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Rural Sport Tourism Development and Governance: Evidence from Jurangmangu Adventure Village

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ABSTRACT

Purpose of the study: This study aims to explore the current sport tourism potential and development challenges of Jurangmangu Adventure Village in Pemalang, Indonesia, and to derive cross-national comparative insights by examining analogous rural sport tourism governance experiences in Thailand and the Philippines.

Methodology: This study employed a qualitative descriptive approach within an interpretivist framework. Data were collected from March to August 2025 through structured interviews with purposively selected informants, complemented by observation and document analysis. Thematic analysis and triangulation ensured credibility. Findings are presented as an in-depth descriptive case study due to the limited but information-rich informant base.

Main Findings: Jurangmangu Adventure Village demonstrates strong sport tourism potential through Mount Slamet trekking, downhill mountain biking, agritourism, educational tourism, and community-based hospitality. However, development challenges remain in institutional governance, funding dependency, and digital promotion. The integrated family sport tourism model combining adventure activities and educational experiences represents a distinctive and scalable approach aligned with rural tourism practices in Southeast Asia.

Novelty/Originality of this study: This study offers the first qualitative examination of Jurangmangu Adventure Village as an integrated rural sport tourism destination within a Southeast Asian comparative framework. By connecting Indonesian field evidence with Thailand and Philippine governance perspectives, the study provides new insights into community-based sport tourism development, highlighting transferable strategies for strengthening rural destination management and sustainability.

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1. INTRODUCTION

Sports tourism is currently emerging as one of the fastest-growing sectors in the global tourism industry. Its development is seen not only as a recreational activity but also as a strategic instrument to drive economic growth, enhance destination competitiveness, strengthen community empowerment, and support sustainable regional development [1]–[3]. As a form of tourism driven by tourists' participation in sports activities, sports tourism can generate multiple economic impacts across sectors such as accommodation, transportation, culinary services, and local businesses. This impact is becoming increasingly important for rural areas, which require

alternative economic development strategies based on local potential and community assets [4]–[7]. In addition to providing economic benefits, sports tourism also contributes to sustainable development by promoting active lifestyles, strengthening environmental awareness, and optimizing the use of local natural and cultural resources. However, achieving these benefits requires effective destination management to ensure that economic growth and social benefits are balanced with efforts to maintain environmental sustainability [7]. In the Southeast Asian context, several countries have begun integrating sports tourism into regional development strategies by leveraging the richness of their natural and cultural landscapes through adventure tourism, outdoor recreation, cycling, trekking, and various water-based sports activities [8]–[10].

In Indonesia, sports tourism is gaining increasing attention as a strategic approach to supporting rural economic development and improving community welfare. The implementation of Village Law Number 6 of 2014 provides an institutional foundation for village-based economic development by establishing Village-Owned Enterprises (BUMDes). These institutions serve as community-based economic institutions tasked with managing local potential while creating economic opportunities for rural communities [11], [12]. Following the COVID-19 pandemic, there has been an increase in public interest in nature-based and experiential tourism activities, such as cycling, trekking, and adventure tourism. This change indicates a shift in tourist preferences toward more authentic, active, and sustainability-oriented tourism experiences [13], [14]. Despite significant development opportunities, rural tourism still faces structural barriers, including limited managerial capacity, weak institutional governance systems, limited funding sources, and difficulties in sustaining long-term investment in tourism infrastructure [15].

One example of community-based sports tourism development can be found at Jurangmangu Adventure Village in Pulosari District, Pemalang Regency, Central Java, which is managed by BUMDes Sinergi Guna Niaga. Located on the slopes of Mount Slamet, this destination has developed a range of tourism products that combine mountain trekking, downhill mountain biking, agrotourism, educational tours, and community-based accommodation services. This integration of activities demonstrates a paradigm shift in rural tourism development toward experiential tourism, a form of tourism that emphasizes direct engagement by tourists with the natural environment, local culture, and community activities [16]–[19].

Throughout its development, Jurangmangu Adventure Village has demonstrated its ability to adapt to changing post-pandemic tourism trends by developing new facilities, such as mountain biking trails and glamping accommodations. This development allows the destination to reach a wider tourist segment, beyond those with a specific interest in sports. This tourism product diversification strategy aligns with the modern rural destination development approach, which emphasizes destination resilience, product innovation, and the creation of diverse tourism experiences to meet various tourist motivations, including family recreation needs [20], [21]. Thus, the integration of sports activities, educational experiences, and family recreation at Jurangmangu Adventure Village can be seen as a form of developing a rural adventure tourism model that still requires further in-depth academic study.

