

Event-Based Optimization of Tourism at Pasir Padi Beach, Pangkalpinang City

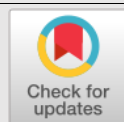
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ARTICLE INFO

Publication Info:
Research Article



How to cite:

Fauzi, D., Yulfi, M. R. N. A., & Indriani, I. (2024). Event-Based Optimization of Tourism at Pasir Padi Beach, Pangkalpinang City. *International Journal of Magistravitae Management*, 2(1), 1-12.

DOI: [10.33019/ijomm.v2i1.27](https://doi.org/10.33019/ijomm.v2i1.27)

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ABSTRACT

Pasir Padi Beach, located in Pangkalpinang City, Bangka Belitung Island Province, has become a major tourist destination by hosting various events that attract local and foreign tourists. This study aims to optimize event-based beach tourism at Pasir Padi Beach by analyzing social, economic, infrastructural, and cultural impacts. Data were gathered through interviews with the Pangkalpinang City Tourism Office, observations, and secondary sources. The findings indicate high community participation, enhanced social cohesion, and significant economic benefits for local MSMEs, with income increases of 60-80% during events. However, challenges such as inadequate community readiness, lack of market research, and suboptimal stakeholder synergy were identified. To address these challenges, a comprehensive strategy is proposed, including improving infrastructure, diversifying events, and integrating local cultural elements to balance tourism development and cultural preservation. Government support, combined with local community empowerment and strong stakeholder collaboration, is essential. Effective marketing strategies, utilizing social media and influencers, and the implementation of sustainable tourism practices are recommended to maximize economic benefits while preserving environmental and cultural integrity. In conclusion, with strategic improvements in infrastructure, event management, and stakeholder involvement, Pasir Padi Beach can become a model for sustainable event-based beach tourism, promoting economic growth, social cohesion, and cultural preservation. The study's limitation is the reliance on a single informant from the Tourism Office, which may limit perspective diversity. Future research should involve a wider range of stakeholders, including MSMEs, youth groups, local artists, and private sector representatives, to provide a more comprehensive understanding.

Received: July 28, 2024;

Accepted: October 31, 2024;

Published: November 17, 2024;

Keywords: *Beach Tourism; Coastal Tourism; Event-based Tourism*

1. Introduction

Pasir Padi Beach, located in Pangkalpinang City, Bangka Belitung Island Province, has developed into one of the main tourist destinations in the region. Various events held at the beach have attracted local and foreign tourists, making it a center of social, cultural, and economic activities. All levels of society regard Pasir Padi Beach as a city landmark and community space, making it a vital place in the city's economy. As such, the beach is closely connected to the social, cultural and economic life of the society and needs each other. In addition to its beautiful nature, Pasir Padi Beach has a large area with a coastline of up to 300 meters and suitable infrastructure for event-based beach management, so regional-scale events are often held at this beach.



Figure 1. Festivities of the 5th Pasir Padi Festival

Source: ([Dinas Komunikasi dan Informatika Kota Pangkalpinang, 2024](#))

Four hundred sixty-five thousand tourists visited Pasir Padi Beach in 2023, according to the Pangkalpinang City Tourism Office. Compared to 2022, when there were just 403,200 people ([Dinas Komunikasi dan Informatika Kota Pangkalpinang, 2024](#)), this number is higher. Pangkalpinang City is currently working to increase tourist arrivals through various organized events. Recently, the beach hosted the 5th Pasir Padi Festival as well as the celebration of the Peh Cun Tradition organized by the Pangkalpinang City Tourism Office, which attracted thousands of visitors to the beach area to witness various performances such as the lion dance festival, water wisdom festival, community creations, and the egg-structuring competition, and otak-otak-eating competitions.

