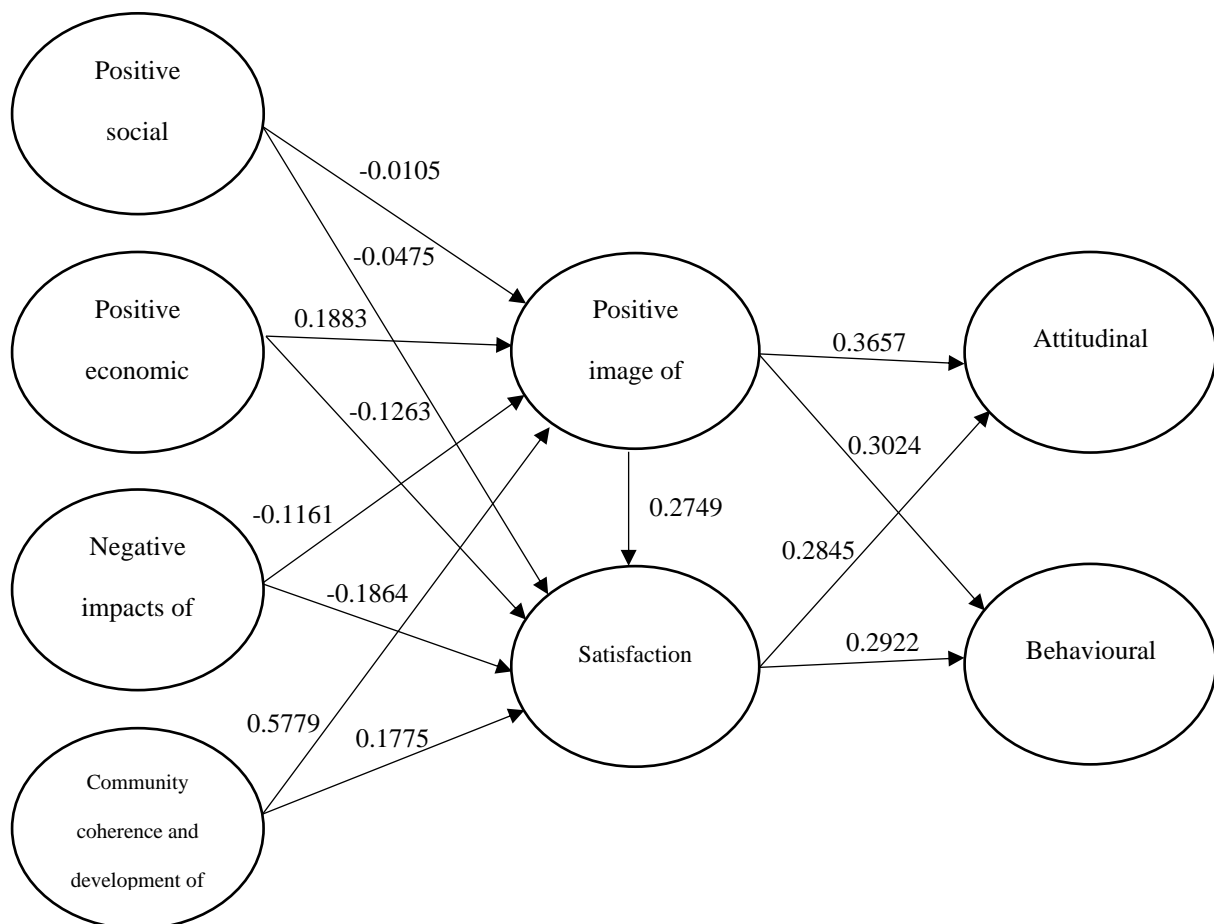


Table 14*Summary of path coefficients and percentiles for constructs*

		Original	Mean.Boot	Std.Error	perc.02 5	perc.97 5	Signif icant
H ₁	Positive_social -> image	-0.0105	-0.0088	0.0824	0.1431	0.1613	-
H ₂	Positive_social -> satisfaction	-0.0475	-0.0520	0.0880	0.2225	0.1100	-
H ₃	Positive_economi c -> image	0.1883	0.1949	0.0896	0.0137	0.3451	***
H ₄	Positive_economi c -> satisfaction	-0.1263	-0.1176	0.0806	0.3032	0.0419	-
H ₅	Negative_impact - > image	-0.1161	-0.1183	0.0383	0.1947	0.0418	***
H ₆	Negative_impact - > satisfaction	-0.1864	-0.1842	0.0546	0.2835	0.0887	***
H ₇	Community -> image	0.5779	0.5709	0.0576	0.4539	0.6692	***
H ₈	Community -> satisfaction	0.1775	0.1819	0.0722	0.0472	0.3214	***
H ₉	Image -> satisfaction	0.2749	0.2698	0.0745	0.1175	0.3983	***
H ₁₀	Image -> attitudinal	0.3657	0.3765	0.0597	0.2562	0.4826	***
H ₁₁	Image -> behavioural	0.3024	0.3130	0.0547	0.2025	0.4088	***
H ₁₂	Satisfaction -> attitudinal	0.2845	0.2728	0.0521	0.1661	0.3777	***
H ₁₃	Satisfaction -> behavioural	0.2922	0.2848	0.0457	0.1935	0.3690	***

Note. Bootstrapping analysis by latent variables, *** significance with a confidence interval

at 95% level.