Despite its significant natural resource potential and institutional support through village-based management, Jurangmangu Adventure Village still faces various challenges in its development. Limited financial resources, suboptimal institutional capacity, and heavy reliance on external support are common problems in rural tourism destination management, particularly in developing regions that still struggle to secure sustainable, long-term investment [22], [23]. In the context of Jurangmangu Adventure Village, destination development is still influenced by support from various external parties, including government programs, tourism institutions, cycling communities, and local partnership networks. In addition to funding, concentrating management functions within a relatively small organizational structure can reduce broader stakeholders' involvement in the decision-making process. This situation is a significant concern because community participation is a key principle in the successful development of community-based tourism [24]. Another equally significant challenge is limited digital marketing capacity. Limited use of technology and suboptimal online promotional strategies can constrain the destination's ability to reach a broader tourism market [25].

This situation highlights the urgency of research into how rural sports tourism destinations can be sustainably developed through strengthened governance, financing strategies, and increased community participation. Although Jurangmangu Adventure Village already possesses various outstanding potentials, its sustainable development is determined not only by the availability of physical facilities but also by the institutional capacity to manage resources, build collaboration among stakeholders, and create destination management mechanisms that are adaptive to change. Therefore, a comprehensive study is needed to understand the dynamics of community-based sports tourism destination development, particularly in the rural context.

Previous research on sports tourism in Indonesia has made important contributions in explaining the characteristics of sports activities, the organization of various sports events, and the development of specific destinations. However, a research gap remains in studies that integrate multi-activity-based sports tourism development with governance, financial sustainability, and community participation within a single, integrated analytical framework. Most previous research focuses on the impact of sporting events, tourist experiences, or specific sporting activities, while the institutional level of destination development and long-term sustainability strategies have received relatively little attention [26], [27]. On the other hand, research on rural tourism

development shows that the success of a destination is not solely determined by the attractiveness of its natural resources, but is also influenced by the effectiveness of institutional coordination, collaboration between stakeholders, knowledge exchange, and adaptive management capacity in the face of change [28].

From a Southeast Asian perspective, various countries have developed diverse approaches to managing community-based tourism. The participatory tourism model in Thailand and the local government-supported tourism development approach in the Philippines provide important lessons on strengthening community capacity, institutional coordination, and rural destination management strategies [29], [30]. However, these cross-national experiences have rarely been studied in relation to village-based sports tourism development in Indonesia, particularly regarding how governance practices from neighboring countries can help strengthen rural sports tourism destinations.

To address this research gap, this study introduces several novel contributions. First, it provides a comprehensive qualitative study of Jurangmangu Adventure Village as an integrated rural sports tourism destination, analyzing sports activities, educational experiences, tourist perspectives, community impacts, governance mechanisms, and development challenges within a single, integrated analytical framework. Second, this study introduces the concept of an integrated family sport tourism model, an approach to destination development in which sporting activities become the main attraction for sport-active family members, while other family members can still enjoy a more enjoyable tourism experience. through educational, recreational, and other supporting activities. Third, this study situates the Indonesian case within a comparative Southeast Asian perspective by integrating governance insights from Thailand and the Philippines, yielding lessons that can strengthen the development of community-based sports tourism in rural destinations across the ASEAN region.

Based on the background, problems, and research gaps, this study aims to explore the potential and challenges of sports tourism development in Jurangmangu Adventure Village; analyze the perspectives of tourists, communities, and destination managers; examine the governance and financing mechanisms that influence destination development; and formulate cross-national governance lessons relevant to the development of rural sports tourism in Southeast Asia. This research is expected to contribute to the development of sports tourism theory by strengthening empirical evidence on integrated family sports tourism models, expanding the study of community-based tourism governance from a comparative ASEAN perspective, and providing practical recommendations for policymakers and destination managers in developing sustainable rural tourism.

2. RESEARCH METHOD

2.1 Research Design

This study employed a descriptive qualitative research design based on an interpretivist epistemological framework. A qualitative approach was chosen because the primary objectives of the study, namely exploring the potential of sport tourism, understanding stakeholder perspectives, and conducting a comparative analysis of cross-country governance, require a contextual and meaning-oriented understanding that cannot be optimally achieved through quantitative instruments [31], [32]. The descriptive design was applied to describe and interpret the observed phenomena and participants' experiences or perspectives as they occur naturally in the field context, without any experimental manipulation of the research conditions [33].

The cross-country comparative dimension of this study was developed through the analytical contributions of two co-authors, Suebplai (Thailand) and Pepito (Philippines), each of whom provided expert perspectives on the tourism governance framework in their respective countries based on a review of published literature and an understanding of the relevant institutional context. Before data collection, this study obtained ethical approval from the Research Ethics Committee of Universitas PGRI Semarang.

