

RESEARCH COLLABORATION

**Universitas Bina Sarana Informatika
Indonesia (UBSI)**

&

University Malaysia Serawak (UNIMAS)

PIC UBSI:

DR. ANI WIJAYANTI, MM., CHE

PIC UNIMAS:

Mr. Shaik Azahar Bin Shaik Hussain




Dokumen Kerjasama Internasional Bidang Penelitian dengan Universitas Malaysia Serawak (UNIMAS)

No	Nama Dokumen	Tanggal
1	Bukti penjajakan kerjasama riset via Zoom & Bukti Dokumen MoU	15 Juli 2025
2	Bukti Diskusi Kerjasama Penelitian di UBSI PSDKU Kampus Kota Yogyakarta & Press Release	24 Juli 2025
3	Bukti Kunjungan UNIMAS ke UBSI Kramat 98	2 Oktober 2025
4	Bukti Kerjasama publikasi hasil riset pada ICTHB (Internasional Conference on Tourism and Hospitality Business)	29 September 2026
5	Bukti Rencana Kunjungan UNIMAS ke UBSI Kaliabang untuk diskusi riset	2-3 Juni 2026
6	Bukti Draft artikel yang disubmit ke Jurnal Tourism and Hospitality terindeks Scopus Q1	4 Mei 2026



No.1


**BUKTI PENJAJAKAN
KERJASAMA MELALUI ZOOM
& BUKTI DOKUMEN MOU
(15 JULI 2025)**



PROFILE PIC UNIMAS

expert.unimas.my/profile/514





Mr Shaik Azahar Bin Shaik Hussain

Faculty of Applied and Creative Arts
shazahar@unimas.my
+6082-561433

Web of Science ID | Scopus
Google Scholar | Research Gate
Download CV

Area of Expertise
Not Specified


Qualification
Master of Science in TOURISM
University of Edinburgh 2003
Show More

About Mr Shaik Azahar Bin Shaik Hussain

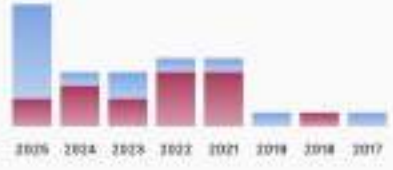
Azahar Hussain, Esq., is a Senior Lecturer at Universiti Malaysia Sarawak (UNIMAS), where he has served since 1995. He earned his bachelor's degree in Tourism Business Management in England and his Master of Science in Tourism Studies in Scotland. He is completing his doctorate in tourism at a university in [Show More](#)

Research Project	Publication	Grant (MYR)
21	30	1,075,615

INTERNAL EXTERNAL



Research by Type



Publication by Year

Research 25 Consultation 16

Journal 24 Proceeding 5 Book 5

Chapter 4

Intervensi Teknologi Dalam Pemeliharaan Teater Bangsawan

Penglibatan Masyarakat Terhadap Program Homestay Di Sarawak

Manifestasi Akal Budi, Kognitif Dan Felsefah Dalam Film-Film Klasik Malaysia: Analisis Semantik Inkuizisi Dan Teori Relevans

Melaw Intangible Heritage Ia Sarawak : A Cultural Heritage Ta

Erkin E., Shaik Hussain S., Hari Putri E., Ahmad Aschafi I., Noviatul N. And Profita Azzah A. (2025). The Role Of

Eugen P., Shaik Hussain S., Brahmanto E., Hadi W. And Yulianto Y. (2025). Green Tourism As A Strategy For

Hazrin Kamaluddin M., Nugroho D., Shaik Hussain S.

DOKUMEN DRAFT LOI DAN MOU UBSI DAN UNIMAS

30 September 2025

Prof Dr Awang Ahmad Sallehin bin Awang Husaini
Director
Research, Innovation & Enterprise Centre (UNIMAS Innovation)
Universiti Malaysia Sarawak (UNIMAS)
94300 Kota Samarahan
Sarawak, Malaysia

Dear Prof,

Universiti Bina Sarana Informatika is supportive of the research proposal prepared by Dr. Ani Wijayanti entitled, "Women's Empowerment to Increase the Household Economy Using the Feminist Alternative Tourism Economics (FATE) Approach: Inclusive Economics Concept" under the research program led by Shaik Azhar Shaik Hussain entitled "Women's Empowerment to Increase the Household Economy". Dr. Ani Wijayanti will serve as the project leader for the sub-project under the mentioned program with Universiti Malaysia Sarawak (UNIMAS).

Dr. Ani Wijayanti will commit to this project, along with a budget as approved by our administration. Institute of Research and Community Services, Universiti Bina Sarana Informatika goes to provide funding of RM6,000.00 for a research period of two years. We understand the requirement to establish a mutual agreement (MoA) between the parties involved prior to the approval of the grant.

We look forward to working with Universiti Malaysia Sarawak (UNIMAS), on this research collaboration.

Thank you.

Yours sincerely,

Head,
Institute for Research and Community Service
Universitas Bina Sarana Informatika

INTERNATIONAL MATCHING GRANT AGREEMENT

BETWEEN



UNIVERSITI MALAYSIA SARAWAK

AND



UNIVERSITAS BINA SARANA INFORMATIKA

FOR RESEARCH PROGRAM ENTITLED

"WOMEN'S EMPOWERMENT TO INCREASE THE HOUSEHOLD ECONOMY USING THE FEMINIST ALTERNATIVE TOURISM ECONOMICS (FATE) APPROACH: INCLUSIVE ECONOMICS CONCEPT"

THIS INTERNATIONAL MATCHING GRANT AGREEMENT (hereinafter referred to as "this Agreement") is entered into this August 20, 2025,

BETWEEN

UNIVERSITI MALAYSIA SARAWAK an institution of higher learning established under the Universities and University Colleges Act 1971 whose address at Universiti Malaysia Sarawak, 94300 Kota Samarahan, Sarawak, Malaysia, (hereinafter referred to as "UNIMAS"), and shall include its lawful representatives and permitted assigns, of the first part.

AND

UNIVERSITY BINA SARANA INFORMATIKA is an Indonesian university established in 2018 whose address at Jl. Kramat Raya No.98, RT.2/RW.9, Karetan, Kec. Senen, Kota Jakarta Pusat, Daerah Khusus Ibukota Jakarta 10450 (hereinafter referred to as "UBSI") and shall include its lawful representatives and permitted assigns, of the other part.

UNIMAS and UBSI, are hereinafter collectively referred to as the "Parties" and "Party" refers to any of them, as the context may require.

WHEREAS

- UNIMAS is an established University which strives to enhance and strengthen its research capabilities and has taken various initiatives to complement its educational excellence. UNIMAS has entered into various collaborative arrangements with other Parties to enhance its learning, research and academia. For the purpose of this Agreement, UNIMAS is represented by the Faculty of Applied and Creative Arts (hereinafter referred to as "FACA").
- UBSI is a prominent university located in Central Jakarta, DKI Jakarta, Indonesia. UBSI focuses its research strengths on Social Humanities and Technology Information. For the purpose of this Agreement, UBSI is represented by the Institute of Research and Community Services, which actively seeks international collaboration to enhance research activities related to sustainable development.
- Pursuant to Letter of Intent dated 20th August 2025, from UBSI to UNIMAS, UBSI expresses its intention and support for the research proposal prepared entitled, " b " under an international research collaboration program entitled "Women's Empowerment

To increase The Household Economy" "Shaik Azhar Shaik Hussain will serve as the project leader, while Professor Dr Awang Ahmad Sallehin bin Awang Husaini will serve as team member and contact person under the aforementioned program with UNIMAS (Annexure 1).

- Dr. Ani Wijayanti is committed to this project. The Institute of Research and Community Services, with its approved budget, agrees to provide funding of Rp 25,000,000.00 (Seventy-Five Million Rupiah) or equals to RM 6,000.00 (Six Thousand Malaysian Ringgit) for a research period of two (2) years.
- UNIMAS and UBSI have designed two research schemes in a common theme of research proposal that allows all parties to benefit from such research. Thus, UNIMAS is desirous to have research collaboration with UBSI under the International Matching Grant program entitled "Women's Empowerment to Increase the Household Economy Using the Feminist Alternative Tourism Economics (FATE) Approach: Inclusive Economics Concept" under the research program led by Shaik Azhar Shaik Hussain, " (hereinafter referred to as "Program").
- UNIMAS agrees to conduct a research projects entitled "Women's Empowerment To Increase The Household Economy" (hereinafter referred to as "Project 1") with the sum of Ringgit Malaysia Six Thousand only (RM6,000.00) under the Program.
- UBSI has been invited by UNIMAS to participate with a research project entitled "Women's Empowerment to Increase the Household Economy Using the Feminist Alternative Tourism Economics (FATE) Approach: Inclusive Economics Concept" under the research program led by Shaik Azhar Shaik Hussain (hereinafter referred to as "Project 2") with the sum of Ringgit Malaysia Six Thousand only (RM6,000.00) under the Program.
- The Parties agree that UNIMAS shall issue invoices to UBSI requesting a fund transfer of Ringgit Malaysia Six Thousand (RM6,000.00) each year for two years. UBSI shall reciprocate by issuing invoices to UNIMAS requesting a fund transfer of Ringgit Malaysia Six Thousand (RM6,000.00) each year for two years.
- Pursuant thereto, the Parties are now desirous of entering into this Agreement subject to the terms and conditions hereinafter appearing.

UNIMAS Matching Grant Scheme

Priority:

- 1 International Matching Grant (UNIMAS and at least one International Collaborator)
- 2 National Matching Grant (UNIMAS and at least 3 National Collaborators)

Funding:

Science and Technology: Maximum RM20,000, Minimum RM10,000 (or equivalent)
 Social Science and Humanities: Maximum RM10,000, Minimum RM5,000 (or equivalent)

Research Team:

Research Program hosted by UNIMAS

Head of Program/Sub-project Leader	1
Co-researchers from UNIMAS	Maximum 3
Co-researcher from collaborator	At least 1

Period:

2 years (24 months)

Research Field:

Not limited

Project Monitoring:

RIEC monitors sub-projects led by UNIMAS researchers.
 Sub-projects led by other institutions go back to RMC respectively.

Expenditures:

Sub-projects in UNIMAS follow the ruling of UNIMAS Bursary Office.
 Sub-projects in other institutions follow their bursary rules.

KPI:

At least one (1) indexed journal paper (WoS & SCOPUS).