Complementarily, and to support the bootstrapping analysis, Table 9 presents the estimates of the p-values, which demonstrate the statistical significance of the relationship being studied. Additionally, the p-values obtained from the bootstrapping analysis in Table 9 consistently indicate statistical significance, with a majority of them being lower than 0.001.

Table 15

The results of each regression in the structural equations

		Estimate	Std. Error	t value	p value	Significant
H ₁	Positive social -> image	-0.0105	0.0637	-0.1650	0.8690	-
H ₂	Positive social -> satisfaction	-0.0475	0.0875	-0.5420	0.5880	-
H ₃	Positive economic -> image	0.1883	0.0656	2.8700	0.0043	***
H ₄	Positive economic -> satisfaction	-0.1263	0.0909	-1.3900	0.1660	-
H ₅	Negative impact -> image	-0.1161	0.0338	-3.4300	0.0007	***
H ₆	Negative impact -> satisfaction	-0.1864	0.0471	-3.9600	0.0001	***
H ₇	Community -> image	0.5779	0.0455	12.7000	0.0000	***
H ₈	Community -> satisfaction	0.1775	0.0736	2.4100	0.0163	***
H ₉	Image -> satisfaction	0.2749	0.0674	4.0800	0.0001	***
H ₁₀	Image -> attitudinal	0.3657	0.0443	8.2600	0.0000	***
H ₁₁	Image -> behavioural	0.3024	0.0458	6.6000	0.0000	***
H ₁₂	Satisfaction -> attitudinal	0.2845	0.0443	6.4300	0.0000	***
H ₁₃	Satisfaction -> behavioural	0.2922	0.0458	6.3800	0.0000	***

Note. Values of the T test and their significance: *** with 0.001 and * with 0.05 of confidence level.

6.3 Results of The Proposed Model

Thirteen hypotheses examining the relationship between the perceptions of TdS impacts on local residents. As mentioned above, a conceptual model was proposed and analyzed using partial least square path modelling. The model proposed to comprise effects between the exogenous variables: positive social impacts, positive economic impacts, negative impacts, community coherence, and development, and the endogenous variables: positive image of TdS, satisfaction, attitudinal loyalty, and behavioural loyalty. The output from bootstrapping which shows the result proposed models via R package plspm (Sanchez, 2013a).

6.3.1 Hypotheses Tested

H1: Perceptions of the positive social impact of TdS directly contribute to perceptions of the positive image of TdS.

The path coefficient value of the relationship between positive social impacts and positive image of TdS is -0.011. The results of the path analysis showed that there was no significant direct effect between perceived positive social impact and perceived positive image of TdS (percentile 0.025 = -0.143; 0.975 percentile= 0.161). Therefore, this hypothesis is not supported.

H2: Perceptions of the positive social impacts of TdS directly contributes to the local resident's satisfaction.

The path coefficient value of the relationship between positive social impacts and satisfaction is -0.048. The results of the path analysis revealed that there was not a significant direct effect of the perceptions of the positive social impacts on local resident's satisfaction (percentile 0.025 = -0.223; percentile 0.975= 0.110). Therefore, there was a lack of support for this hypothesis.

H3: Perceptions of the positive economic impacts of TdS directly contributes to the perceptions of positive image of TdS.

The path coefficient value of the relationship between positive economic impacts and overall TdS image is 0.188. The results of the path analysis revealed that positive economic impacts had a significant direct, positive effect on positive image of TdS (percentile 0.025 = 0.014; percentile 0.975= 0.345). Therefore, the hypothesis was supported. Local residents felt that positive economic impacts positively affected their positive image of TdS.

H4: Perceptions of the positive economic impacts of TdS directly contributes to the local resident's satisfaction.

The path coefficient value of the relationship between positive economic impacts and satisfaction is -0.126. The results of the path analysis revealed that there was not a significant direct effect of the perceptions of the positive social impacts on local resident's satisfaction (percentile 0.025 = -0.303; percentile 0.975= 0.042). Therefore, there was a lack of support for this hypothesis.

H5: Perceptions of the negative impacts of TdS directly contributes to the perceptions of the positive image of TdS.

The path coefficient value of the relationship between negative impacts and overall TdS image is 0.116. The results of the path analysis revealed that positive economic impacts had a significant direct, positive effect on positive image of TdS (percentile 0.025 = -0.195; percentile 0.975= -0.042). Therefore, the hypothesis was supported. Local residents felt that negative impacts negatively affected their positive image of TdS.

H6: Perceptions of the negative impacts of TdS directly contributes to the local resident's satisfaction.

The path coefficient value of the relationship between negative impacts and local residents' satisfaction is -0.186. The results of the path analysis revealed that negative impacts had a significant direct, negative effect on local residents' satisfaction (percentile 0.025 = -0,284; percentile 0.975= -0.089). Therefore, the hypothesis was supported. Local residents felt that negative impacts negatively affected their overall satisfaction.

H7: Perceptions of the community coherence and development of TdS directly contributes to the perceptions of the positive image of TdS.

The path coefficient value of the relationship between community coherence and development and overall TdS image is 0.578. The results of the path analysis revealed that community coherence and development had a significant direct, positive effect on positive image of TdS (percentile 0.025 = 0.454; percentile 0.975= 0.669). Therefore, the hypothesis was supported.

Local residents felt that community coherence and development positively affected their positive image of TdS.