2.2 Research Setting and Participants

Field research was conducted at Jurangmangu Adventure Village, Pulosari District, Pemalang Regency, Central Java, Indonesia, from March to August 2025. The research location encompassed the entire tourist destination, including the basecamp and hiking trails of Mount Slamet, the downhill track and loading ramp of Jurangmangu Bike Park, the community homestay accommodation network, the agricultural and livestock education area, and the Bukit Subuh family glamping area.

Participants were selected using purposive sampling, a method well-suited to qualitative research. Participants are selected intentionally based on the richness of information available to address the research focus, rather than to represent a population statistically [34]-[36]. This study involved three main categories of stakeholders as participants. The inclusion and exclusion criteria used in the participant selection process are presented in Table 1.

Table 1. Participant Inclusion and Exclusion Criteria

Stakeholder Category	Inclusion Criteria	Exclusion Criteria
Tourist Informants	Active visitor at the destination during the research period; minimum one completed sport activity (trekking or cycling); willingness to provide informed consent	Day visitors without meaningful sport activity participation; visitors unwilling to provide informed consent
Community Informants	Permanent resident of Jurangmangu village; directly involved in or economically affected by tourism operations	Non-residents; individuals with no direct engagement with tourism activities
Managerial Informants	Holding a formal or operational management role at the destination or within the village enterprise, direct decision-making authority at the time of research	Former or retired managers; officials without active operational responsibilities

The criteria in Table 1 ensured that participants were selected for their direct relevance to the research objectives and their capacity to provide information-rich accounts of the destination's current sport tourism conditions. Restricting managerial informants to individuals with active operational responsibilities at the time of research minimized retrospective bias and ensured that accounts reflected the current governance and management realities of the destination [32], [37].

2.3 Data Sources and Data Collection Techniques

Research data were collected from primary and secondary sources using three complementary data collection techniques [38]-[40]. Primary data were obtained through: (1) structured interviews using a validated interview guide, with questions covering demographic characteristics, motivations for participating in sport tourism activities, satisfaction assessments, perceptions of facilities, and perspectives on destination development; (2) direct observation of the destination's spatial layout, physical infrastructure conditions, interaction patterns between tourists and the community, and operational management practices during several field visits; and (3) documentation of participants' responses capturing stakeholder perspectives on tourism impacts, governance mechanisms, and various destination development challenges.

Secondary data were obtained through document analysis, including the most recent available village population monograph (Jurangmangu Village Monograph), government correspondence, visitor records from the 2024 annual mountain bike competition, official social media documentation from destination accounts, and publications from national tourism authorities in Indonesia, Thailand, and the Philippines. The village population monograph was used as baseline contextual data. The document does not represent the latest census results; rather, it provides an initial overview of the community profile, which serves as a basis for interpreting livelihood changes associated with tourism development. The interview guide was validated by a sport tourism expert from Universitas PGRI Semarang before being implemented in the field data collection process. Cross-national comparative data were obtained through analytical contributions from co-authors Suebplai and Pepito, with interpretations based on published national literature from each country.

2.4 Research Instruments

Multiple instruments were deployed in an integrated data collection strategy corresponding to the different research variables and stakeholder categories. Table 2 presents the complete research instrument framework.

Table 2. Research Instruments by Variable, Technique, Instrument, and Scale

Variable	Indicator	Data Collection Technique	Instrument	Scale / Type
Sport Tourism Physical Assets	Trekking route conditions, bike park infrastructure, amenities, accessibility, and facility adequacy	Direct observation; document analysis	Structured Observation Sheet; Document Analysis Checklist	Descriptive/ Nominal
Institutional and Governance Assets	Village enterprise governance capacity, management quality,	Structured interviews	Interview Guide Managerial;	Descriptive/ Narrative

Variable	Indicator	Data Collection Technique	Instrument	Scale / Type
	community participation, and financing mechanisms	(managerial); document analysis	Document Checklist	
Visitor Profile and Motivations	Socio-demographic characteristics, travel behavior, activity preferences, and information sources	Structured interviews (tourist informants)	Interview Guide - Tourist	Nominal/ Descriptive
Visitor Perceptions and Satisfaction	Cleanliness, facility adequacy, accessibility, overall satisfaction, revisit intention	Structured interviews (tourist informants)	Interview Guide - Tourist	Ordinal (Descriptive Likert-type)
Community Participation and Livelihood Impacts	Employment absorption, income generation, home-stay participation, decision-making involvement	Structured interviews (community informants)	Interview Guide Community	Descriptive/ Narrative
Development Challenges	Financing constraints, infrastructure gaps, governance limitations, promotion deficits, and external funding dependency	Structured interviews (all stakeholders); field observation	Interview Guides; Field Notes	Descriptive/ Narrative
Cross-National Comparative Data	Community-based tourism governance models, sport tourism policy frameworks, and rural enterprise structures in Thailand and the Philippines	Analytical contribution by co-authors based on national expertise and published literature	National policy documents, academic literature, and expert analytical notes	Descriptive/ Comparative

Table 2 demonstrates that the study employed a multi-instrument, multi-source data-collection strategy to capture the physical, institutional, human, and contextual dimensions of sport tourism development simultaneously. The triangulation of three primary data collection methods, structured interviews, direct observation, and document analysis across seven analytical variables, ensured comprehensive coverage of the research objectives while minimizing the risk of single-source data limitations inherent in qualitative case study designs [41]-[43].