Application Procedures:

RIEC:

- 1 Concept paper agreed upon by all collaborating parties.
- 2 Letter of intents from the collaborators.
- 3 Memo through the Dean/Deputy Dean to Director, RIEC.

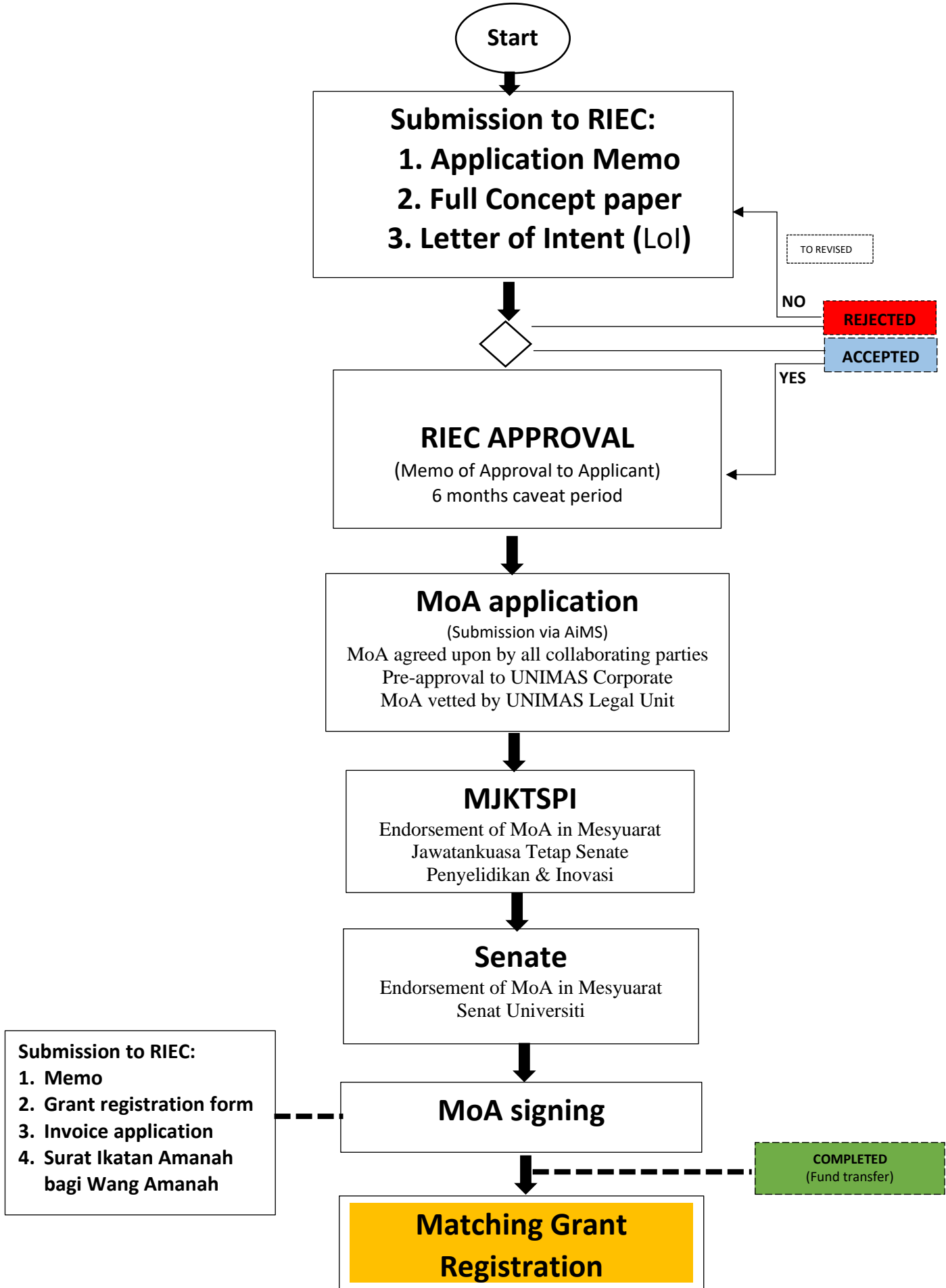
Faculty/Institute:

- 1 MoA agreed upon by all collaborating parties.
- 2 Pre-approval to UNIMAS Corporate.
- 3 MoA vetted by UNIMAS Legal Unit.
- 4 Present working paper/MoA in Mesyuarat Jawatankuasa Tetap Senate Penyelidikan & Inovasi.
- 5 Present working paper/MoA in Mesyuarat Senat Universiti.
- 6 Signing of MoA by all collaborating parties.

RIEC:

- 1 Memo/Complete MoA from Faculty to RIEC
- 2 Invoices
- 3 Fund transfer
- 4 Register of grant


UNIMAS MATCHING GRANT SCHEME





No.2

**BUKTI DISKUSI KERJASAMA
PENELITIAN DI UBSI PSDKU
KOTA YOGYAKARTA
(24 JULI 2025)**





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KERJA SAMA

UBSI Kampus Yogyakarta Dan UNIMAS Jajaki Kolaborasi Riset Internasional



By Tiara Sari

On Jul 24, 2025

BSINews, Yogyakarta — Kerja sama internasional menjadi salah satu strategi penting dalam meningkatkan kualitas riset dan publikasi ilmiah di era globalisasi pendidikan tinggi. Universitas Bina Sarana Informatika (UBSI) terus menunjukkan komitmen dalam penguatan kualitas riset akademik melalui kemitraan global. Salah satu langkah konkret diwujudkan melalui pertemuan bersama Universitas Malaysia Sarawak (UNIMAS) yang berlangsung di ruang meeting UBSI kampus Yogyakarta pada Senin (21/7).

Kolaborasi Riset UBSI Kampus Yogyakarta dan UNIMAS

Pertemuan tersebut turut dihadiri Ketua Program Studi Perhotelan UBSI, Emmita Devi Hari Putri, **Dekan Fakultas Ekonomi dan Bisnis UBSI, Dr. Ani Wijayanti**, serta sejumlah perwakilan dari perguruan tinggi swasta anggota HILDIKTIPARI (Himpunan Lembaga Pendidikan Tinggi Pariwisata Indonesia). Sementara dari pihak UNIMAS hadir Zahar Hussain yang secara aktif menggali potensi sinergi riset antara kedua institusi.

Agenda diskusi difokuskan pada pertukaran informasi terkait aktivitas penelitian yang telah dan sedang dijalankan oleh para dosen, serta peninjauan kerja sama dalam pengajuan proposal riset bersama. Kolaborasi ini menargetkan peluang pendanaan dari program International Matching Fund, guna mendukung pengembangan riset yang berdaya saing global.

Sebagai Kampus Digital Kreatif, UBSI mendukung penuh penguatan riset internasional lintas disiplin.

Emmita Devi Hari Putri menyatakan bahwa UBSI siap menginisiasi penelitian bersama yang berdampak luas, terutama pada bidang pariwisata dan ekonomi global.

“Kami sangat terbuka terhadap kerja sama ini, khususnya dalam menginisiasi penelitian bersama yang relevan dengan perkembangan industri pariwisata dan ekonomi global. Kolaborasi ini akan memperkuat kapasitas riset dosen serta meningkatkan kualitas publikasi ilmiah internasional,” ujar Emmita dalam keterangan tertulis, Senin (21/7).

Dr. Ani Wijayanti juga menilai kerja sama lintas negara ini sebagai langkah strategis untuk memperluas jaringan riset dan akses pendanaan global.

“Kolaborasi ini tidak hanya memperkaya wawasan penelitian, tetapi juga membuka jalan untuk mengakses pendanaan riset internasional yang kompetitif. Kami berharap kerja sama ini menjadi awal dari proyek-proyek yang berdampak nyata dan terpublikasi secara global,” jelasnya.

Sementara itu, Zahar Hussain menekankan pentingnya keselarasan topik dan kepercayaan antarlembaga sebagai kunci menyusun proposal kolaboratif yang solid dan layak didanai lembaga hibah internasional.

Baca juga: UBSI Kampus Yogyakarta Jalin Kerja Sama dengan UNIMAS Malaysia untuk Penguatan Kolaborasi Riset

Sebagai tindak lanjut dari pertemuan ini, kedua institusi sepakat membentuk tim kecil yang akan merancang kerangka kerja sama penelitian lintas negara. Proyek kolaborasi perdana ditargetkan mulai diimplementasikan pada akhir tahun 2025.**(Tiara Sari)**

 [UBSI KAMPUS YOGYAKARTA](#) [Universitas Malaysia Sarawak \(UNIMAS\)](#)



Tiara Sari · 1108 Posts · 0

Comments

DOKUMENTASI KUNJUNGAN UNIMAS KE UBSI KAMPUS KOTA YOGYAKARTA





No.3

**BUKTI KUNJUNGAN UNIMAS
KE UBSI KRAMAT 98
(2 Oktober 2025)**





UNIVERSITAS BINA SARANA INFORMATIKA

Gedung Rektorat Jl. Kramat Raya No. 98, Senen. Jakarta Pusat 10450

Telp. (021) 23231170 Fax (021) 21236158 e-mail : rektorat@bsi.ac.id

Number : 317/4.01/UBSI/IX/2025
Attach : -
Subject : Letter Of Request To Become A Resource Person

Jakarta, September 10th 2025

To:
Shaik Azahar Shaik Hussain
Honorary Professor
Senior Lecturer
Industry and Community Engagement
Faculty of Applied and Creative Arts
Sarawak, Malaysia

Dear Sir,

Greetings from Universitas Bina Sarana Informatika, Jakarta, Indonesia.

We hope this message finds you well. On behalf of Universitas Bina Sarana Informatika, we are delighted to extend an invitation for you to serve as a Resource Speaker at our Stadium Generale. This agenda will be held on :

Day and Date : Thursday, October 2nd, 2025
Time : 09:00 AM (Indonesian Time)
Venue : Rectorate Campus of Universitas Bina Sarana Informatika
Kramat Raya Street No. 98, Central Jakarta, Indonesia.

Your expertise in creative industries and your outstanding professional experience make you an ideal contributor for this event. We are confident that your insights and knowledge will greatly benefit our students and faculty and inspire meaningful discussions during the session.

We would be truly honoured if you could accept this invitation and join us in sharing your expertise with our academic community. Kindly let us know your availability and any arrangements you may require to facilitate your participation.

Thank you very much for considering our invitation. We sincerely look forward to welcoming you at Stadium Generale and to an engaging and enriching session.