H₈: Perceptions of the community coherence and development of TdS directly contributes to the local resident's satisfaction.

The path coefficient value of the relationship between community coherence and development and local resident's satisfaction is 0.178. The results of the path analysis revealed that community coherence and development had a significant direct, positive effect on local resident's satisfaction (percentile 0.025 = 0.047; percentile 0.975= 0.321). Therefore, the hypothesis was supported. Local residents felt that community coherence and development positively affected their overall satisfaction.

H₉: Perceptions of the positive image of TdS directly contributes to the perceptions of local residents' satisfaction.

The path coefficient value of the relationship between overall TdS image and local resident's satisfaction is 0.275. The results of the path analysis revealed that overall TdS image had a significant direct, positive effect on local resident's satisfaction (percentile 0.025 = 0.118; percentile 0.975= 0.398). Therefore, the hypothesis was supported. Local residents felt that overall TdS image positively affected their overall satisfaction.

H₁₀: Perceptions of the positive image of TdS directly contributes to the local residents' attitudinal loyalty.

The path coefficient value of the relationship between positive image of TdS and local resident's attitudinal loyalty is 0.366. The results of the path analysis revealed that overall TdS image had a significant direct, positive effect on local resident's loyalty (percentile 0.025 = 0.256; percentile 0.975= 0.483). Therefore, the hypothesis was supported. Local residents felt that positive image of TdS positively affected their attitudinal loyalty.

H₁₁: Positive image of TdS directly contributes to the local residents' behavioural loyalty.

The path coefficient value of the relationship between positive image of TdS and local resident's behavioural loyalty is 0.302. The results of the path analysis revealed that positive image of TdS had a significant direct, positive effect on local resident's behavioural loyalty (percentile 0.025 = 0.203; percentile 0.975 = 0.409). Therefore, the hypothesis was supported. Local residents felt that overall satisfaction positively affected their loyalty.

H₁₂: Local residents' satisfaction of TdS directly contributes to the local residents' attitudinal loyalty.

The path coefficient value of the relationship between Local residents' satisfaction and attitudinal loyalty is 0.285. The results of the path analysis revealed that Local residents' satisfaction had a significant direct, positive effect on attitudinal loyalty (percentile 0.025 = 0.166; percentile 0.975 = 0.378). Therefore, the hypothesis was supported. Local residents felt that satisfaction positively affected their attitudinal loyalty.

H₁₃: Local residents' satisfaction of TdS directly contributes to the local residents' behavioural loyalty.

The path coefficient value of the relationship between Local residents' satisfaction and behavioural loyalty is 0.292. The results of the path analysis revealed that local residents' satisfaction had a significant direct, positive effect on behavioural loyalty (percentile 0.025 = 0.194; percentile 0.975 = 0.369). Therefore, the hypothesis was supported. Local residents felt that satisfaction positively affected their attitudinal loyalty.

6.4 Discussion

The discussion section provides an overview of the discoveries and establishes connections with the existing literature. This section delves into both theoretical and practical implications, addresses limitations, and outlines potential avenues for future research.

6.4.1 Positive Image of TdS

This study hypothesizes that a positive image of TdS is positively affected by perceptions of positive social impacts, positive economic impacts, negative impacts, community coherence, and development. The results showed that perceived positive economic impacts, negative impacts, community coherence, and development had significant positive effects on the positive image of TdS. Only a positive social impact had no significant effect on the positive image of TdS.

In particular, the positive image of TdS was most affected by community coherence and development, suggesting that the more respondents felt it was important and that they were fulfilled with the fact that the TdS would increase local people's interaction, would enhance the beauty of the local community, would provide jobs for local people, and would boost the area's long-term economy. These results are corroborated by previous research, which found that residents felt that sporting events can bring worldwide visitors to the host city, leading to economic benefits through spending on local businesses (Herbold et al., 2020). Research has also shown that governments sponsor sports events as a way of developing and promoting tourist destinations, which can enhance a destination's image (Slak Valek, 2018). The current study corroborated the findings of previous research, which indicated that local residents' perceptions of community coherence and development play a crucial role in image enhancement and tourism benefits in the context of sporting events, contributing to the sustainable development of the destination (Avelar et al., 2021). However, previous research also found that in the context of sporting events in Cameroon, the relationship between community coherence and development, image enhancement, and tourism benefits was weak (Nyikana & Tichaawa, 2020). Overall, community coherence and development had a significant relationship with image enhancement and tourism benefits in the context of sporting events.

The results also indicated that sporting event image enhancement is closely related to positive economic impacts, suggesting that the more respondents felt they were important, and the more they were satisfied that the events increased employment opportunities, promoted areas as tourist destinations, and increased trade for local businesses. Several studies have shown that hosting sporting events can contribute to economic development and stimulate local economy (Jiménez-Naranjo et al., 2016; Parra-Camacho et al., 2020; Sogas et al., 2021; Zhang et al., 2022; Baker, 2019). Research also showed that image of the host city plays a crucial role in attracting tourists and generating revenue from tourism-related activities (Laitila & van Herpen, 2017). Furthermore, sporting events can provide new business opportunities, enhance employment, and boost the hospitality and tourism industries. The favourable economic consequences are not restricted to the short term; holding athletic events can have long-term effects on economic growth.