2.5 Data Analysis Techniques

Data were analyzed inductively through simultaneous data collection and analysis, in accordance with widely used qualitative research practices [44]-[47]. The analysis procedure was carried out in four iterative stages: (1) data reduction, through selective coding and grouping of information obtained from field notes, interview transcripts, and research documents; (2) data presentation, by organizing the data reduction results into a structured thematic matrix and descriptive analysis; (3) pattern identification and theme formation, through cross-case analysis of narratives and experiences shared by tourists, community members, and destination managers; and (4) theory-based interpretation, linking empirical findings with literature reviews on sport tourism development and community-based governance.

Data credibility was maintained through the application of source triangulation, which cross-verified information obtained from tourists, community members, and destination managers; method triangulation, which compared interview data with observational notes and documentary evidence; and member checking of key interpretative conclusions with informants from destination management.

3. RESULTS AND DISCUSSION

3.1 Geographical and Community Profile of the Research Site

Jurangmangu Village is located in Pulosari District, Pemalang Regency, Central Java Province, Indonesia. The village lies at an average elevation of approximately 1,200 meters above sea level and covers a

total area of 547 hectares. Geographically, it is bordered by Karangsaru Village to the north, Gunungsari Village to the east, state forestry areas to the south, and Gambuhan Village to the west. The village is accessible from the center of Pemalang Regency via the Pemalang–Randudongkal arterial road, approximately 50 kilometers away. Recent improvements to road infrastructure, supported by regional government funding, have reduced travel time by private vehicle to approximately 60 minutes, thereby enhancing physical accessibility for residents, visitors, and tourism-related activities.

According to the latest available village monograph, Jurangmangu Village has a total population of 1,313 residents distributed across approximately 400 households and seven hamlets (Monografis Desa Jurangmangu). The demographic and occupational datasets available for the present study, however, comprise 605 recorded residents. These records serve as baseline socioeconomic information to describe the community structure before the expansion of tourism-related economic activities. Interviews with destination management stakeholders indicated that the overall population structure has remained relatively stable, while participation in tourism-related occupations has increased following the village's tourism development.

Table 3. Baseline Age Distribution of Recorded Residents in Jurangmangu Village

Age Group	Number of Residents
0–5 Years	57
6–20 Years	124
21–60 Years	301
Above 60 Years	123
Total	605

Source: Monografis Desa Jurangmangu. The table presents available baseline demographic records used for contextual analysis.

As shown in Table 3, residents aged 21–60 years constituted the largest share of recorded residents. This indicates the availability of a substantial productive-age population capable of supporting community-based tourism development through employment participation, entrepreneurship, and involvement in destination management. A relatively large productive population, therefore, represents an important social asset for developing tourism initiatives while sustaining community participation as a central element of local development.

Table 4. Baseline Occupational Distribution of Recorded Residents in Jurangmangu Village

Occupation Type	Count (Persons)	Percentage (%)
Landowner Farmers	390	64.5
Agricultural Laborers	54	8.9
Industrial Laborers	1	0.2
Construction Workers	5	0.8
Traders and Merchants	5	0.8
Civil Servants	2	0.3
Informal and Service Workers	35	5.8
Other and Unrecorded	113	18.7
Total	605	100.0

Source: Monografis Desa Jurangmangu. Occupational records represent the available baseline data before the expansion of tourism-related employment opportunities.

As shown in Table 4, agriculture was the dominant livelihood sector among recorded residents, with landowner farmers accounting for 64.5% of documented occupations. This finding indicates that Jurangmangu Village historically depended primarily on agriculture for household livelihoods. Subsequent tourism development, however, has contributed to a gradual process of livelihood diversification, in which tourism-related activities have emerged as complementary economic opportunities alongside existing agricultural practices.

Field observations and stakeholder interviews indicate that community participation in tourism has expanded through a range of service-based activities, including guiding services, porter assistance, homestay management, food and beverage enterprises, coffee production and sales, and souvenir-related businesses. These emerging activities reflect a transition from a predominantly agriculture-based livelihood structure toward a more diversified, community-based tourism economy.