Sincerely
Rector,



Ditandatangani Digital:
Mochamad Wahyudi
2025-09-10 12:31:52

Prof. Dr. Ir. Mochamad Wahyudi, M.Kom, MM, M.Pd, IPU,
ASEAN Eng



PSDKU

■ BOGOR ■ KARAWANG ■ PURWOKERTO ■ TASIKMALAYA ■ SURAKARTA
■ PONTIANAK ■ TEGAL ■ SUKABUMI ■ YOGYAKARTA



STADIUM GENERALE
UNIVERSITAS BINA SARANA INFORMATIKA
PROGRAM STUDI MANAJEMEN & AKUNTANSI

38 KAMPUS DIGITAL KREATIF
DONGMAYU 88

Kuliah...?
BSI Aja !!

"Driving Creative and Tourism Competitiveness Through Sustainable Business & Financial Integrity"

02 OKT | 08:00 WIB - 12:00 WIB

Keynote Speaker
Shaik Azahar Shaik Hussain
Lecturer of University Malaysia Sarawak (UNIMAS)

Universitas Bina Sarana Informatika
Kampus Kramat 98

(<https://kemahasiswaan.bsi.ac.id/readnews/2025/10/2202/mahasiswa-ubs-i-siap-gali-inspirasi-dari-akademisi-unimas-di-studium-generale-2025.html>)

Mahasiswa UBSI Siap Gali Inspirasi dari Akademisi UNIMAS di Studium Generale 2025 (<https://kemahasiswaan.bsi.ac.id/readnews/2025/10/2202/mahasiswa-ubs-i-siap-gali-inspirasi-dari-akademisi-unimas-di-studium-generale-2025.html>)

- <https://api.whatsapp.com/send?text=https%3A%2F%2Fkemahasiswaan.bsi.ac.id%2Freadnews%2F2025%2F10%2F2202%2Fmahasiswa-ubs-i-siap-gali-inspirasi-dari-akademisi-unimas-di-studium-generale-2025.html>
- <https://www.facebook.com/sharer/sharer.php?u=https%3A%2F%2Fkemahasiswaan.bsi.ac.id%2Freadnews%2F2025%2F10%2F2202%2Fmahasiswa-ubs-i-siap-gali-inspirasi-dari-akademisi-unimas-di-studium-generale-2025.html>
- <https://twitter.com/intent/tweet?text=Mahasiswa UBSI Siap Gali Inspirasi dari Akademisi UNIMAS di Studium Generale 2025&url=https%3A%2F%2Fkemahasiswaan.bsi.ac.id%2Freadnews%2F2025%2F10%2F2202%2Fmahasiswa-ubs-i-siap-gali-inspirasi-dari-akademisi-unimas-di-studium-generale-2025.html>
- <http://pinterest.com/pin/create/button/?url=https%3A%2F%2Fkemahasiswaan.bsi.ac.id%2Freadnews%2F2025%2F10%2F2202%2Fmahasiswa-ubs-i-siap-gali-inspirasi-dari-akademisi-unimas-di-studium-generale-2025.html>
- <https://www.linkedin.com/shareArticle?mini=true&url=https%3A%2F%2Fkemahasiswaan.bsi.ac.id%2Freadnews%2F2025%2F10%2F2202%2Fmahasiswa-ubs-i-siap-gali-inspirasi-dari-akademisi-unimas-di-studium-generale-2025.html>
- <https://telegram.me/share/url?url=https%3A%2F%2Fkemahasiswaan.bsi.ac.id%2Freadnews%2F2025%2F10%2F2202%2Fmahasiswa-ubs-i-siap-gali-inspirasi-dari-akademisi-unimas-di-studium-generale-2025.html>

Penulis: Atri Nodi Maiza Putra, SE, M.Ak • 01 Oktober 2025 • dilihat: 61

Jakarta, 25 September 2025 – Universitas Bina Sarana Informatika (UBSI) akan menyelenggarakan kegiatan *Studium Generale* pada Kamis, 2 Oktober 2025 mendatang di Aula UBSI Kampus Kramat 98, Jakarta. Kegiatan akademik ini akan berlangsung mulai pukul 09.00 WIB dan terbuka bagi mahasiswa, dosen, serta masyarakat luas yang memiliki perhatian terhadap isu-isu pengembangan sektor kreatif dan pariwisata.

Dengan mengusung tema **"Driving Creative and Tourism Competitiveness through Sustainable Business & Financial Integrity"**, Studium Generale ini diharapkan menjadi wadah inspiratif untuk memperluas wawasan civitas akademika mengenai pentingnya mengembangkan daya saing industri kreatif dan pariwisata melalui penerapan praktik bisnis yang berkelanjutan serta integritas finansial yang kokoh.


Acara ini akan menghadirkan narasumber istimewa dari **University Malaysia Sarawak (UNIMAS)** yang akan membagikan pengalaman, pengetahuan, serta perspektif global tentang bagaimana membangun pariwisata kreatif yang kompetitif, inovatif, dan berlandaskan pada prinsip keberlanjutan. Kehadiran pakar internasional ini menjadi momentum penting bagi UBSI untuk menghadirkan diskusi akademik yang relevan dengan dinamika industri global.


Perwakilan UBSI menyampaikan bahwa Studium Generale ini merupakan bagian dari upaya universitas untuk memberikan bekal pengetahuan yang tidak hanya bersifat teoritis, tetapi juga praktis dan aplikatif. Dengan pemahaman mendalam mengenai integritas finansial dan keberlanjutan dalam bisnis, mahasiswa diharapkan dapat mempersiapkan diri menjadi generasi muda yang mampu bersaing secara sehat dan berkontribusi positif bagi perkembangan industri kreatif dan pariwisata, baik di tingkat nasional maupun


internasional.


Sebagai perguruan tinggi swasta terkemuka di Indonesia, Universitas Bina Sarana Informatika terus berkomitmen menghadirkan kegiatan akademik yang menghadirkan pemikiran inovatif dan relevan dengan kebutuhan industri. Melalui Studium Generale ini, UBSI ingin menegaskan perannya sebagai institusi pendidikan tinggi yang mendorong kolaborasi internasional serta mendukung terciptanya ekosistem akademik yang dinamis dan berdaya saing global.


Bagikan Berita ini


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 (<https://www.facebook.com/sharer/sharer.php?u=https%3A%2F%2Fkemahasiswaan.bsi.ac.id%2Freadnews%2F2025%2F10%2F2202%2Fmah>)

 ([https://twitter.com/intent/tweet?text=Mahasiswa UBSI Siap Gali Inspirasi dari Akademisi UNIMAS di Studium Generale 2025&url](https://twitter.com/intent/tweet?text=Mahasiswa%20UBSI%20Siap%20Gali%20Inspirasi%20dari%20Akademisi%20UNIMAS%20di%20Studium%20Generale%202025&url=https%3A%2F%2Fkemahasiswaan.bsi.ac.id%2Freadnews%2F2025%2F10%2F2202%2Fmah))

 (<http://pinterest.com/pin/create/button/?url=https%3A%2F%2Fkemahasiswaan.bsi.ac.id%2Freadnews%2F2025%2F10%2F2202%2Fmah>)




 (<https://www.linkedin.com/shareArticle?mini=true&url=https%3A%2F%2Fkemahasiswaan.bsi.ac.id%2Freadnews%2F2025%2F10%2F2202%2Fmah>)

 (<https://telegram.me/share/url?url=https%3A%2F%2Fkemahasiswaan.bsi.ac.id%2Freadnews%2F2025%2F10%2F2202%2Fmah>)

Cari Berita

Baca Berita Lain

-  **Fusion Fest 2025: Fusing Leadership, Language, and Creativity** → (<https://kemahasiswaan.bsi.ac.id/readnews/2026/12/2322/fusion-fest-2025-fusing-leadership-language-and-creativity.html>)
Oleh Yesni Malau, M.Kom
-  **Mahasiswa BEM UBSI Bogor Terjun ke MI Qurrotul Hikmah, Mudahkan Siswa Pahami Matematika Lewat Program "BEM Mengajar"** → (<https://kemahasiswaan.bsi.ac.id/readnews/2026/09/2337/mahasiswa-bem-...>)
Oleh Octa Pratama Putra, S.S, M.Pd
-  **Cegah Stunting Sejak Dini, Mahasiswa UBSI Bogor Gelar Aksi "BERSERI" di SMK Golden BOGOR, 4 September 2025** → (<https://kemahasiswaan.bsi.ac.id/readnews/2026/09/2338/cegah-stunting-sejak-din-...>)
Oleh Octa Pratama Putra, S.S, M.Pd
-  **Berbagi Cahaya di Bulan Suci: Mahasiswa UBSI Bogor Gelar Program "PELITA" bagi Anak Yatim di Asrama Heulang, Bogor** → (<https://kemahasiswaan.bsi.ac.id/readnews/2026/07/2336/berbagi-cahaya-di-bulan-...>)
Oleh Octa Pratama Putra, S.S, M.Pd
-  **Warnai Lapangan Sempur, Mahasiswa UBSI Bogor Kobarkan Semangat Hidup Sehat Lewat Fun Run** → (<https://kemahasiswaan.bsi.ac.id/readnews/2026/06/2335/warnai-lapangan-sempur-mahasiswa-ubs-...>)
Oleh Octa Pratama Putra, S.S, M.Pd
-  **Climbing Angkatan IV: Menaklukkan Tebing, Membangun Kerja Sama** → (<https://kemahasiswaan.bsi.ac.id/readnews/2026/06/2373/climbing-angkatan-iv-menaklukkan-tebing-membangun-kerja-sama.html>)
Oleh Octa Pratama Putra, S.S, M.Pd
-  **Caving Angkatan IV: Menjelajahi dan Melestarikan Kawasan Karst** → (<https://kemahasiswaan.bsi.ac.id/readnews/2026/05/2372/caving-angkatan-iv-menjelajahi-dan-melestarikan-kawasan-karst.html>)
Oleh Octa Pratama Putra, S.S, M.Pd