Negative impact perceptions of sporting events were also found to have a significant negative effect on the positive image of TdS (image enhancement and tourism benefits), but not very strong. Local residents felt that the sporting event disrupted their lives of local residents, the local area became too crowded, there was an increase in noise levels, and there was an increase in litter contributing to the positive image of TdS. . The results support previous research indicating that reports on sporting mega-events show a divergence of opinions, with some attributing positive impacts such as economic growth and urban regeneration, while others highlight negative impacts such as civil rights abuses and pollution (Theodoraki, 2016).

The findings with regard to the relationship between perceptions of positive social impacts and positive image of TdS were surprising; the results showed that positive social impacts did not have a significant effect on positive image of TdS, suggesting that the more respondents felt they were important opportunities to meet new people, enhance local residences' spirit of hospitality, bring the community together, give young people new

opportunities to play sports, higher levels of services offered by local businesses, young people will be inspired, bring new facilities benefit, spread tourism, and promote Indonesian cycling sports. However, these findings are surprising because previous research has found that the positive social impacts of sporting events are related to the image of the sporting event. The image of a city is improved through participation in sporting events and the projection of the city's image (Parra-Camacho et al., 2021). The social impacts of hosting sporting events can increase the vitality and empowerment of host residents (Yamashita, 2021). Managing the social impact perceptions generated by sporting events is important to ensure positive sentiments towards events at host destinations (Scholtz, 2019b).

6.4.2 Local Residents' Satisfaction of TdS

This study hypothesized that local residents' satisfaction is positively affected by perceptions of positive social impacts, positive economic impacts, negative impacts, community coherence and development, and positive image of TdS. The results showed that negative impacts, community coherence and development, and a positive image directly and significantly affected satisfaction. Meanwhile, positive social and economic impacts had no significant direct effects on local residents' satisfaction.

The results indicated that local residents' satisfaction was most affected by positive images of sporting events, suggesting that the more respondents perceived the events as increasing employment opportunities, promoting tourist destinations, and increasing trade for local businesses, the more positively they perceived their satisfaction. These results are in line with the results of previous studies showing that event image is an important predictive factor of spectator satisfaction (Duan & Liu, 2021).

Local residents' satisfaction with TdS is also affected by community coherence and development, suggesting that the more respondents felt it was important and that they were fulfilled with The TdS will increase local people's interaction, the TdS will enhance the beauty

of the local community, the TdS will provide jobs for local people, and the TdS will boost the area's long-term economy. The results of the current study are supported by previous research that found that hosting sporting events brings both the community and the country together, leading to increased event quality and positive impacts from residents' perspectives (Zhang, Svetina Valdivia, et al., 2020). Sports events can be used as a method for community development by utilizing community development theories and taking into account the community profile, addressing both assets and needs-based approaches (Kaplanidou, 2020).

Negative impacts had a significant effect on local residents' satisfaction, indicating that the sporting event disrupts the lives of the locals, the local area becomes too crowded, crime levels increase, fewer tourists and less money are preferred, noise levels increase, the wrong type of people in the area is encouraged, visitors are inconsiderate of residents, litter increases, and too many tourists contribute to local residents' satisfaction with TdS. The results of the current study support similar results found by Camacho et al. (2019), where local residents' perception of the negative impacts associated with sporting events significantly predicted their degree of satisfaction with the hosting of sporting events. Residents' satisfaction with the sporting event is influenced by negative impacts (Zhang, Byon, et al., 2020). Mega sports events may have a negative impact on family and social cohesion, whereas smaller events can provide more positive social impact opportunities for local residents (Hover et al., 2016).

An interesting finding from the current study was that there was no significant effect between perceptions of positive social impacts and local residents' satisfaction with sporting events. Research suggests that respondents identified no significant instances of opportunities for networking, boosting local hospitality spirit, promoting community cohesion, presenting new sporting opportunities for the youth, improving local business services, inspiring young people, introducing new facility advantages, tourism stimulation, or support for Indonesian cycling sports..

These specific findings are surprising, as prior research has demonstrated a significant correlation between positive social impacts and residents' satisfaction. Residents' satisfaction with the sporting event is influenced by positive sociocultural factors (Zhang, Byon, et al., 2020). Smaller events can provide more positive social impact opportunities for residents (Hover et al., 2016). The social impact of events, including community benefits, cultural and educational benefits, and quality of life concerns, can directly influence participants' satisfaction (Gholipour & Moradi, 2020).

Another interesting result from the current study was that there was no significant effect between perceptions of positive economic impacts and local residents' satisfaction with sporting events. Studies suggest that the more respondents felt they were important, and they were satisfied with the events increase employment opportunities, promote areas as tourist destinations, and increase trade for local businesses. Local residents' satisfaction with the sporting event was influenced by both positive and negative economic impacts (Zhang, Byon, et al., 2020). The fit between the host city and the sporting event: This refers to how well the event matches the characteristics and values of the host city, such as its culture, history, environment, and economy. A good fit can enhance the positive image of the host city and increase the residents' pride and satisfaction (Hsu et al., 2020).

6.4.3 Local Residents' Loyalty of TdS

It was hypothesized that local resident loyalty of hosting a TdS was directly affected by the positive image of TdS and local residents' satisfaction of TdS. Results show that both variables positively contribute to the local residents' loyalty. Attitudinal loyalty and behavioural loyalty will be discussed in this section.