The Pangkalpinang City Tourism Office identified various problems in the implementation of tourism ([Dinas Pariwisata Kota Pangkalpinang, 2023](#)), including:

- The readiness of communities around tourism destinations that are not yet optimal;
- The absence of tourist market research;
- The marketing communication strategy is not yet optimal;
- Promotion activities are still partial;
- The synergy between the government, community, and stakeholders is not yet optimal;

- f) Tourism business partnerships that are not yet optimal;
- g) No research has been conducted on the development of the creative economy;
- h) Knowledge and skills of creative economy actors need to be improved;
- i) Incentive schemes for the development of a creative economy based on intellectual property have not been developed, and
- j) Creative economy actors who have intellectual property rights over their work are still limited.

Event-based shore tourism can foster social solidarity by bringing people together to celebrate their cultural heritage, strengthening communal ties and collective identity. However, to prevent the adverse impacts of unchecked tourism, such as resource depletion and cultural erosion, it is imperative to manage and sustain these engagements through structured and sustainable tourism practices. This balance will ensure the continued benefits of cultural pride and economic opportunities while maintaining the harmony and well-being of local communities. Tourism activities in tourist cities can improve the social image of residents, create jobs, and increase cultural pride. However, uncontrolled tourism poses a potential threat to sustainable development and local communities ([Burhan & Malleo, 2019](#)).

Focusing on economic enhancement efforts at Pasir Padi Beach through well-organized events is crucial for the overall development of the tourism sector in the region. Special events organized on the beach have a positive economic impact on local stakeholders, with non-casual tourists contributing significantly ([Beckman & Traynor, 2019](#)). Events organized at Pasir Padi Beach have a significant impact on the local economy, especially for Micro, Small and Medium enterprises (MSMEs), by increasing demand for local products and services and expanding marketing networks. The increase in community income during events is an indicator of the success of event-based tourism management, creating economic opportunities and temporary jobs that reduce unemployment and improve economic welfare.

Other things that need to be identified are beach infrastructure, event management, cultural preservation, and stakeholder involvement, which are essential elements in the development of event-based beach tourism. Adequate infrastructure not only ensures the comfort and safety of visitors but also supports the smooth running of the event. In addition, attention to environmental sustainability aspects in infrastructure development ensures that the coastal ecosystem is maintained and can be enjoyed in the long term. Effective event management, which involves careful planning, organized execution, and efficient waste management, is key to ensuring that each event runs smoothly and achieves the set objectives. Event management involves a combination of project management and organizational skills to create successful social and business events that meet the needs of the organization or client ([Fotiadis, 2020](#)).

Cultural preservation through the organization of events that promote local cultural heritage not only serves as a tourist attraction but also strengthens the cultural identity of local communities. The involvement of stakeholders, including the government, local communities, and businesses, is crucial to ensure that all aspects of event management can run synergistically and sustainably. The support of these various parties creates strong cooperation. It ensures that the benefits of tourism activities can be felt by all elements of society, thus creating a sense of ownership and shared responsibility for the long-term success of tourism activities. Planning for intangible cultural heritage in tourism requires addressing accessibility and perceived appropriateness and involving stakeholders to co-create value for both tourism and heritage preservation ([Esfehani & Albrecht, 2019](#)).

Optimising Pasir Padi Beach for event-based beach tourism is essential due to its significant potential to drive economic growth, enhance social cohesion, and preserve cultural heritage. The beach's existing infrastructure and coastal beauty provide an ideal backdrop for organizing large-scale events that attract local and foreign tourists. Events can not only boost local businesses, especially MSMEs, by increasing demand for their products and services but also create temporary jobs that improve the economic well-being of the community. In addition, well-organized events can enhance cultural pride and social solidarity by celebrating local cultural heritage, thereby strengthening communal ties and collective identity. To prevent the adverse impacts of uncontrolled tourism, such as resource depletion and cultural degradation, it is imperative to implement sustainable tourism practices that ensure long-term benefits to both the environment and local communities. Effective event management, coupled with strong stakeholder engagement, will ensure that tourism activities are conducted in a way that maximizes economic opportunities while maintaining the ecological and cultural integrity of Pasir Padi Beach.