- 8**  **Mahasiswa UBSI Tembus Top 5 Nasional GEN EXPO 2026, Bukti Kampus Digital Kreatif Cetak Entrepreneur Muda** → (<https://kemahasiswaan.bsi.ac.id/readnews/2026/05/2480/mahasiswa-ubs-tembus-top-5-...>)
Oleh Irwin Ananta Vidada, SE, MM
-
- 9**  **UKM Seni UBSI Tasikmalaya Hadirkan Hangout Campus Online Bertema “Berkarya Tanpa Batas”** → (<https://kemahasiswaan.bsi.ac.id/readnews/2026/05/2479/ukm-seni-ubs-tasikmalaya-hadirkan-hangout-...>)
Oleh Miftah Farid Adiwisastra, ST, M.Kom
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- 10**  **Mahasiswa UBSI Raih Prestasi Membanggakan di SUNAN KALIJAGA CUP XIII 2026** → (<https://kemahasiswaan.bsi.ac.id/readnews/2026/05/2475/mahasiswa-ubs-raih-prestasi-membanggakan-di-...>)
Oleh Irwin Ananta Vidada, SE, MM

Agenda

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2 OKTOBER 2025





No.4

**BUKTI KERJASAMA PUBLIKASI
HASIL RISET PADA ICTHB
(INTERNASIONAL CONFERENCE
ON TOURISM AND HOSPITALITY
BUSINESS)
(29 SEPTEMBER 2025)**



Bukti Penelitian Kolaborasi Pada 1st International Conference On Tourism And Hospitality Business (ICTHB 2025), Yang Dipublikasikan Pada SHS Web Conference Vol 226

www.shs-conferences.org/articles/shsconf/abs/2025/1/shsconf202510002.html

SHS Web of Conferences
Volume 226 (2025)

1st International Conference on Tourism and Hospitality Business (ICTHB 2025)
Bekasi, Indonesia, September 25, 2025
R. Octavian, A. & C. Widjanto, N. Nolasari, A. Jusaidi, D.P. Hiccutt, R. Anyam and R. Rahajuringuh (Eds.)

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Tourist Needs Analysis for Women Using the DCN Model in Planning and Developing Tourist Attractions on Pramuka Island 01001
Donna Dikawaty, Unedo Hencu Markus Shombing, Fadi Hias and Nenang Rihar
Published online: 03 December 2025
DOI: <https://doi.org/10.1051/shsconf/202522601001>
Abstract PDF (1.562 KB) References

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The Impact of Tourism on Traditional Arts in Cireundeu Cultural Village: Between Cultural Preservation and Commodification 01002
Adibah Yusuf, Mezi Julian, S.A. Shaik Hussain, Ulrik Edli Saputro, Dyah Mustika Wardani, Gilang Fahreza and Mareta Mareta
Published online: 03 December 2025
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Article Number	01002
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Published online	03 December 2025

SHS Web of Conferences 226, 01002 (2025)

The Impact of Tourism on Traditional Arts in Cireundeu Cultural Village: Between Cultural Preservation and Commodification


Adibah Yusuf^{1*}, Mezi Julian¹, S.A. Shaik Hussain², Ulrik Edli Saputro², Dyah Mustika Wardani³, Gilang Fahreza³ and Mareta Mareta³

¹ Faculty of Social Science and Communications, University Malaysia Sarawak, Malaysia
² Tourism, Universitas Bina Sarana Informatika, Indonesia
³ Hospitality, Universitas Bina Sarana Informatika, Indonesia



No.5

**BUKTI RENCANA KUNJUNGAN
UNIMAS KE UBSI KALIABANG
UNTUK DISKUSI KERJASAMA
PENELITIAN
(2 JUNI 2026)**





UNIVERSITAS BINA SARANA INFORMATIKA

Gedung Rektorat Jl. Kramat Raya No. 98, Senen, Jakarta Pusat 10450

Telp. (021) 23231170 Fax (021) 21236158 e-mail : rektorat@bsi.ac.id

No : 253/4.04/UBSI/IV/2026
Attach : -
Subject : Invitation Letter as a Visiting Lecturer
at Universitas Bina Sarana Informatika

Jakarta, April 27th, 2026

To
Prof. Shaik Azahar Shaik Hussain
Faculty of Applied and Creative Arts
University of Malaysia Sarawak (UNIMAS)
94300 Kota Samarahan
Sarawak, Malaysia

Dear Sir,

Warm greetings from Universitas Bina Sarana Informatika, Indonesia.

On behalf of Universitas Bina Sarana Informatika (UBSI), we are pleased to formally invite and welcome you to participate as a guest speaker and lecturer in a series of academic activities to be held at our institution.

The activities are scheduled for Tuesday and Wednesday, June 2–3, 2026, with the following agenda:

Day & Date	Time	Agenda	Venue
Tuesday, June 2 nd , 2026	09:00 – 11:30 A.M	Research Discussion	UBSI Kampus Kaliabang, Bekasi.
	13:00 – 14:30 P.M	Visiting Lecturer for students of the Hospitality and Tourism Study Program.	Hall of UBSI Kampus Kaliabang, Bekasi.
	15:00 – 16:30 P.M	Teaching session for students of the Tourism Study Program	UBSI Kampus Kaliabang, Bekasi.
Wednesday, June 3 rd , 2026	07:30 – 10:00 A.M	Teaching session for students of the Hospitality Study Program	UBSI Kampus Kaliabang, Bekasi.

We believe that your expertise and academic experience will greatly enrich our academic environment and provide valuable insights to both our faculty members and students.

We sincerely hope that you will be available to join us for these engagements. Further details regarding the topics, schedule, and logistical arrangements will be shared upon your confirmation.

Should you require further information or coordination, please do not hesitate to contact to our Head, International Affairs Office UBSI, Jimmi, M.Pd at 0812-9714-3326 or E-mail: kui@bsi.ac.id.

Thank you for your kind consideration. We look forward to your positive response.

Best regards,

Rector

Universitas Bina Sarana Informatika



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No.6

**BUKTI DRAFT ARTIKEL YANG
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TOURISM AND HOSPITALITY
TERINDEKS SCOPUS Q1
(4 MEI 2026)**



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Thank you for your submission

Submitted to

Tourism and Hospitality Research

Manuscript ID

THR-26-0397

Title

Analysis Of The Tour De Entete 2025 Event As The Inaugural Global Sport Tourism In East Nusa Tenggara: A Community-Based Tourism Sport Tourism Paradigm

Authors

Wijayanti, Ani

Susanti, Retnaningtyas

Hussain, Azahar

Yulianto, Atun

Date Submitted

04-May-2026

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Submission Confirmation (THR-26-0397)

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04-May-2026

Dear Dr. Wijayanti,

Your manuscript (THR-26-0397), entitled "Analysis Of The Tour De Entete 2025 Event As The Inaugural Global Sport Tourism In East Nusa Tenggara: A Community-Based Tourism Sport Tourism Paradigm," has been successfully submitted. The following individuals have been listed as authors: Wijayanti, Ani; Susanti, Retnaningtyas ; Hussain, Azahar; Yulianto, Atun.

You may update your contact details or track the status of your manuscript at any time by logging into your Author Center. As part of our commitment to an ethical and transparent peer-review process, we encourage all authors to register for and use an ORCID iD (<https://orcid.org>). You may link an existing ORCID iD or create a new one directly through your ScholarOne account.

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Best wishes,
Tourism and Hospitality Research Editorial Office

Analysis Of The Tour De Entete 2025 Event As The Inaugural Global Sport Tourism In East Nusa Tenggara: A Community-Based Tourism Sport Tourism Paradigm

Journal:	<i>Tourism and Hospitality Research</i>
Manuscript ID	Draft
Manuscript Type:	Original Manuscript
Keywords:	Sport Tourism, Community-Based Tourism, Event, Economic Impact, Conservation
Abstract:	<p>Tour de Entete (TdE) is an inaugural international-scale cycling race held in East Nusa Tenggara (ENT) as a successor to the Tour de Flores, which has not been organized since the COVID-19 pandemic. The event attracted participants from 13 countries and featured the longest route, which traversed Timor Island, Sumba Island, and Flores Island. East Sumba Regency served as the fourth-stage route of TdE, lasting three days. The TdE event in East Sumba has yet to achieve optimal integration with Community-Based Tourism (CBT), resulting in suboptimal economic benefits for local communities. This study aims to examine the utilization of resource capacity in the TdE event and its impact on economic dimensions, destination brand strengthening, and visitor loyalty. A quantitative approach employing Partial Least Squares-Structural Equation Modeling (PLS-SEM) was adopted. Primary data were collected via a survey technique from 386 respondents selected through purposive non-probability sampling. The study incorporates four variables: resources as input variables, economic impact and brand impact as output variables, and loyalty as an outcome variable. The findings indicate that all causal relationships among variables are statistically significant. Variables demonstrating a strong effect, with $F^2 > 0.35$, include the influence of Brand Impact on Economic Impact and of Input on Brand Impact. The influence of Brand Impact on Loyalty is moderate, with an F^2 value of 0.339. Variables exhibiting a relatively weak effect with $F^2 < 0.15$ include Economic Impact and Input on Loyalty, as well as Input on Economic Impact. The pattern of inter-variable effects reflects the level of success of the TdE event in East Sumba and serves as a reference for formulating recommendations for future TdE events.</p>



Analysis Of The Tour De Entete 2025 Event As The Inaugural Global Sport Tourism In East Nusa Tenggara: A Community-Based Tourism Sport Tourism Paradigm

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Abstract

Tour de Entete (TdE) is an inaugural international-scale cycling race held in East Nusa Tenggara (ENT) as a successor to the Tour de Flores, which has not been organized since the COVID-19 pandemic. The event attracted participants from 13 countries and featured the longest route, which traversed Timor Island, Sumba Island, and Flores Island. East Sumba Regency served as the fourth-stage route of TdE, lasting three days. The TdE event in East Sumba has yet to achieve optimal integration with Community-Based Tourism (CBT), resulting in suboptimal economic benefits for local communities. This study aims to examine the utilization of resource capacity in the TdE event and its impact on economic dimensions, destination brand strengthening, and visitor loyalty. A quantitative approach employing Partial Least Squares-Structural Equation Modeling (PLS-SEM) was adopted. Primary data were collected via a survey technique from 386 respondents selected through purposive non-probability sampling. The study incorporates four variables: resources as input variables, economic impact and brand impact as output variables, and loyalty as an outcome variable. The findings indicate that all causal relationships among variables are statistically significant. Variables demonstrating a strong effect, with $F^2 > 0.35$, include the influence of Brand Impact on Economic Impact and of Input on Brand Impact. The influence of Brand Impact on Loyalty is moderate, with an F^2 value of 0.339. Variables exhibiting a relatively weak effect with $F^2 < 0.15$ include Economic Impact and Input on Loyalty, as well as Input on Economic Impact. The pattern of inter-variable effects reflects the level of success of the TdE event in East Sumba and serves as a reference for formulating recommendations for future TdE events.