6.4.4 Attitudinal loyalty

Positive sporting event image was found to have a significant positive effect on attitudinal loyalty. Local residents felt that the events increased employment opportunities, promoted areas as tourist destinations, and increased trade for local businesses, contributing to attitudinal loyalty. The results support previous research that has indicated that the perception of the positive image of sporting events contributes to attitudinal loyalty. Research has shown that event image has a significant positive effect on residents' attitudes toward events (Schnitzer et al., 2021). Oshimi & Harada, (2019) found that hosting a sporting event leads to place attachment among residents through a fit between the host city, sporting events, and city image perceptions. Li et al., (2018) also found that media influence has a strong association with festivals and special events image evaluation, which in turn affects residents' attitudes.

Residents' satisfaction was also found to have a significant effect on attitudinal loyalty. Attitudinal loyalty was affected by satisfaction, suggesting that they were satisfied with the variety of events and activities, overall satisfied with the cycling event, satisfied with their overall experience of the event, and overall satisfied with their decision to attend the event; they can best be described as satisfied with the event. The results confirm earlier studies' findings that consumer transaction-specific satisfaction is the strongest predictor of consumer attitudinal loyalty, along with team identification and the average number of home games attended per year (Bodet & Bernache-Assollant, 2011). Research has also shown that the reputation of the brand and individual participation of the consumer completely modify the relationship between satisfaction and loyalty and between loyalty and readiness to pay more for a product (Fernandes et al., 2019).

6.4.5 Behavioural loyalty

The results indicated that behavioural loyalty was affected by the positive image of TdS. Local residents felt that the events increased employment opportunities, promoted areas

as tourist destinations, and increased trade for local businesses, contributing to behavioural loyalty. These results are in line with the results from previous studies that sport event image has a significant impact on destination image, and intentions are a significant predictor of behaviour (Kaplanidou & Vogt, 2007). Previous research also discovered that sports event images have a positive effect on word-of-mouth and revisit intention (Girish & Lee, 2019). Kaplanidou et al., (2012) found that hosting recurring sport events can lead to sustainable tourism development, resulting in destination loyalty and higher place attachment levels.

Local residents' satisfaction was also found to have a significant effect on behavior loyalty. Behavioral loyalty was affected by satisfaction, suggesting that they were satisfied with the variety of events and activities, overall satisfied with the cycling event, satisfied with their overall experience of the event, and overall satisfied with their decision to attend the event; they can best be described as satisfied with the event. This finding is consistent with previous research showing a positive relationship between the three satisfaction factors and the behavioral intention to revisit and recommend the event and its nearby tourist destinations to friends and relatives (Osti et al., 2012). The same findings were also shown by previous research that satisfaction is positively associated with behavioral intentions toward the event and sponsor's product (Duan & Liu, 2021).

Conclusions

The first phase of our research undertook a qualitative journey to decipher the roots and reasoning for the initiation of the specific cycling event under scrutiny while illuminating the motivations and goals that led local facilitators and official bodies to execute its establishment. In our inquiry, we aimed to explore the creation of this occasion, striving to comprehend its conception and the hidden ambitions that spurred its materialization. The next phase of our research will shift to accumulating quantitative data, with a concentrated effort to examine local residents' perceptions. This stage aimed to evaluate the event's favourable reputation within the community, quantify locals' satisfaction levels concerning the cycling race, and probe into the complexities of their loyalty to this sports showcase. Through this all-inclusive method, we aspire to offer an exhaustive understanding of the impact and importance of cycling events in the local framework.

Conclusion of Study One

The Tour de Singkarak (TdS), a renowned sporting affair in West Sumatra, experienced an innovation process from July 2008 to May 2009. The objective was to encourage teamwork amongst a range of actors and stakeholders, from government officials to the private sector and spectators.

There are four key translation moments within sporting events: problematization, intersement, enrolment, and mobilization. The process of translation takes place at these pivotal points, securing effective communication and understanding amongst various actors and stakeholders, particularly during the mobilisation phase.

The problematization moment encompasses identifying event-related challenges and gathering resources to solve them. It's important to note that the TdS concept was inspired by the Tour de France, and advocacy for tourism promotion played a role in its creation. The intersement phase saw the crucial involvement of local businesses such as hotels and

restaurants, closely linked with events in West Sumatra. During the enrolment phase, our research highlighted that various informants' contributions focused on forming diverse actor networks crucial for event success. The TdS event saw expansion beyond the Solok Regency to become a national phenomenon, with collaboration from different levels of government. In the mobilisation phase, the alignment of various actors towards the shared goal of a successful event occurred, orchestrating a coordinated effort amongst officials, stakeholders, and organizers.

The four translation phases were critical in the TdS's innovation trajectory, emphasising the interaction among actors and the mechanisms that facilitate such interactions. The Actor-Network Theory assists in understanding this innovation process by analysing the role of actors and networks in the event's success. Further, the growing field of sports tourism, particularly cycling events, can be better understood using socio-technical analysis frameworks. These helps comprehend the innovation process, inclusive of key actor involvement and translation processes. The role of power dynamics and charisma should not be underestimated in events such as the TdS, with regional heads committing via hierarchical authority. The TdS innovation process was a collaborative effort among many stakeholders. Various translation moments played key roles. Theories like Actor-Network Theory and socio-technical analysis offered useful insights into the event's development and sustainability, with power dynamics and charisma playing significant roles in executing the event.