Within this transformation, sport tourism has functioned as an additional economic pathway that supports local livelihood diversification while drawing on the village’s natural and cultural resources. The growth of tourism-related employment has not displaced agricultural activity but has operated as a complementary sector that strengthens household income opportunities, broadens community involvement, and contributes to the long-term sustainability of the destination.

3.2 Sport Tourism Infrastructure Assessment

The physical infrastructure of Jurangmangu Adventure Village currently encompasses five primary sport and recreation components at varying stages of operational maturity. The Mount Slamet trekking route, the destination's longest-established and most operationally mature asset, is managed through a cooperative agreement with the national forestry authority. The route encompasses 12 designated waypoints from the base camp at 1,146 meters above sea level to the summit at 3,378 meters, traversing diverse ecological zones. The full trail profile is documented in Table 5.

Table 5. Trail Profile of Jurangmangu–Mount Slamet Trekking Route

Waypoint	Name	Elevation	Key Vegetation	Notable Fauna
Basecamp	Jurangmangu	1,146 m	Residential area	—
Post 1	Pondok Pinus	1,216 m	Pine forest	Javanese eagle, bulbul, plover
Post 2	Kedung Warak	1,347 m	Mixed hardwoods	Civet, wild boar, jungle fowl
Post 3	Sampyang Pasang	1,504 m	Cemara, Baros, Wuru	Leopard, barking deer, langur
Post 4	Sampyang Gringging	2,017 m	Gringging, Pasang, Mayang	Leopard, barking deer, sunbirds
Post 5	Sampyang Gembirung	2,127 m	Gembirung, Cemara	Whiskered yuhina, Javan eagle
Post 6	Sampyang Rangkah	2,328 m	Kematus, Dregel, Sahang	Leopard (black), civet, spotted deer
Post 7	Sampyang Rangkah (Upper)	2,513 m	Gorang, Gringging, Kematus	Wild boar, black panther, Javan hawk-eagle
Post 8	Sampyang Gorang	2,874 m	Edelweiss, Gorang, Ihing	Mountain plover, Javan eagle, civet
Post 9	Pos Gua (Cave Post)	2,995 m	Ihing, Kemalus, Edelweiss	Langur, leopard, plover
Gateway	Pelawangan	3,030 m	Edelweiss, Ihing, Kematus	Leopard, langur
Summit	Mount Slamet Summit	3,378 m	Alpine zone	Rare endemic species

Source: Jurangmangu Adventure Village; field observation (March–August 2025). Elevations are expressed in meters above sea level.

The trail profile in Table 5 demonstrates the ecological richness of the route, which traverses six distinct vegetation zones and supports diverse highland fauna, including the Javan eagle, leopard, black panther, barking deer, and langur. The availability of twelve designated waypoints facilitates staged trek options for participants with varying fitness levels, expanding the potential visitor base beyond experienced mountaineers to include recreational hikers and family groups undertaking partial ascents. Such trail segmentation and adaptive visitor experiences are recognized as important strategies in outdoor and nature-based tourism development to accommodate diverse visitor capabilities and enhance destination accessibility [48], [49].

The mountain biking infrastructure constitutes the destination's most strategically differentiated offering. Designed by a local founder with competitive cycling experience and developed with support from the Indonesian Sport Cycling Federation and affiliated cycling communities in Bandung, the Jurangmangu Bike Park is now fully operational, including the recently completed uphill loading trail, the final major infrastructure gap to be resolved. Current specifications are presented in Table 6.

Table 6. Jurangmangu Bike Park Trail Specifications

Trail Segment	Distance	Elevation Range	Character	Current Status
Special Stage 1	~2.3 km	1,200–1,300 m above sea level	General downhill, forest terrain	Operational
Special Stage 2	~2.4 km	1,200–1,300 m above sea level	Bukit Subuh traverse, technical	Operational
Special Stage 3	~1.2 km	1,200–1,300 m above sea level	Short technical descent	Operational
Special Stage 4 (Competition Only)	~1.4 km	Village level	Urban integration course: unique obstacles	Competition events only
Loading Trail (Uphill Access)	~1.8 km	Village to ~1,300 m above sea level	Mechanized uphill access for cyclists and bicycles	Operational

Source: Field observation (March–August 2025); destination manager interview. All trail segments are currently operational. The loading trail enables mechanized uphill transport of cyclists and bicycles, eliminating the need for manual portage.

The completion of the loading trail is a particularly significant development for the destination's market positioning. Previously, cyclists were required to manually carry bicycles uphill to trail starting points, a physical barrier that excluded recreational riders, beginner-to-intermediate skill levels, and family cyclists. The operational loading trail now enables the full range of cycling visitor types to access the park, directly activating the integrated family sport tourism model described in Section 3.6.