2. Literature Review

Optimizing event-based tourism is part of an effort to increase tourist attractions in an area. Event attractions are attractions that last temporarily, and the location can be changed or moved easily, such as festivals, exhibitions, or regional art performances (Arifin & Waluyo, 2022). Events can attract visitors, and the presence of a large proportion of residents at an event appears to be beneficial in terms of socio-cultural and environmental impacts. It may help reduce potential conflicts (Seraphin et al., 2019). Event tourism destination selection criteria include infrastructure, accessibility, accommodation, safety, local support, cultural activities, event history, seasonal considerations, marketing, and sustainability (Handyastuti et al., 2024). Tourist satisfaction and loyalty to a destination are directly and indirectly influenced by the competitiveness of local and regional events in the tourism sector (Teixeira et al., 2019).

Local events designed for tourist destinations can positively impact resident's quality of life, support local political strategies, and promote the destination as a sustainable and inclusive experience (Lobo & Costa, 2021). Event-based beach tourism management must include adequate infrastructure preparation, diverse and interesting activities, and effective management in order to attract tourists and have a positive impact on the local economy (Alsiehemy, 2023). Event tourism success depends on a variety of factors, including the location, event type, and event organizers (Gasan, 2023). Beach tourism can contribute significantly to the city's GDP and can be promoted through beach management and nourishment, improving the economic structure of the city (Yang et al., 2021).

Event management plays an important role in the development of cultural tourism, which significantly affects local development and tourism (Todorov et al., 2023). Cultural events are an important motivator for tourism, enhancing local growth and attracting visitors and investment (Gómez, 2019). Cultural tourism is a tourism activity that aims to preserve and promote local cultural arts, customs, and history while fostering self and national unity and strengthening friendship between nations. Various relevance of the theory above can be supported in its implementation if the management of event-based beach tourism has stakeholders who collaborate and support each other. Stakeholder is crucial for event management and event tourism, as it helps identify and manage both internal and external stakeholders, enhancing planning, marketing, and management (Niekerk & Getz, 2019).

3. Research Methodology

The method used for this research is qualitative. Qualitative research can contribute new knowledge to visits by exploring how and why visits occur and providing reliable and trustworthy information (Nichols, 2020). In accordance with the phenomenon that is the main topic in this study, the researcher wants to qualitatively describe the extent of the efforts to manage Pasir Padi Beach based on events by the Pangkalpinang City Tourism Office. The main informant in this research is the informant who is responsible for the implementation of various events at Pasir Padi Beach, namely the Head of Marketing of the Pangkalpinang City Tourism Office. Data collection techniques used in this research include interviews, observations, previous journals, and internet searching.

4. Results

Based on the results of interviews with the tourism office of Pangkalpinang City, various findings were made about social impact, economic impact, infrastructure, event management, cultural preservation, and stakeholder involvement in the implementation of event-based Pasir Padi Beach.

Table 1. Key Findings on Event-Based Tourism at Pasir Padi Beach

No	Aspects	Findings
1	Social Impact	Local Community Participation and Enthusiasm: Local communities at Pasir Padi Beach show high participation and enthusiasm in the preparation and implementation of events such as music festivals, art exhibitions, and social activities. They are active in promoting and participating in the events, strengthening social cohesion and a sense of community. Strengthening Social Cohesion: Events at Pasir Padi Beach provide a platform for social interaction and collaboration between residents, strengthening relationships and promoting cultural diversity.
2	Economic Impact	Business Opportunities: Events organized at Pasir Padi Beach contribute significantly to the improvement of the local economy. In particular, Micro, Small, and Medium Enterprises (MSMEs) in the culinary sector experience a high increase in buying and selling value due to these events. Increased Income: Based on available data, the income of MSMEs increased by 60-80% compared to the period when there were no events organized at Pasir Padi Beach.
3	Infrastructure and Facilities	Current Conditions: Infrastructure and facilities supporting events at Pasir Padi Beach are good but still need improvement, especially in terms of accessibility, parking facilities, toilets, security, and information promotion.