Keywords

Sport_Tourism, Community-Based_Tourism, Event, Economic_Impact

Introduction

Growing public interest in various cycling activities (Halpenny et al., 2016; Kulczycki & Halpenny, 2014) has driven the expansion of sport tourism, which is subsequently packaged in events ranging from national to global scales. Sport tourism events play a significant role for host regions through their pre- event, during-

event, and post-event impacts. Event organizers are expected to maximize positive outcomes while minimizing negative effects, given the strong influence such events exert on regional image formation. Furthermore, event managers must understand the motivations of prospective cycling participants and spectators and use this information strategically to design and promote events effectively (Grooten & Marques, 2024).

1
2
3 The Tour de Entete (TdE), as an international
4 cycling event, holds considerable potential to enhance
5 the tourism image of East Nusa Tenggara. Large-scale
6 sporting events have been shown to reinforce national
7 identity and serve as instruments of branding, social
8 cohesion, and national pride. Sport tourism constitutes
9 one of the tourism products capable of driving
10 economic growth and strengthening the destination
11 brand of the host region (Kaplanidou et al., 2013). TdE
12 represents a sporting event legacy that demands
13 international-scale infrastructure investment and
14 possesses the capacity to attract large numbers of
15 tourists (Thomson et al., 2019).

16 TdE marks the first cycling event in ENT and
17 continues the legacy of the Tour de Flores, which was
18 discontinued due to the COVID-19 pandemic. TdE
19 features the longest route in Indonesia, spanning three
20 islands: Timor, Sumba, and Flores. Beyond being a
21 cycling competition, TdE embodies a harmonization of
22 sport, culture, economy, social engagement, and
23 environmental values. The TdE event serves as a
24 strategic promotional instrument while reinforcing
25 ENT's positioning as a premier sport tourism
26 destination in Indonesia.

27 Cycling races can indirectly improve the living
28 standards of local communities, stimulate upgrades to
29 tourism facilities, and promote the development of
30 public infrastructure. The cycling race held on Sumba
31 Island is expected to elevate the living standards of
32 local communities as a direct consequence of sport
33 tourism activity. However, the full benefits of sport
34 tourism have yet to be realized by local communities
35 owing to limitations in several areas, including human
36 resources, infrastructure, tourism innovation, and
37 engagement of relevant stakeholders (Rawe et al.,
38 2021).

39 The concept of Community-Based Tourism (CBT)
40 has emerged to optimize the benefits of sport tourism
41 by empowering local communities. At the inaugural
42 TdE held in 2025, a comprehensive synergy with CBT
43 had not yet been established. The integration with CBT
44 remains partial, encompassing CBT products
45 accessible to tourists, such as culinary offerings,
46 cultural arts, heritage attractions, and traditional woven
47 textiles, which are distributed across 14 tourism
48 villages in Sumba. CBT tourism packages hold
49 significant potential to be developed into sport-
50 tourism-based live-in packages as premium products
51 for cycling participants and spectators.

52 This study offers a novel research contribution by
53 examining the TdE sport tourism event within the
54 sport-for-development CBT paradigm on Sumba
55 Island. Prior studies related to TdE have addressed
56 topics such as "The Role of TdE 2025 in Promoting
57 Sustainable Creative Economic Development in East
58 Nusa Tenggara Province" (Lolo, 2025). Other sport
59 tourism studies have not yet explored the synergy
60 between sport tourism and CBT, focusing instead on
economic impacts (Daya et al., 2022; Rawe et al.,
2021; Djohan et al., 2024; Insanaputra, 2024;

Rahmatika & Murdana, 2024) and branding impacts
(Taberner & Juncà, 2021).

This study reviews the effectiveness of TdE within
the sport-for-development CBT paradigm on Sumba
Island and examines its economic impact on local
community welfare. The study analyzes the impact of
TdE on Sumba Island through three variable clusters:
input, output, and outcome. Resources constitute the
input in sport tourism events, while economic impact
and brand impact serve as outputs, and loyalty serves
as the outcome. This study presents practical
implications of CBT-based TdE sport tourism using
the input-output-outcome framework, along with
recommendations for innovative management of
global-scale sport tourism as a reference for future TdE
events and other sport tourism events.

Literature review

Sport tourism refers to travel by individuals or groups
to participate in or witness sporting events at a
destination (Murtono et al., 2024). Sport and tourism
are complementary domains (Kawuryan et al., 2022;
Pradana et al., 2020) that enhance destination appeal
for tourists seeking to pursue hobbies and engage in
recreational activities (Mardiyanto & Okfitasari,
2023). Sport tourism represents an intersection of
tourism and sport that generates economic impacts,
promotes local culture, stimulates tourist visitation
(Giango et al., 2022), and supports the participation of
local communities (Heebkhoksung et al., 2023). The
dynamics of sport tourism product development in this
study are examined using the input-output-outcome
framework. The input of sport tourism management
encompasses various resources supporting event
organization, the output comprises economic
enhancement and destination brand formation, and
tourist loyalty constitutes the outcome.

Management of cycling tourism packages in the CBT framework

Cycling tourism maintains a dynamic relationship with
tourism routes that showcase tangible and intangible
cultural heritage while shaping tourist experiences and
expectations (Prastyadewi et al., 2025). Such
experiences encompass cultural heritage, natural
heritage, authenticity, atmosphere, emotion, and
sensory perception (Cilkin & Cizel, 2022). Cycling
routes that intersect with heritage infrastructure create
distinctive and thematic sport tourism events
(Ramshaw & Bottelberghe, 2014). Cycling routes offer
heritage experiences through physical activity, thereby
necessitating structured planning and stakeholder
engagement to ensure routes are managed sustainably
and inclusively (Su & Wall, 2012). Tourism routes can
stimulate infrastructure investment and encourage
higher tourist expenditures, generating economic
benefits for local communities (Lukoseviciute et al.,
2022), including accommodation use, culinary

consumption, and other services during cycling journeys (Yu et al., 2022).

Cycling tourism, as an outdoor recreational activity, holds considerable development potential given its rich experiential offerings and steadily growing participation (Haaland & Tønnessen, 2022). Tourism villages have increasingly become cycling-tourism routes, with local communities facilitating cycling-tourism services (Kovačić & Ivek, 2022). Cycling tourism has the potential to become a flagship CBT package by leveraging regional cycling networks to enhance rural facilities (Zolotarev et al., 2023). Local communities engage as operators by designing cycling itineraries (Petino et al., 2021), thereby heightening awareness of local resource potential (Utami et al., 2023). Host village communities must be capable of adapting services to meet tourist needs (da Costa et al., 2022).

Heritage routes in cycling tourism support conservation participation (Fauzie & Virgianita, 2024) by offsetting carbon emissions through zero-emission mobility and providing green open spaces (Prastyadewi et al., 2025). Rural cycling tourism offers routes through natural areas without disturbing wildlife, using distinctive rural pathways that divert activity from congested main roads into remote villages, providing visitors with an encounter with traditional life and local culture (Bakogiannis et al., 2020). Cycling as a sport offers environmentally friendly, efficient transportation accessible to all age groups; however, dedicated cycling lanes are required, making the government's role in developing adequate cycling infrastructure indispensable (Rowe et al., 2016).

Resources as input for sport tourism events

In contemporary society, sporting events are increasingly organized alongside growing public awareness of physical fitness. This phenomenon creates a potential market for sport tourism while simultaneously showcasing the natural, cultural, historical, and other tourism potential of host regions. In rural areas endowed with natural resources, cycling tourism represents a niche tourism market with significant potential, packaged as sustainability-oriented tour products (Carvalhinho et al., 2024) through integration with tourism attractions to enhance marketability (Mundet et al., 2022). Nevertheless, tourism villages have yet to optimize cycling tourism events due to resource and data limitations, which are primary constraints in package development. Rural cycling tourism can diversify CBT packages by integrating various products, including nature, cultural, historical, and artificial tourism, thereby creating business opportunities for local communities (Djohan et al., 2024).

The success of sport tourism events is influenced by several elements constituting resources or inputs, namely: management, human resources, facilities, infrastructure, funding, and other supporting resources. Sport tourism events require robust, structured,

systematic, and sustained support and collaboration from various stakeholders before, during, and after the event (Febrianto, 2025). The utilization of resources in sport tourism event management directly affects the local community's economy (Murtono et al., 2024). The new mechanisms arising from sport tourism demand competent resources to achieve effectiveness in tourism development (Bangun, 2014). Sport tourism events must be managed through a structured framework to prevent inefficiency and ineffectiveness in tourism destination development (Rangkuti et al., 2024). Event management exerts a significant impact on sustainable tourism and destination branding (Purwadi et al., 2023). Sport tourism events constitute an integrated, cross-sectoral, and cross-regional system, with a highly dynamic process built on continuous improvement that draws on prior events (Larasati et al., 2023). Sport tourism event management must address several key aspects, including: participant motivation (Alexandris, 2012), an adequate environment for cyclists (Sun, 2017; Sun et al., 2017), marketing and publicity, promotion of safe cycling routes and innovation of new routes (Chatterjee et al., 2013; Zander et al., 2013), and the construction of safety-compliant facilities (Barratt, 2017).

Sport tourism events stimulate increased infrastructure investment (Kersulić et al., 2020) and the development of human resource quality that supports the sustainability of economic impacts (Kawuryan et al., 2022). Hosting regions for sport tourism events require substantial investment in infrastructure, transportation networks, and accommodation facilities, which can deliver long-term economic benefits.