Supporting amenities and educational tourism components complement the core sport activities. A comprehensive summary of all destination facilities is presented in Table 7.

Table 7. Summary of Jurangmangu Adventure Village Amenities and Facilities

Facility	Description	Status	Role in Tourism
Trekking Route - Mount Slamet	Twelve-waypoint route from basecamp at 1,146 to summit at 3,378 meters above sea level	Fully operational	Primary sport tourism asset
Jurangmangu Bike Park	Four special stages plus a fully operational uphill loading trail	Fully operational	Primary sport tourism asset
Home-Stay Network	More than 21 households; IDR 200,000–350,000 per night	Operational	Accommodation and community income
Pine Forest Area	At an elevation of 1,200 meters, an elevation resin tapping demonstration	Operational	Educational and scenic tourism
Coffee Garden	Intercropped with pine trees; locally processed coffee for sale	Operational	Agri-education and souvenir sales
Vegetable Plantations	Tomato and cabbage growing plots	Operational	Educational tourism for families
Broiler Chicken Farm	Community-owned; cool highland microclimate	Operational	Educational tourism and livelihood
Mosque and Prayer Halls	One central mosque and two smaller prayer halls	Operational	Religious facilities for visitors
Public Toilet Facilities	Upgraded facilities at the village hall	Operational	Basic visitor amenity
Emergency Ambulance	Village-level emergency medical coverage	Operational	Visitor safety infrastructure
Bukit Subuh Family Area	Glamping and camping ground; operational since 2024	Fully operational	Family recreation hub

Source: Field observation and stakeholder interviews (March–August 2025).

Table 7 reveals a destination at a mature stage of development, with all primary sport tourism assets and supporting amenities fully operational. Particularly noteworthy is the Bukit Subuh Family Area, which opened in 2024 as a glamping and camping facility designed specifically to accommodate non-cycling family members accompanying sport-active visitors. The home-stay network has expanded beyond the original 21 households, with accommodation prices increasing to IDR 200,000–350,000 per night, reflecting improved quality and growing demand. The 21-unit network represents a meaningful community-based accommodation offering that generates household income while preserving the authentic village hospitality experience valued by nature-based tourists [8].

3.3 Visitor Profile, Motivations, and Perceptions

The tourist informant, a 21-year-old male, a self-employed resident of Pemalang Regency, and a repeat visitor attending specifically for downhill mountain biking, provided a comprehensive profile of current visitor characteristics and perceptions. The full visitor profile is presented in Table 8.

Table 8. Visitor Socio-Demographic and Psychographic Profile

Variable	Characteristics
Age	21 years
Gender	Male
Origin	Pemalang Regency
Education Level	Senior High School
Occupation	Self-employed
Mode of Transport	Private vehicle (car)
Travel Companion	Peer group (friends)
Primary Motivation	Recreational hobby cycling
Visit Frequency	More than three times (repeat visitor)
Duration of Stay	More than 24 hours (overnight stay)
Information Sources	Social media and peer recommendation
Primary Activity	Downhill mountain biking
Overall Satisfaction	Very satisfied
Intention to Revisit	Yes
Main Positive Attribute	Complete trail system, including loading trail; accessible for all skill levels
Main Concern	Limited food variety at the destination; digital payment is not yet available

Source: Primary data from structured interviews (March–August 2025).

The visitor profile in Table 8 reflects the characteristics of an active sport tourism participant with strong destination loyalty, consistent with documented patterns of repeat visitation among cycling enthusiasts in nature-based settings [50]. The high overall satisfaction rating and clear intention to revisit indicate a strong core visitor experience. Notably, the primary concerns identified, limited food variety and the absence of digital payment facilities, represent manageable, addressable service gaps rather than fundamental infrastructure deficiencies, suggesting that the destination has progressed beyond the infrastructure constraint phase into a service quality optimization phase.

The use of social media and peer recommendation as the dominant information channels reflects behavioral patterns documented among Indonesian nature-based tourists, where digital platforms and electronic word-of-mouth increasingly influence destination awareness, travel inspiration, and visitation decisions [51]-[53]. Peer referral is particularly important for a destination with limited formal marketing capacity, as word-of-mouth from satisfied repeat visitors constitutes the primary promotional mechanism beyond the destination's Instagram presence. This dependence on organic promotion underscores the strategic value of the visitor's high satisfaction and expressed intention to revisit as a marketing asset.