No	Aspects	Findings
		Environmental Sustainability: Infrastructure development is starting to consider aspects of environmental sustainability to maintain the ecosystem and minimize negative impacts.
4	Event Management	Stages of Event Planning and Management There are three main stages in planning and managing events at Pasir Padi Beach: - Event Planning: - Initiation and Concept - Team Formation - Preparation of Work Plan - Communication and Coordination - Event Implementation: - Infrastructure and Facility Setup - Activity Implementation - Waste and Garbage Management - Security and Order - Post-Event Stage: - Event Evaluation - Reporting and Documentation - Debt Repayment and Handover of Residual Funds - Site Clean-up and Restoration - Parties Involved In the implementation of the event at Pasir Padi Beach, various parties were involved to ensure the success of the event: - Government: - Tourism Office (DISPARBUD) - Civil Service Police Unit (SATPOL PP) - Transportation Agency (DISHUB) - Environment Agency (DLH) - Environment and Forestry Agency (DLHK) - Private Organizations: - Event Sponsor - Event Service Provider - Mass Media - Non-governmental organizations (NGOs) - Local Communities: - Micro, Small, and Medium Enterprises (MSMEs) - Youth - Artists and Cultural Organisations Key Challenges Challenges include overcrowding, hygiene, security, and infrastructure. Solutions include careful planning, a well-trained

No	Aspects	Findings
		management team, visitor education, and collaboration with relevant parties.
5	Cultural Preservation	Event Contribution to Cultural Preservation: Events at Pasir Padi Beach promote and preserve local culture through cultural recognition, community empowerment, and environmental preservation. Potential Conflicts: While there is no significant potential conflict between the development of tourism events and the preservation of local cultural values, balancing the two requires an integrative approach. One effective way to achieve this balance is by incorporating local cultural elements into tourism events.
6	Stakeholder Involvement	Local Government Support: Government support is demonstrated through the involvement and provision of assistance across various sectors for events at Pasir Padi Beach. This includes the provision of essential services such as firefighters, ambulances, and security units to ensure the safety and smooth operation of the events. Local Community Involvement: Decision-making authority is typically vested in specific segments of the community, such as MSMEs and youth groups, which act as representatives of the broader community's voice. These groups play a crucial role in articulating the needs and aspirations of the local populace in the planning and execution of events.

5. Discussion

5.1. Social Impact

To optimize event-based beach tourism at Pasir Padi Beach, increasing the participation of the local community is key. By showing high enthusiasm for events such as music festivals and art exhibitions, local communities have proven their ability to promote and participate in activities that strengthen social cohesion. Therefore, a strategic step that can be taken is to strengthen training and empowerment for local communities in the areas of event management and marketing. In addition, diversifying the types of events, including events that focus on local culture and the environment, will attract more tourists and promote the cultural diversity that exists at Pasir Padi Beach.

Effective marketing strategies also need to be implemented to increase the attractiveness of events held at Pasir Padi Beach. Strategic event management and destination marketing play crucial roles in shaping the success of sustainable tourism, with sponsorship and complex communication strategies playing key roles (Beridze et al., 2023). Utilizing social media and cooperation with tourism influencers can expand the reach of event promotion, attracting more visitors from various groups. In addition, the development of supporting infrastructure such as good road access, adequate public facilities, and a large parking area will increase visitor

convenience. Regular monitoring and evaluation through visitor feedback is also important to continuously improve the quality of the event and ensure a pleasant and memorable tourist experience at Pasir Padi Beach.