Conclusion of Study Two

The survey data demonstrated that a minimal number of respondents actively followed the TdS, which could be attributed to unawareness of or indifference towards the event. In further detail, 13.57% conveyed a mild interest, 9.05% displayed some curiosity, and only 3.57% expressed total disinterest. These data shed light on the diverse interest levels

among the participants, where the maximum portion exhibited moderate interest. In addition, a significant subset of respondents exhibited considerable enthusiasm and support for the TdS. The majority of respondents claimed to view or read about TdS infrequently, constituting 35.95%, whereas a smaller number (19.76 %) engaged regularly. This implies an average level of interest and involvement, with few deliberations on it.

Data Analysis implemented through Partial Least Squares Path Modeling (PLS-PM) serves as an analytical method for examining clusters of observed variables, summarizing them as latent variables, and revealing their linear associations (Sanchez, 2013b). The measurement model outlines the connections between the observable variables (manifest variables) and the unobservable variables they represent (latent constructs). Redundancy analysis aids in evaluating how independent variables account for the variance in a dependent variable and quantifies the extent to which independent variables explain the variability in the dependent variable (Sanchez, 2013b). The proposed model encapsulates the influence of exogenous variables (positive social impact, positive economic impact, negative impact, community coherence, and development) and endogenous variables (positive image of TdS, satisfaction, attitudinal loyalty, and behavioural loyalty).

Hypothesis one: Perceptions of the positive social impact of TdS do not directly contribute to perceptions of the positive image of TdS, as path analysis showed no significant direct effect. This study found no significant direct effect between perceptions of the positive social impact of TdS and perceptions of the positive image of TdS. Hypothesis two: Perceptions of the positive social impacts of TdS do not directly contribute to local residents' satisfaction, as there was no significant direct effect. The study found no significant direct effect between perceptions of the positive social impacts of TdS and local residents' satisfaction. Hypothesis three: Perceptions of the positive economic impacts of TdS directly contribute to the perception of a positive image of TdS, as supported by the hypothesis. The

study supported Hypothesis three, finding that perceptions of the positive economic impacts of TdS directly contribute to perceptions of a positive image of TdS. Hypothesis four: Perceptions of the positive economic impacts of TdS do not directly contribute to local residents' satisfaction, as there is no significant direct effect. The study did not find a significant direct effect between perceptions of the positive economic impacts of TdS and local residents' satisfaction, thus not supporting.

Hypothesis four. Hypothesis five: Perceptions of the negative impacts of TdS directly contribute to the perception of a positive image of TdS, as supported by the hypothesis. The study supported Hypothesis five, finding that perceptions of the negative impacts of TdS directly contribute to perceptions of a positive image of TdS. Hypothesis six: Perceptions of the negative impacts of TdS directly contribute to local residents' satisfaction, as the hypothesis was supported. The study supported Hypothesis six, finding that perceptions of the negative impacts of TdS directly contribute to local residents' satisfaction. Hypothesis seven: Perceptions of community coherence and the development of TdS directly contribute to the perception of a positive image of TdS, as the hypothesis was supported. The study supported Hypothesis seven, finding that perceptions of community coherence and development of TdS directly contribute to the perceptions of a positive image of TdS.

Hypothesis eight: Perceptions of community coherence and TdS development directly contribute to local residents' satisfaction, as the hypothesis was supported. The study supported Hypothesis eight, finding that perceptions of community coherence and development of TdS directly contribute to local residents' satisfaction Hypothesis nine: Perceptions of the positive image of TdS do directly contribute to local residents' satisfaction, as the hypothesis was supported. The study supported Hypothesis nine, finding that perceptions of the positive image of TdS directly contribute to residents' satisfaction. Hypothesis ten: Perceptions of the positive image of TdS directly contribute to local

residents' attitudinal loyalty, as supported by the hypothesis. This study supported Hypothesis ten, finding that perceptions of the positive image of TdS directly contribute to local residents' attitudinal loyalty. Hypothesis eleven: A positive image of TdS directly contributes to local residents' behavioural loyalty, as the hypothesis was supported. The study supported.

Hypothesis eleven, finding that a positive image of TdS has a direct contribution to local residents' behavioural loyalty. Hypothesis twelve: Local residents' satisfaction of TdS do directly contribute to local residents' attitudinal loyalty, as the hypothesis was supported. The study supported Hypothesis twelve, demonstrating that local residents' satisfaction of TdS has a direct contribution to their attitudinal loyalty. Hypothesis thirteen: Local residents' satisfaction of TdS do directly contribute to local residents' behavioural loyalty, as the hypothesis was supported. The study supported Hypothesis thirteen, indicating that local residents' satisfaction of TdS has a direct contribution to their behavioural loyalty. The findings of the study provide strong support for Hypotheses seven to thirteen. In summary, the study found that perceptions of positive image, community coherence and development, and local residents' satisfaction all have a direct contribution to various aspects of local residents' perceptions and loyalty towards TdS.