Economic impact and destination branding as output of sport tourism events

Tourism and sport share a close relationship in recreational sport—physical activities conducted during leisure time for health purposes that involve engagement with nature, culture, and other activities (Febrianto, 2025). Sport tourism events generate long-term impacts on economic development and destination promotion. Indonesia hosts numerous sport tourism events, including the Borobudur Marathon, Tour de Singkarak, Tour de Banyuwangi Ijen, Beli-Tong Geopark Ultra Run, and Tour de Flores. The Maybank Marathon is a global-scale sport tourism event organized in Indonesia, drawing thousands of participants from various countries. The Maybank Marathon integrates sport with local cultural experiences, generating significant economic impact (Fauzie & Virgianita, 2024). Sport tourism drives local economic growth and the emergence of new business opportunities, particularly for micro, small, and medium enterprises (MSMEs), while introducing local arts and traditions (Rahmatika & Murdana, 2024). Optimally managed cycling tourism can evolve into a business that enriches the local environment and expands employment opportunities (Pantelaki et al.,

2023). Sporting events create new markets for MSME development, influenced by the lifestyle of sporting participants, such as coffee entrepreneurs. Sport communities possess a lifestyle that can generate new markets, including a tendency to gather and socialize at coffee shops after physical activities (Insanaputra, 2024). Post-exercise recreational activities can enhance psychological and spiritual well-being, promoting a sense of joy (Nirwana et al., 2020). Sport tourism generates positive impacts for both sport and tourism actors. Sport actors benefit from health and entertainment dimensions, while tourism actors experience increased income and tourism promotion. Local communities benefit from the development of small and medium enterprises across various sectors, including culinary and transportation services (Febrianto et al., 2023).

Sporting events play a prominent role in tourism promotion, including image reinforcement, tourism development, revitalization of tourism objects, renewal of life values, environmental awareness enhancement, cooperation strengthening, development of new attractions, introduction of regional culture, development of new business markets, and sport tourism as a form of entertainment (Febrianto, 2025). Large-scale sporting events can build a new image and global recognition for the host destination. Sport has emerged as a fast track for developing nations to enhance their global reputation (Knott et al., 2024) through their capacity to host mega sport tourism events (Knott et al., 2017). Hosts of mega sporting events gain opportunities to diversify long-term revenue sources and build a brand as a regional and international sports hub (Brannagan & Reiche, 2022). Efforts to strengthen destination branding through sports diplomacy constitute a strategic approach to renewing the image and reinforcing positioning in the global market (Al-Tamimi et al., 2023).

Sporting events are leveraged as destination branding instruments due to their capacity to position destinations and enhance their image (Taberner & Juncà, 2021). The rapid growth of sport tourism is supported by several factors (Aicher & Newland, 2018), including the availability of platforms that open new communication channels for branding (Richelieu, 2018), destination brand enhancement, and opportunities for repositioning (Brown et al., 2016). Sports destination branding is constructed through several elements: sport itself, sports teams, sporting events, sports facilities, prominent athletes, and sports equipment institutions or manufacturers (Lubowiecki-Vikuk & Basińska-Zych, 2011). Sporting events function as rebranding instruments by considering two key dimensions: local or global scale and frequency of implementation within a given period (Herstein & Berger, 2013). The synergy between sporting events and destination branding can be optimized through the consistent and sustained organization of events (Ziakas, 2018).

Loyalty as the outcome of sport tourism events

Destination brands are constructed from three image components, cognitive, unique, and affective, which positively and significantly influence tourist loyalty (Arif et al., 2024). A cognitive image relates to beliefs, while an affective image pertains to emotional dimensions. Building and maintaining destination image is achieved through the implementation of various programs and the cultivation of positive relationships with stakeholders (Arif et al., 2024).

Destination image provides information for prospective tourists (Kotler & Keller, 2016) and influences visitation decisions, ultimately impacting tourist arrivals (Souiden et al., 2017). The destination image is shaped by multiple factors, including quality, reliability, trust, utility, benefits, service, risk perception, and price (Islamy et al., 2022). The sport tourism image is measured using several dimensions, namely: friendliness of residents, security, tourist activities, tourist information, tourist maps, cleanliness, tourist facilities, restaurants, accommodation, artistic activities, and souvenirs (Bui et al., 2022). A positive destination image strongly influences the formation of tourist loyalty, as reflected in tourists' behavior of sharing experiences, providing recommendations, and making repeat visits to the destination (Croy, 2004). Strong loyalty is measured by several indicators, including positive product narratives, recommendations to others, information dissemination about the product, purchasing and repeat-purchasing behavior, extended trip duration, and persuading other groups to visit (Puspita & Wardi, 2022).

Methodology

Measurements and Structural Equation Modeling

This study employs a quantitative approach, Partial Least Squares Structural Equation Modeling (PLS-SEM), to examine the causal interaction strength among the research constructs of the TdE event (Taherdoost, 2022; Barella et al., 2024). Research constructs were derived from respondents' perceptions and experiences regarding the TdE event through four variables: Input (I), Output encompassing Economic Impact (EI) and Brand Impact (BI), and Outcome, namely Loyalty (L), measured using a 5-point Likert scale ranging from 5 (Strongly Agree) to 1 (Strongly Disagree) (Firmansyah et al., 2025). Based on the variable constructs, a PLS-SEM model was developed to illustrate the causal relationships, as presented in Figure 1.

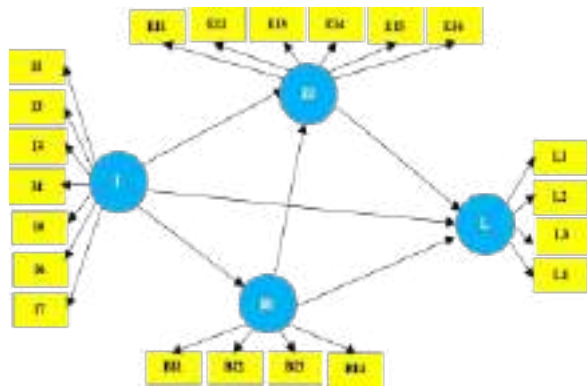


Figure 1. Structure mode of the TdE Event

Primary data were collected through a survey technique using an online questionnaire distributed via Google Forms over three months (October to December 2025). A total of 386 respondents completed the questionnaire, satisfying the ideal sample size for structural equation modeling (SEM) of 200 to 400 (Owolabi et al., 2020). The questionnaire incorporates variables and indicators formulated from relevant references, as presented in Table 1.

Table 1. Research measurement instrument

No	Variables and Indicators	No	Variables and Indicators	Scale				
				5	4	3	2	1
1. Input (I)	(Febrianto, 2025; Bangun, 2014; Rangkuti et al., 2024)	E4	Increased revenue from souvenir sales					
I1	HR of event organizers	E5	Increased revenue from transportation					
I2	Infrastructure (Public Facilities)	E6	Business: Increased income as a tour guide					
I3	Sports equipment and events	2.2 Branding (B)	(Al-Tamimi et al., 2023; Knot et al., 2024; Brannagan and Reiche, 2022).					
I4	Adequate bike lanes	B1	Improve the positive image of the destination, increase publications					
I5	Event costs	B2	TdE Events are in demand for tourists					
I6	Cooperation with stakeholders	B3	Unique and thematic TdE events					
I7	Adequate technology	B4	Unique and thematic TdE events					
2. Output		3 Outcome – Loyalitas (L)	(Arif et al., 2024; Croy, 2004; Puspita, 2021)					
2.1 Economic (E)	(Rahmatika & Murdana, 2024; Pantelaki et al., 2023).	L1	The TdE event attracts visitors.					
E1	Increase in the number of tourists	L2	Desire to be involved again in the TdE event					
E2	Increased room occupancy	L3	Recommend TdE events to others					
E3	Increased income from culinary businesses	L4	Viral TdE event on social media					

Sampling procedure and sample profile

This study employs a non-probability purposive sampling technique (Memon et al., 2025). Respondents are stakeholders involved in CBT management in East Sumba Regency who were directly or indirectly affected by the 2025 TdE event.

Data analysis technique

PLS-SEM was employed as the data analysis technique to simultaneously analyze the input, output, and outcome variables of the TdE event (Wong, 2013; Purwanto & Sudargini, 2021). The selection of PLS-SEM is based on three considerations: its predictive capability, its ability to analyze direct and indirect impacts within the constructed structural model, and its suitability for developing and testing empirical models of relatively new TdE event impacts (Sarstedt et al., 2021). Data analysis was conducted in three stages: (1) evaluation of the measurement model (outer model),

encompassing convergent validity, discriminant validity, and construct reliability; (2) evaluation of the structural model (inner model), covering R², F², and path coefficients (Hair et al., 2017), and (3) bootstrapping analysis to assess the significance level of direct effects, indirect effects, and total effects. The validity and reliability of the model must satisfy the SEM-based measurement model criteria, including: Factor Loadings > 0.7 (Muzafar et al., 2023), Cronbach's Alpha > 0.6 (Miniano & Rui, 2020), Composite Reliability (CR) > 0.7 (Nasution et al., 2020), Average Variance Extracted (AVE) > 0.5 (Iram et al., 2023), and hypothesis testing with p-value < 0.05 (Andrade, 2021).

Results and Analysis

Overview of the Tour de Entete (TdE) Event

The Tour de Entete (TdE) 2025 is an inaugural cycling event, a continuation and development of the Tour de Flores, which was discontinued following the COVID-19 pandemic. TdE is a prestigious international-scale event attracting participants from approximately 13 countries. The cycling race is promoted intensively before, during, and after the event. Publication involves journalists from conventional and online media, as well as live streaming throughout the event, enabling audiences to watch from anywhere. TdE spans three islands: Timor Island, Sumba Island, and Flores Island. East Sumba is one of the TdE 2025 cycling routes and constitutes the largest regency on Sumba Island, possessing 14 Community-Based Tourism (CBT) areas currently under development. The TdE event is expected to accelerate tourism village development through economic impacts and destination promotion. The TdE cycling route comprises 10 stages, totaling 1,541 km. East Sumba is included in the fourth stage route, covering a distance of 110.2 km, starting at Tanarara, Waingapu, and finishing at the East Sumba Regent's Office. The cycling event in East Sumba was held over three days from September 13 to 16, 2025.

Primary Data Analysis

Based on survey results on respondent characteristics in Table 2, 88% of respondents are in the productive age group (26 to 55 years) and have relatively high educational attainment, with 65% holding bachelor's degrees. The distribution of respondents by gender and marital status is fairly proportionate: 58% male, 42% female, and 46% married.

The results of the questionnaire responses, covering four variables and 21 indicators, are presented in Table 3. Based on the distribution of respondents' answers, the output and outcome variables received positive responses, with scores of 4 and 5 dominating. This indicates respondents' perception that the TdE event can stimulate economic activity and enhance destination branding, thereby fostering loyalty. However, input variable indicators still received less-than-satisfactory assessments, as evidenced by a relatively high proportion of respondents selecting scores of 1 or 2. Based on respondents' perceptions, the resources supporting TdE event organization still require improvement, including: committee readiness, infrastructure, cycling event support equipment, cycling route preparation, event funding, stakeholder cooperation, and optimal technology utilization.