5.2. Economic Impact

The ideal strategy should integrate increasing MSME participation with a holistic and sustainable approach. First, the development of a business ecosystem that supports MSMEs is essential. This can be realized through the establishment of MSME clusters around event locations with strong infrastructure support, including supporting facilities such as electricity, clean water, and internet access. In addition, the implementation of business incubation programs for MSMEs can help them with product innovation, financial management, and green marketing. Green marketing significantly impacts tourist satisfaction, which in turn mediates their revisit intention in beach tourism (Afriyeni et al., 2020). The government and other stakeholders need to provide easy access to financing and microcredit for MSMEs to support their business growth and sustainability. Regular training and workshops facilitated by experts in creative economy and tourism will improve the competitiveness of local MSMEs.

Second, diversifying and improving the quality of events should be a key focus. Increasing the frequency of events with varied themes, such as culinary festivals, handicraft exhibitions, and water sports competitions, will attract more tourists from different market segments. Sophisticated marketing strategies, such as the use of data analytics to understand visitor preferences and develop personalized promotional campaigns, can increase the number of tourist visits and spending. Collaboration with e-commerce platforms to sell MSME products online during and after the event can also expand their market reach. In addition, involving local communities in the planning and execution of events will ensure that they remain relevant and authentic, strengthening tourist attraction and long-term economic impact.

5.3. Infrastructure and Facilities

Improving infrastructure and facilities should be a top priority that is carried out strategically and sustainably. Firstly, accessibility to Pasir Padi Beach should be improved by improving the road leading to the location as well as providing adequate public transportation. Large and secure parking facilities also need to be provided to accommodate the increasing number of visitors during the event. In addition, the addition of clean toilets, comfortable resting areas, and increased security through the placement of officers and CCTV at several strategic points will improve visitor comfort and safety. It is also important to install clear and attractive information and promotion boards to help visitors get information about the event and the facilities available.

Furthermore, to maintain environmental sustainability, infrastructure development must consider aspects of environmental sustainability. The use of environmentally friendly materials in the construction of facilities, good waste management, and efforts to reduce the carbon footprint using renewable energy are important steps that must be taken. In addition, environmental education programs for visitors and local communities can help raise awareness of the importance of preserving beaches and surrounding ecosystems. The application of green technologies, such as wastewater treatment and waste recycling, should also be integrated with event planning and management. Thus, Pasir Padi Beach is not only an attractive tourist destination but also a successful example of sustainable tourism management that benefits economically, socially, and environmentally. Event tourism can be a strategy to develop the

economic aspects of tourism infrastructure but requires methodological materials and marketing technologies for efficient socio-economic efficiency (Petrova & Fomenko, 2020).

5.4. Event Management

Optimization strategies should include thorough planning, efficient implementation, and comprehensive post-event evaluation. At the planning stage, it is important to start with a clear concept and the formation of a strong team, followed by the development of a detailed work plan and effective communication and coordination between all relevant parties. Given the participation of various parties, such as the government, private organizations, and local communities, there should be synergy and a clear division of tasks to ensure all aspects of the event run smoothly. Infrastructure and facilities must be carefully prepared, including waste management and tight security, to address challenges such as overcrowding and hygiene. Education for visitors on the importance of maintaining cleanliness and order also needs to be improved to minimize the negative impact of crowds.

In the implementation and post-event stages, efficient management and thorough evaluation are key. During the execution of the event, the team must ensure that all facilities are in good working order and that all activities proceed as planned while monitoring and addressing any issues that arise in real-time. Effective waste management and guaranteed safety will enhance the visitor experience and maintain the beach's reputation as a clean and safe destination. After the event, an in-depth evaluation should be conducted to assess success and identify areas of improvement. Detailed documentation and reporting, as well as transparent financial handling, will ensure accountability and sustainability of future events. By actively involving all parties in continuous evaluation and improvement, Pasir Padi Beach can continue to develop its sustainable and attractive event-based tourism potential.