In relation to the positive image of TdS, this research hypothesizes that a combination of factors, including positive social and economic impacts, negative impacts, and elements of community coherence and development, significantly contributes to shaping this image. The results of this study indicate that elements such as positive economic impacts, the presence of negative impacts, and aspects of community coherence and development play a significant role in shaping the positive image of TdS. Unexpectedly, positive social impacts were found to have no substantial effect on the positive image of TdS. The role of community coherence and development has emerged as an important factor in establishing TdS's positive image, reflecting their significance in facilitating local resident interactions, enhancing communities,

creating jobs, and promoting long-term economic growth. It was noted that elements that enhance the image of the sporting event are closely tied to positive economic impacts, reflecting the importance that respondents place on job creation, promotion of tourism, and local business expansion. Interestingly, despite the general positive influences, perceptions of negative impacts were found to significantly dent the positive image of TdS. Surprisingly, the study indicated that positive social impacts, contrary to expectations, did not have a significant bearing on the positive image of TdS.

This study hypothesizes a connection between local residents' satisfaction with TdS and various elements, including positive social impacts, positive economic impacts, negative impacts, community coherence, development, and a positive image of TdS. The findings revealed that the most significant influence on local residents' satisfaction was the positive image of the TdS event. Other impacting factors include community coherence, development, and negative impacts, which play meaningful roles. Negative impacts have a significant role, pointing towards the ramifications of disruptions to local life and preferences for minimized tourist presence and disturbances. These findings resonate with earlier studies that suggest hosting sporting events can unify communities, improve event quality, and create a favourable impression of the positive impacts (Zhang, Svetina Valdivia, et al., 2020). In the context of sports events, community development theories propose that they facilitate community growth by dealing with a mix of assets and needs-based approaches (Kaplanidou, 2020). Interestingly, despite expectations, both positive social and economic impacts appear to have no significant influence on local residents' satisfaction, a discovery that counters intuitive thinking.

The study proposes that local residents' loyalty towards the hosting of TdS is directly influenced by both the event's positive image and residents' satisfaction with it. The analysis showed a positive impact of TdS's positive image and overall satisfaction on attitudinal

loyalty, suggesting a correlation between the perception of TdS and loyalty attitudes towards it. Likewise, behavioural loyalty is also affected by the TdS-positive image and satisfaction of local residents, indicating the respondents' comprehensive contentment with the event. These findings correlate with prior research, highlighting the significant role of the image of a sporting event on the destination's image and the intentions of its residents (Kaplanidou & Vogt, 2007). To summarize, the in-depth analysis uncovers complex relationships between various factors, such as the image of the event, satisfaction, and attitudes and behaviours of local residents towards TdS.

Research Contributions

Research Contributions of Study One

1. **Deepening Understanding of Innovation in Sporting Events:** Through this research, an in-depth understanding of the innovation process in sporting events is achieved. It underscores the significance of recognizing difficulties, pooling resources, and promoting collaborative efforts among varying stakeholders. By supplying an exhaustive case study of the TdS, this research augments the existing body of knowledge on event management and innovation.
2. **Utilizing the Actor-Network Theory:** The employment of Actor-Network Theory in this study provides a potent tool for disentangling the multi-layered roles played by actors and their networks in the lifecycle and sustainability of sporting events. It illustrates the practical application of this theory in decoding the intricate interplay among stakeholders and the extent of their contribution to the success of an event.
3. **Advancing Sports Tourism Research:** This research broadens the comprehension of sports tourism, particularly regarding cycling events. The usage of socio-technical analysis frameworks unravels the innovation process, outlining crucial actor engagement and translation moments, setting up a robust base for subsequent studies in this arena.
4. **Acknowledging the Role of Power Dynamics and Charisma:** The work highlights the inscription of power dynamics and charisma in the orchestration of grand-scale sporting events. The prominence of regional leaders and hierarchical authority in propelling event progression is underscored, enriching the conversations around the impact of leadership in event administration.

In wrapping up, this research enhances our grasping of the innovation mechanisms in sporting events. There is an emphasis on the necessity to incorporate a spectrum of actors,

power dynamics, and influential leadership in organizing such events. This study becomes a crucial reference point for researchers, practitioners, and policymakers engaged in the design and implementation of sporting events, ultimately promoting the progression of the sports event management discipline.

Research Contributions of Study Two

Research Contribution: This investigation affords considerable insights into the complex relationship that intertwines resident perception, satisfaction, loyalty, and the broad image of a sports event, with emphasis on the TdS. The study illuminates the subtle and intricate interaction of factors that impact resident attitudes and behaviours, simultaneously highlighting both anticipated and unanticipated findings.

Key Findings and Implications:

1. **Variability in Interest Levels:** The study uncovers an extensive array of interest levels towards TdS among respondents, with a notable group showing moderate interest. This suggests the diverse significance that the TdS holds for different segments of the community, which provides crucial insight for event organizers to customize their engagement strategies.
2. **Role of Economic Impact on Positive Image:** The investigation brings to light the significant role of positive economic outcomes in sculpting TdS's positive reputation. It indicates the crucial role of economic benefits in elevating the event's image. Unexpectedly, positive social impacts were not found to contribute significantly to this image.
3. **Determinants of Satisfaction:** The main influencers of residents' satisfaction towards TdS include the event's positive image, community cohesion, development, and surprisingly, negative impacts as well. This underscores the importance of event

organizers addressing community concerns and propagating a positive image to enhance resident satisfaction.

4. **Propellers of Loyalty:** The study indicates that the positive image of the event and overall satisfaction influence both the attitudinal and behavioral loyalty of residents towards TdS. It suggests that cultivating a favorable image and ensuring resident satisfaction are pivotal to nurturing resident loyalty.
5. **Intricate Relationship Dynamics:** The research unveils intricate relationships between various factors, pushing the narrative of holistic understanding about the influence of sports events on communities. The study challenges conventional notions by suggesting a lack of direct association between positive social and economic benefits with resident satisfaction or enhancement of the event's image.