Table 2. Respondent characteristics

Respondent profile	Frequency (F)	Percentage (%)	Respondent profile	Frequency (F)	Percentage (%)
Age			Marriage Status		
15-25	13	3	Married	178	46
26-35	86	22	Not Married	208	54
36-45	101	26	Education		
46-55	154	40	Postgraduate	24	6
56-65	30	8	Bachelor	251	65
>65	2	1	Diploma	40	11
Gender			Senior High School	67	17
Male	225	58	Junior High School	4	1
Female	161	42			

Table 3. Descriptive data

	INPUT (I)										ECONOMIC IMPACT (EI)												
	I1		I2		I3		I4		I5		I6		I7		EI1		EI2		EI3		EI4		
	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	
1	12	3	13	3	1	0			1	0													
2	7	2	11	3	1	0			2	0			1	0									
3	39	10	36	9	7	2	1	0	10	3			2	1			1	0	1	0	1	0	
4	130	34	145	38	32	8	7	2	12	3	3	1	9	2	9	2	14	4	11	3	12	3	
5	198	51	181	47	345	90	378	98	361	94	383	99	374	97	377	98	371	96	374	97	373	97	
	BRANDING IMPACT (BI)										LOYALTY (L)												
	E15		E16		BI1		BI2		BI3		BI4		L1		L2		L3		L4				
	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%			
1																							
2																							
3	0	4	1	4	1							3	1	2	0	2	0	2	0	1			
4	3	11	3	11	3	2	1	6	2	11	3	9	2	19	5	11	3	11	3	13			
5	97	371	96	371	96	384	99	380	98	375	97	374	97	365	95	373	97	373	97	372			

Evaluation of the measurement model (outer model)

The outer model involves testing validity and reliability by measuring indicators against other variables, encompassing convergent validity, discriminant validity, and construct reliability.

Based on the data analysis results in Table 4, the outer loading factor values for 20 indicators exceed 0.7, confirming that indicators for each variable meet the convergent validity requirements and are valid for measuring the four research variables. One indicator, Tourist Arrival Increase (EI1), recorded a value of 0.685, which nonetheless remains within the acceptable range for convergent validity.

Table 4. Outer loading and Cross-loading

	BI	EI	I	L	I	BI	EI	I	L
BI1	0.928	0.747	0.640	0.768	I1	0.500	0.504	0.819	0.496
BI2	0.935	0.775	0.602	0.753	I2	0.479	0.504	0.808	0.471
BI3	0.939	0.790	0.592	0.766	I3	0.522	0.502	0.835	0.500
BI4	0.888	0.716	0.509	0.745	I4	0.609	0.573	0.856	0.552
EI1	0.689	0.831	0.509	0.652	I5	0.364	0.354	0.685	0.385
EI2	0.741	0.869	0.574	0.682	I6	0.606	0.566	0.872	0.573
EI3	0.682	0.874	0.527	0.639	I7	0.511	0.531	0.828	0.498
EI4	0.737	0.891	0.567	0.673	L1	0.659	0.610	0.507	0.806
EI5	0.744	0.896	0.568	0.658	L2	0.761	0.693	0.550	0.895
EI6	0.704	0.877	0.524	0.634	L3	0.735	0.659	0.531	0.898
					L4	0.707	0.662	0.551	0.891

Note:

Outer loading value

Cross-loading value

Table 5. Fornell-Lacker Criterion

	BI	EI	I	L
BI	0.923			
EI	0.821	0.873		
I	0.636	0.625	0.817	
L	0.821	0.752	0.613	0.873

Reliability testing to measure the consistency of measurement instruments in PLS was conducted using three criteria: Cronbach's Alpha (CA), Composite Reliability (CR), and Average Variance Extracted (AVE). Based on the data in Table 6, all variables are considered reliable, as they meet the following criteria: Cronbach's Alpha values exceeding 0.7, Composite Reliability values between 0.8 and 0.9, and AVE values exceeding 0.5.

Table 6. Construct Reliability

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
BI	0.942	0.943	0.958	0.852
EI	0.938	0.938	0.951	0.762
I	0.916	0.925	0.933	0.667
L	0.895	0.898	0.927	0.762

Discriminant validity was applied to ensure that each latent variable concept is sufficiently differentiated from other variables through cross-loading values. Based on the cross-loading table, indicator values within each variable are consistently larger than their values against other variables. Cross-loadings for all construct indicators exceed 0.7, confirming the validity of each indicator.

Discriminant validity is also supported in Table 5 using the Fornell-Lacker criterion (Wong, 2013), with the lowest value for Input at 0.871 and the highest for Brand Impact at 0.923. The square root of the AVE for the Brand Impact, Economic Impact, Input, and Loyalty variables is greater than the correlations with other variables.

Evaluation of the structural model (inner model)

The inner model serves as a measurement model to test causal relationships among constructs by analyzing R^2 , F^2 , and path coefficients (Hair et al., 2017), as shown in Table 7.

The F^2 value indicates the strength of inter-variable effects, categorized as weak when $0.02 \leq F^2 < 0.15$, moderate when $0.15 \leq F^2 < 0.35$, and strong when $F^2 \geq 0.35$. Based on Table 7, strong inter-variable effects are observed between Brand Impact and Economic Impact, and between Input and Brand Impact, with F^2 values exceeding 0.35. The effect of Brand Impact on Loyalty is moderate, with an F^2 value of 0.339. Relatively weak effects are found for Economic Impact and Input on Loyalty, as well as Input on Economic Impact, as evidenced by F^2 values below 0.15.

Table 7. R^2 , F^2 , and path coefficients

	F-square (F^2)	R-square (R^2)	Path Coefficient			
			BI	EI	I	L
BI -> EI	0.976	BI 0.405	BI	0.711		0.580
BI -> L	0.339	EI 0.692	EI			0.203
EI -> L	0.042	L 0.701	I 0.636	0.172		0.117
I -> BI	0.680		L			
I -> EI	0.057					
I -> L	0.026					

The R² value represents the variance in endogenous constructs explained by all exogenous constructs and is categorized as strong (R² ≥ 0.75), moderate (0.25 ≤ R² < 0.75), or weak (R² ≤ 0.25). Based on Table 7, R² values indicate that the variance in endogenous constructs explained by exogenous constructs is moderate. Other variables explain Brand Impact at 0.405 (40.5%); Economic Impact is explained at 69.2%; and other variables explain the Loyalty variable at 70.1%.

Path coefficients serve as a model for examining the direction of hypothesized relationships. Based on Table 7, all inter-variable relationships are positive. Input has a positive effect on Brand Impact (0.636), Economic Impact (0.172), and Loyalty (0.117). Economic Impact has a positive effect on Loyalty, with

a coefficient of 0.203. Brand Impact has a positive effect on Economic Impact (0.711) and on Loyalty (0.580).

Bootstrapping Analysis

Bootstrapping analysis is a method for assessing the significance of direct, indirect, and total effects. Bootstrapping analysis results are presented in Table 8.

Based on Table 8, all causal relationships among the variables are statistically significant, as t-statistic values exceed 1.96 and p-values are below 0.05. A beta coefficient of 0.711 indicates that a one-unit increase in Brand Impact will increase Economic Impact by 71.1%. Similarly, this logic applies to other inter-variable relationships. The bootstrapping output results are presented in Figure 2.

Table 8. Bootstrapping

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
BI -> EI	0,711	0,705	0,056	12,672	0,000
BI -> L	0,580	0,576	0,065	8,990	0,000
EI -> L	0,203	0,201	0,069	2,924	0,003
I -> BI	0,636	0,635	0,073	8,664	0,000
I -> EI	0,172	0,177	0,055	3,158	0,002
I -> L	0,117	0,119	0,049	2,397	0,017

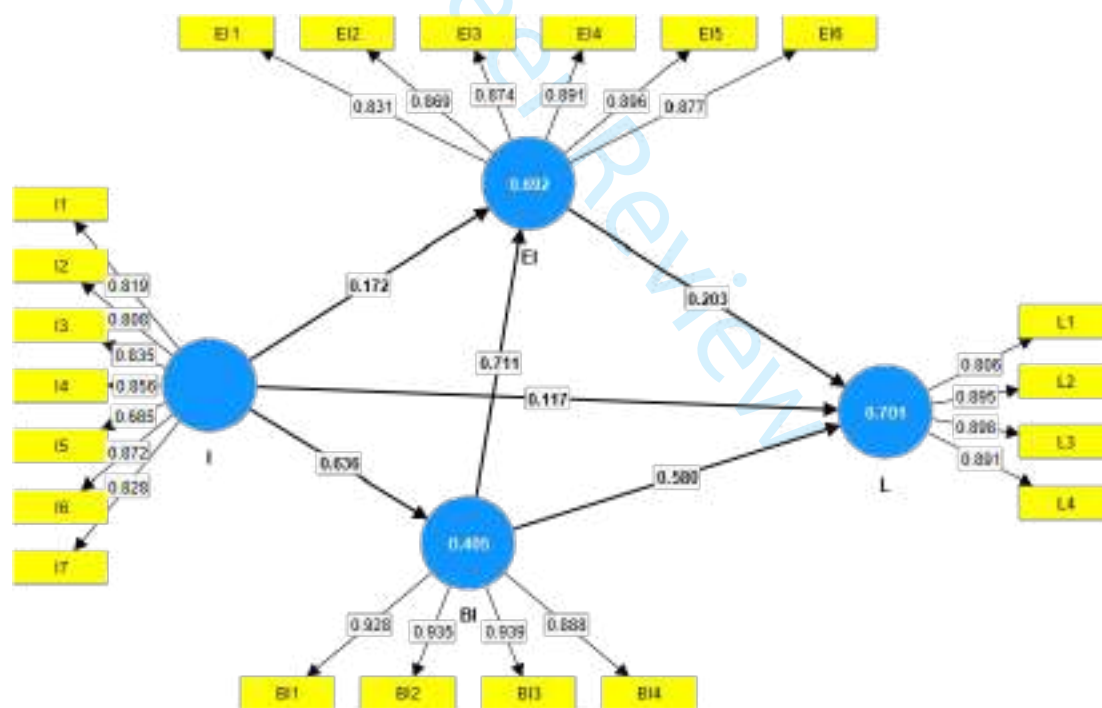


Figure 2. Bootstrap analysis results

Discussion

Input significantly influences economic impact, brand impact, and loyalty.