5.5. Culture Preservation

The strategies implemented should include an integrative approach that incorporates local cultural elements into each event. Firstly, it is important to promote and preserve local culture through cultural recognition, community empowerment, and environmental preservation. Events at Pasir Padi Beach should highlight elements of local culture, such as traditional dances, music, and arts and crafts. This not only attracts tourists who are interested in the uniqueness of the culture but also gives local communities the opportunity to be directly involved and gain economic benefits. Organizing cultural workshops and exhibitions involving local artists and indigenous communities will strengthen the community's sense of belonging and pride in their cultural heritage.

To solve the potential conflict between tourism development and the preservation of local cultural values, a collaborative approach is essential. Empowering local communities should be a priority by involving them in the planning, implementation, and evaluation of each tourism event. This can be done through the establishment of a cultural advisory committee consisting of community leaders and local cultural experts. In addition, community capacity building through training in culture-based entrepreneurship and event management can increase their active participation in the tourism industry.

5.6. Stakeholder Involvement

The ideal strategy should include intensive collaboration between the government, local communities, and the private sector. The government can play an important role in providing

support through the provision of essential services such as fire brigades, ambulances, and security units to ensure the safety and smooth running of the event. In addition, the government can provide funding and resources to support cultural events that highlight local traditions.

Local community engagement should be enhanced by giving decision-making power to segments of the community such as MSMEs and youth groups. These groups can act as representative voices of the wider community, ensuring that events are tailored to the needs and aspirations of local people. Integrating local cultural elements into each event will help strike a balance between tourism development and the preservation of cultural values. By organizing workshops, exhibitions, and cultural performances involving artists and indigenous communities, Pasir Padi Beach can become a destination that is not only attractive but also educational. Collaboration with non-governmental organizations that focus on cultural and environmental preservation can also strengthen these efforts, creating sustainable events that have a positive impact on local communities and the surrounding ecosystem.

6. Conclusion

Based on the research findings, event-based tourism development at Pasir Padi Beach shows significant potential to improve the local economy and strengthen community social cohesion. Analysis shows that organized events contribute to an increase in MSME income by 60-80% compared to periods without events. The active involvement of local communities in event planning and implementation also strengthens social ties and cultural identity. However, optimizing this potential requires a holistic approach that includes infrastructure improvements, effective event management, and preservation of local culture.

Key strategies to optimize event-based tourism at Pasir Padi Beach include developing a business ecosystem that supports MSMEs, diversifying event types, improving environmentally friendly infrastructure, and strengthening collaboration between stakeholders. An integrative approach that incorporates local cultural elements in each event is essential to maintain a balance between tourism development and the preservation of cultural values. Empowering local communities through culture-based entrepreneurship training and event management is also crucial to increasing active participation in the tourism industry. With the implementation of these strategies, Pasir Padi Beach has the potential to become a successful model of sustainable event-based beach tourism development, providing economic benefits while preserving cultural and environmental heritage.

7. Limitations and Future Directions

The primary limitation of this study is the reliance on a single informant from the Pangkalpinang City Tourism Office. This may lead to a narrower perspective, potentially overlooking the viewpoints of other key stakeholders involved in the implementation of events at Pasir Padi Beach. Future research is encouraged to include a broader range of informants, such as representatives from MSMEs, youth organizations, local artists, the private sector, and non-governmental organizations. Such an approach would offer a more comprehensive and nuanced understanding of the challenges and opportunities in event-based beach tourism management, enabling the development of more holistic and inclusive strategies.

8. Conflict Of Interest and Ethical Compliance

The research team declares no conflict of interest with any agency, organization, or institution associated with this study. The team adhered to strict ethical standards throughout the research process, including avoiding plagiarism and upholding integrity in data collection and reporting.

9. Acknowledgments

The authors extend their heartfelt gratitude to the Marketing Division of the Tourism Office of Pangkalpinang City for their invaluable support and cooperation, which greatly contributed to the successful completion of this research.

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