Limitations

Limitations of Study One

There are a few limitations to our innovation process, for this study in particular, and more generally.

Limited Generalizability: This study primarily focuses on the Tour de Singkarak (TdS) event in West Sumatra, making it specific to that context. Generalizing these findings to other sporting events or regions might prove challenging, as different events and locations often possess unique dynamics and challenges.

Data Collection and Sample Size: The research employs NVIVO 12 as a data collection tool. It's crucial to consider the tool's limitations, including potential data biases and informant sample size. A small or unrepresentative sample size could compromise the robustness of the conclusions.

Methodological Approach: The research mainly utilizes Actor-Network Theory and socio-technical analysis frameworks to comprehend the innovation process. While these theories offer valuable insights, a more comprehensive understanding of the phenomenon might be achieved by exploring alternative theoretical perspectives or combining multiple methodologies.

Subjectivity and Bias: Although the study mentions the role of power dynamics and charisma in event execution, objectively assessing and quantifying these factors can be challenging. Acknowledging potential subjectivity and bias in analyzing these elements would enhance the study's transparency.

Limited Stakeholder Perspective: While the study discusses collaboration among stakeholders, it primarily centers on the viewpoints of those directly involved in the event. It could be valuable to consider the perspectives of spectators and local residents, who may offer differing views and experiences related to the TdS.

Long-Term Sustainability: The research emphasizes the event's development but does not investigate deeply into its long-term sustainability. Investigating how the TdS has evolved and maintained its success in subsequent years would provide a more comprehensive understanding of the innovation process.

External Factors: The study does not extensively explore external factors that could influence the TdS, such as economic conditions, political changes, or global sports tourism trends. These external factors may have played a role in the event's development and sustainability.

Language and Cultural Bias: The research involves translation or interpretation of interviews or documents from local stakeholders, language and cultural biases may impact data accuracy and interpretation.

These potential limitations can serve as starting points for further reflection and refinement of the research, ultimately contributing to a more nuanced and comprehensive understanding of the TdS innovation process and its broader implications.

Limitations of Study Two

Limited Generalizability: The survey data discussed in the passage may be limited in its generalizability as it focuses on a specific event (TdS) and its impact on local residents. The findings may not be applicable to other sporting events or contexts, and caution should be exercised when extrapolating the results to broader populations or events.

Single-Method Approach: The study using a single analytical method (PLS-PM) to examine relationships between variables. It's important to acknowledge that different analytical approaches may yield different results, and using multiple methods can enhance the robustness of the findings.

Social Desirability Bias: The respondents' answers may be influenced by social desirability bias, where they provide responses they believe are socially acceptable or

favourable rather than their true opinions. This could be especially relevant when assessing the impact of a community event like TdS.

Bias in Sampling: A predominant proportion of the individuals who responded to the survey were students. As a consequence, if the methodology employed for sampling was neither equitable nor indicative of the target population's characteristics, this could potentially skew the findings. Such a sampling bias could unfairly influence the results, leading to a misrepresentation of the actual population under study.

Self-Reported Data: The study relies on self-reported data from survey respondents. Self-report data can be subject to recall bias or misinterpretation, and it may not always accurately reflect respondents' actual behaviours or feelings.

Acknowledging these limitations is important for ensuring the study's findings are interpreted and applied appropriately. Researchers should consider these constraints when drawing conclusions and designing future research.

Future Studies

Subsequent Investigations: Due to the multifaceted impact of sports events on host communities, future research should focus on divergent social effects. This encompasses an evaluation of benefits, such as increased employment and economic growth, against potential negatives, such as sociocultural disruption and ecological impacts. Moreover, it is crucial to consider enduring effects on community health and social unity. For comprehensive insights and successful event execution, future studies should determine viable methods to balance economic advantages with potential sociocultural disruptions, ecological impacts, and health outcomes. Concurrently, research should also explore ways to foster continuous development and community integration post-events.

Minimizing Adverse Outcomes: For enhance the sustainability of sports events, both academics and event planners need to prioritize minimizing the negative effects on local

communities. It is crucial to find effective solutions to lessen event-related disruptions and address the factors that cause discontent or dissatisfaction among local residents.

Examining Community Coherence and Development: Subsequent research should conduct a detailed examination of how community coherence and development influence the organization and execution of sports events. This investigation highlights how these factors enhance the overall event experience and their lasting impact on the health and social unity of the host community.

Directions for Stakeholders: Future research should focus on providing valuable insights and guidance to event organizers, policymakers, and community stakeholders. This research should recommend a comprehensive approach to planning and managing sports events to maximize their beneficial effects on host communities.

Proposed Research Avenues: Building on these findings, future investigations should aim to understand the uncovered anomalies associated with social impacts and explore ways to mitigate their negative impacts. Furthermore, assessing the role of community cohesion and development in event management could offer valuable insights, especially regarding their enduring impacts on community well-being.

In conclusion, this study provides critical insights for policymakers, event organizers, and community stakeholders aimed at enhancing the reputation of sports events and increasing resident satisfaction and engender loyalty. This emphasizes the need for a balanced and comprehensive approach in the planning and execution of sports events to ensure an optimized positive influence on host communities.

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