Input significantly influences brand impact, economic impact, and loyalty. Input has a strong effect on brand impact (F² = 0.680), whereas its effects on economic

impact and loyalty are weak (F² = 0.057 and 0.026, respectively). The input variable is measured using seven indicators: human resources as event organizers, infrastructure (public facilities), sports and event equipment, cycling route preparation, event funding, stakeholder cooperation, and adequate technology provision (Febrianto, 2025; Bangun, 2014; Ranguti et al., 2024).

The TdE event in East Sumba was managed by an organizing committee established by the Regional Government with 66 personnel. The overall event was managed by the Event Organizer "Jelajah Sport", comprising approximately 150 individuals. The prepared infrastructure included dedicated racing routes and tourism routes. Racing routes encompassed the Tanarara to Waingapu City route and the inter-regency route from Waingapu City, East Sumba Regency, to Waitabula City, Southwest Sumba Regency. The dedicated racing route was equipped with logistics facilities, bicycle service areas, route markings, adequate communication networks, and safety equipment. The cycling tourism route was integrated with cultural centers and local economic hubs.

The TdE event was successfully executed through collaboration with various parties, including the government, tourism service businesses, media, accommodation providers, local communities, and other stakeholders. The government played a role in program planning, policy formulation, infrastructure development, and program oversight. Both government-owned and private companies provided support in the form of cash and in-kind contributions. Participating companies included Bank ENT and several state-owned enterprises (SOEs), such as PT PLN, Bank BNI, Bank Mandiri, and regional government-owned enterprises (ROEs). Media packaged information as a promotional and publication tool, disseminated to various parties. Local communities were involved in maintaining comfort and security, while simultaneously serving as economic drivers through various business activities. The cycling event leveraged technology through innovations in materials (such as carbon fiber frames), performance components (electronic gearing, power meters, automatic pedals), electronic devices (GPS, accident sensors), aerodynamic design, and digital performance monitoring. Technology utilization aimed to enhance comfort through suspension systems, improve energy efficiency via electric motors in e-bikes, and prevent fraud through mini-motor detection technology.

Economic impact significantly influences loyalty.

Economic impact exhibits a weak influence on loyalty with an F^2 value of 0.042. Economic impact is measured using six indicators: increases in tourist numbers, room occupancy rates, culinary businesses, creative economy businesses, transportation businesses, and tour guide services (Rahmatika & Murdana, 2024; Pantelaki et al., 2023). The TdE event in East Sumba generated increases in tourist visits and length of stay. Visitors included domestic and international tourists from the Philippines, Malaysia, Australia, the United Kingdom, the Netherlands, Egypt, Slovenia, South Africa, Algeria, France, China, Timor-Leste, and other countries. The average length

of stay increased to 4-5 nights, exceeding the standard 3 nights. The primary accommodation used by tourists and cycling athletes was hotels. Homestays have yet to become a primary accommodation option due to their limited availability, inadequate facilities, and suboptimal service quality. Visiting tourists not only attended the TdE event but also enjoyed tourism packages in East Sumba organized by travel agencies. This presents a strategic opportunity for CBT managers to collaborate with travel agencies in offering live-in tourism packages to visitors.

The TdE event positively impacted revenue growth across various tourism business sectors, including accommodation, culinary, creative economy, transportation services, and tour guide services. Accommodation revenue remained dominated by hotels, the primary accommodation choice in East Sumba. Revenue from the culinary business increased significantly, although local specialty cuisine was not yet prominently featured. The most commonly available food and beverage types during TdE were energy-replenishing items such as isotonic drinks, fruits, high-carbohydrate snacks (e.g., energy bars, chocolate bars), and portable fast-consumption foods. Culinary products were presented using mobile, efficient concepts such as tents and push carts. The increase in international visitors generated demand for tour guide services, reaching up to 50 guides. TdE also encouraged the organization of supporting events held from September 13 to 16, 2025, including Antik Fest.2 Sumba, the Goes to Campus UNKRISWINA program with a Film-Making Workshop on September 13, 2025, an MSME Expo involving 32 MSMEs on September 15 to 16, and various competitions including a Band Competition featuring ENT regional songs, a Story Telling Competition on ENT Natural and Cultural Attractions, a Fashion Designer Competition using Traditional ENT Woven Fabrics, a Weaving Competition for Traditional East Sumba Ikat and Songket Weaving, and a Local ENT Culinary Creative Cooking Competition.

Brand impact significantly influences economic impact and loyalty.

Brand impact has a strong effect on economic impact ($F^2 = 0.976$), while its effect on loyalty is moderate ($F^2 = 0.339$). Brand image is measured using four indicators: enhancement of positive image at the tourism destination, increase in publication reach, capacity to attract tourist interest, and the unique and thematic packaging of the TdE event (Al-Tamimi et al., 2023; Knott et al., 2024; Brannagan & Reiche, 2022).

Promotional efforts remain suboptimal, both in the number of media channels used and the duration of promotion. Promotion was exclusively focused on Instagram and lasted only one week. This promotional strategy is considered insufficient given that TdE is an international-scale cycling event attracting participants from multiple countries. Ideally, promotion should be conducted at least one month in advance. Furthermore,

TdE is an inaugural cycling event replacing the Tour de Flores, which was discontinued following COVID-19, necessitating a more intensive and comprehensive promotional strategy.

Based on survey results, 17% of respondents agreed, and 78.6% strongly agreed that the TdE event can enhance the positive image of tourism areas in ENT. The 2025 TdE event plays a role in accelerating tourism development and affirming ENT's position on the world stage through a message of peace, joy, and hope for Indonesia and the global community.

The TdE event has demonstrated its capacity to attract tourist interest, as evidenced by respondents' statements showing 94% expressing very high interest in the event. The event's success is inseparable from ENT's rich tourism potential, sport development, and the engagement of youth and existing communities. TdE is not merely a competitive platform but also serves as a regional promotional medium, raising awareness of cycling as a sport and attracting participation from professional athletes to cycling enthusiasts. TdE is distinctive as Indonesia's longest and most exotic sports tourism event, spanning three islands (Timor, Sumba, Flores) in one spectacular package, combining professional sporting competition, breathtaking natural scenery, and rich local cultural heritage.

The TdE event in East Sumba has the potential to be thematically packaged by integrating it with CBT-based tourism packages. East Sumba has 14 tourism villages with assets that can be developed into comprehensive tourism packages. Cycling enthusiasts and cycling athletes constitute a potential market for CBT. In this event, CBT has yet to obtain optimal opportunities to market live-in tourism packages to tourists and athletes. The tourism products offered remain limited, including culinary and creative economy products, as well as transportation services.

Economic impact and brand impact contribute to loyalty formation

The TdE event generated tangible impacts for the government and local communities, including increased revenue across tourism sectors and support for promotional efforts in East Sumba's tourism areas. The promotion of TdE in East Sumba simultaneously communicates the region's diverse tourism potential to a broad audience.

Sustained economic and branding impacts contribute to the formation of loyalty among local communities and tourists alike. Based on the survey, respondents held highly positive perceptions across four loyalty indicators: increased interest in tourism visits, interest in participating in future TdE events, willingness to recommend the TdE event, and intention to viralize the TdE event through various social media platforms (Arif et al., 2024; Croy, 2004; Puspita & Wardi, 2022). Respondents expressed agreement and strong agreement across all four indicators at an average score of 90%. The TdE event was recognized

as the inaugural cycling event in ENT, with the longest route, and was considered fairly successful. Nevertheless, several aspects still require attention from stakeholders, while simultaneously serving as references for improving future TdE events.

Implications

Based on the analysis results, a set of program implications was formulated to improve the quality of TdE event services. Implications relevant to future TdE events include: enhancing the safety of athletes and tourists, developing more strategic promotional approaches, organizing TdE in an integrated manner with CBT, expanding economic impacts through greater local community involvement, and strengthening appreciation for cycling culture and East Sumba's cultural heritage on a broader scale. The safety of racers and spectators is the primary priority in organizing the TdE event. Thorough cycling route preparation is essential to prevent accidents for both racers and spectators, encompassing: installation of lane barriers, installation of warning signs at every corner, repair of uneven and potholed roads, and clearing the racing route of general road users and livestock, including horses, cattle, goats, cats, and dogs.

Promotional efforts for the TdE event still require significant enhancement. The promotional strategy should reach various media platforms with an extended promotional period, and information should be disseminated to the public at least one month prior to the event. Collaboration with various media outlets and stakeholders must be strengthened to broaden promotional reach and increase promotional funding.

The TdE organization should be packaged in an integrated and sustained manner. The TdE event is expected to be formally included in the international event calendar. The TdE integration should be developed into a comprehensive tourism package that leverages CBT's potential, encompassing cultural, historical, natural, culinary, and handicraft offerings. CBT managers are advised to design short-trip packages for cycling participants and tourists to showcase the tourism village's potential. The TdE event is expected to serve as a model green event-based sport tourism event, through plastic waste reduction programs and tree-planting initiatives along the event route. Waste management remains a critical issue in Sumba, particularly the accumulation of roadside waste, especially at the Laikakang peak on the boundary between Nggaha Ori Angu and Lewa sub-districts, specifically before the descent to Kambuhapang Village.

The TdE event has not yet generated broad economic impacts due to limited community involvement. MSMEs have the potential to become official event vendors as providers of accommodation services in the form of homestays, culinary offerings, and East Sumba specialty souvenirs for racers and

tourists. MSME programs can be packaged as expos at cycling start and finish points. Community involvement is a key determinant of event success, including roles as local committee members and tour guides. The involvement of local cycling volunteers as event supporters is crucial for fostering camaraderie between international racers and local communities. Community readiness should be enhanced through hospitality training in welcoming athletes and tourists. Guest service quality serves as a benchmark for the host's success in building image and delivering memorable tourism experiences, ultimately impacting tourist loyalty.

The TdE event is expected to cultivate a love of cycling culture and promote the realization of events at the regency, provincial, and national levels. TdE also plays a significant role in promoting East Sumba's traditional culture by supporting activities at the start and finish points, including cultural festivals and displays of traditional woven textiles.

Limitations and future research

This study has limitations in terms of variable selection and methodological approach. The study incorporates four variables: resources, economic impact, brand impact, and loyalty. The research design employs a quantitative approach using PLS-SEM. Future studies are recommended to include additional output variables such as sociocultural and political dimensions, while outcome variables may be expanded to encompass the experiences of athletes and tourists. The research approach may be modified to incorporate alternative methods, both qualitative and quantitative, to obtain a more comprehensive understanding of the phenomenon.

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