3.4 Community Engagement and Livelihood Impacts

The community informant, a 38-year-old male small entrepreneur, articulated a broadly positive assessment of the destination's livelihood impacts on village residents. Key economic benefits identified included employment absorption through porter and guide services along trekking and cycling routes, income generation through food, beverage, and souvenir sales, and homestay revenue from households renting rooms to overnight visitors. These findings are consistent with previous sport tourism research, highlighting that active tourism activities can generate local economic multipliers through employment creation, increased demand for hospitality services, and greater participation of local communities in tourism supply chains [54]-[56].

A particularly notable finding concerns the transformative impact of tourism development on household sanitation infrastructure. The informant noted that before the establishment of the destination, most households in the immediate settlement lacked private bathrooms. The tourism-driven demand for quality homestay accommodation has catalyzed widespread bathroom construction and renovation across the village, with several households subsequently investing in tiled facilities and hot water. This tangible improvement in quality of life extends beyond direct tourism income, encompassing broader infrastructure development and community-level benefits associated with the growth of sport tourism in rural Indonesian contexts.

Community participation in destination governance has improved in recent years. Quarterly community meetings have been introduced through which tourism planning priorities and revenue distributions are discussed, representing a step toward the participatory governance model advocated by [8]. However, decision-making authority over major capital investments remains concentrated in the enterprise management board. This governance concentration, while enabling focused strategic direction, limits the diversity of perspectives and community buy-in that characterize the most resilient community-based tourism models, an issue the cross-national comparison in Section 3.8 addresses directly.

Unlike previous studies that have predominantly conceptualized community participation in sport tourism as economic involvement through employment creation and local business opportunities, this study reveals a more

complex transformation process. The Jurangmangu case demonstrates that sport tourism development may generate broader social improvements, such as household infrastructure enhancement and service capacity development, while simultaneously creating new governance challenges related to decision-making inclusion and institutional representation. This finding extends existing community-based tourism literature by highlighting that successful rural sport tourism development requires not only economic participation but also adaptive governance mechanisms that ensure long-term community ownership and legitimacy.

3.5 Development Challenges and Current Intervention Status

Despite its substantive progress, Jurangmangu Adventure Village continues to face several development challenges. Table 9 presents the key challenge areas, their specific manifestations, current interventions, and the current status assessment.

Table 9. Current Development Challenges, Interventions, and Status Assessment

Challenge Area	Specific Issue	Current Intervention	Status and Assessment
Financial Capital	Village enterprise institutional mandate prioritizes short-term revenue over long-term tourism infrastructure investment	Multi-source external funding from the regional government budget, the national tourism ministry, the Indonesian Sport Cycling Federation, and affiliated cycling communities	Ongoing; destination development pace remains dependent on external grant availability and political cycles
Sport Infrastructure	The uphill loading trail for the Bike Park was completed only recently	Provincial tourism office grant and volunteer contribution from the cycling federation	Largely resolved; loading trail now fully operational, enabling recreational and family cycling
Institutional Governance	Decision-making authority concentrated in a small village enterprise management board; limited formal community involvement in strategic planning	Quarterly community meetings introduced; gradual shift toward participatory governance	In progress; community participation in planning is increasing, but formal structural reform has not yet occurred.
Promotion and Marketing	Limited digital presence; destination primarily known through Instagram and word-of-mouth within cycling communities	Social media content diversification; reinstatement of annual mountain bike competition as a regional promotional event	In progress; online visibility is improving, but reach beyond enthusiast cycling networks remains limited.
Human Resource Capacity	Tourism service providers lack formal hospitality and guiding training	On-the-job learning; informal mentoring from experienced guides	Partial; service quality varies across home-stay operators and guides; no formal certification program in place

Source: Primary data, stakeholder interviews (March–August 2025).

Table 9 reveals that the destination's most acute challenges have shifted from physical infrastructure deficiencies, largely resolved through external grant funding and federation support, toward institutional and organizational dimensions. The governance centralization challenge, the ongoing external funding dependence, and the limited reach of promotion are systemic issues that cannot be resolved through a single capital investment but require sustained organizational reform and strategic capacity-building. This transition from infrastructure constraints to governance and marketing challenges is consistent with patterns documented in comparable Indonesian rural tourism destinations, where initial infrastructure improvements are followed by more complex challenges related to institutional governance, stakeholder coordination, destination management, and market development [57], [58].

The financial capital challenge deserves particular attention. The village enterprise's institutional mandate, which prioritizes activities with measurable short-term revenue potential over longer-horizon investments, creates structural tension in managing a tourism destination whose substantial infrastructure development costs yield returns over extended periods. This financing gap has historically been bridged by external grants from the regional government budget, the national tourism ministry, the Indonesian Sport Cycling Federation, and private donors in the cycling community. Such a multi-source financing model is common in

emerging tourism destinations; however, reliance on external funding streams may create uncertainty in development continuity due to changing institutional priorities, administrative procedures, and governance arrangements [59].

This finding contributes to previous rural tourism development studies by identifying a sequential evolution of destination challenges. Earlier research has frequently emphasized accessibility, infrastructure limitations, and attraction development as primary barriers for emerging destinations [57], [58]. However, the Jurangmangu case illustrates that once fundamental infrastructure constraints are addressed, the dominant challenges may shift toward organizational capacity, financial sustainability, and governance restructuring. Therefore, destination maturity should be assessed not only through physical development indicators but also through institutional readiness and the capacity of local organizations to manage continuous growth.

3.6 The Integrated Family Sport Tourism Model

The most distinctive and strategically significant element of Jurangmangu Adventure Village's current development model is what this study identifies as an integrated family sport tourism approach: a destination design in which active sport experiences for one family member constitute the primary draw. At the same time, parallel enriching programming is simultaneously available for accompanying non-sporting family members.

The practical manifestation of this model combines downhill mountain biking and trekking with coffee garden tours, educational visits to vegetable and livestock farms, the newly operational Bukit Subuh glamping and camping area, and proximity to Guci Hot Springs in the adjacent Tegal Regency. This constellation of offerings enables a family unit with heterogeneous recreational preferences to derive high aggregate satisfaction from a single destination visit, a value proposition increasingly important in the post-pandemic outdoor recreation landscape, where family nature-based tourism has accelerated [60], [61].

The fully operational loading trail has been critical to realizing this model in practice. Previously, only committed downhill cycling enthusiasts willing to carry bicycles uphill would visit the Bike Park. The mechanized loading trail now enables casual recreational cyclists, including family members accompanying sport-active cyclists, to participate comfortably in mountain biking, transforming the Bike Park from a specialist enthusiast venue into a family recreation facility. Combined with the Bukit Subuh glamping area providing accommodation attractive to families with children, the destination now possesses all the components necessary to market effectively to the family adventure tourism segment, which represents the fastest-growing visitor segment in Indonesian outdoor tourism [62], [63].

The findings of this study address several limitations identified in previous sport tourism research. Existing studies have predominantly examined sport tourism from the perspectives of sporting events, athlete participation, visitor experiences, or destination attractiveness, while paying limited attention to how rural sport tourism destinations are developed through integrated governance mechanisms, financial sustainability strategies, community participation, and diversified visitor experiences. This study contributes to filling this gap by examining Jurangmangu Adventure Village as a destination-level case that integrates sport activities, educational experiences, family-oriented recreation, community-based management, and cross-national governance perspectives. Furthermore, the identification of the integrated family sport tourism model extends previous understanding by demonstrating how rural sport destinations can accommodate both active sport participants and accompanying non-participating family members within a single tourism experience. Therefore, this study provides empirical evidence that rural sport tourism development should focus not only on sport facilities and activities but also on institutional capacity, social inclusion, and experience diversification as essential components of destination competitiveness.

The novelty of this study lies in identifying an integrated family sport tourism model that broadens the conventional understanding of sport tourism beyond athlete-centered activities and sporting events. This model demonstrates how rural sport tourism destinations can integrate sport participation, family recreation, educational experiences, and community-based tourism within a single destination framework. The integrated family sport tourism model identified in this study extends previous sport tourism research, which has largely focused on athletes, sporting events, and destination attractiveness as the primary units of analysis. Although previous studies have demonstrated the economic and experiential value of sport tourism activities, limited attention has been paid to how destinations accommodate heterogeneous visitor groups comprising both sport participants and non-participants. The Jurangmangu case provides empirical evidence that family-oriented integration can serve as a strategic destination innovation by transforming facilities originally designed for specialized sports activities into inclusive tourism environments that offer diverse experiences. This contribution broadens the conceptual understanding of rural sport tourism by positioning family inclusiveness and experience diversification as important dimensions of destination competitiveness.

3.7 Theoretical and Policy Implications

The Jurangmangu Adventure Village case enriches theoretical understanding of rural sport tourism development in developing-country contexts in three respects. First, it demonstrates that village enterprise

governance, despite structural financing limitations, can successfully incubate multi-activity sport tourism destinations when supported by external partnerships, institutional collaboration, and strategic destination development initiatives. Second, it provides empirical support for integrated sport tourism models that combine multiple recreational activities and services to accommodate heterogeneous visitor segments, a perspective increasingly relevant in rural adventure tourism development. Third, it illustrates how rural tourism destinations often evolve from initial infrastructure development toward more complex governance, marketing, and institutional capacity challenges as destinations mature [54], [64].

From a policy standpoint, several implications are salient. Road and sports infrastructure investment must precede or accompany tourism promotion efforts, since physical accessibility serves as a ceiling on visitor satisfaction, regardless of asset quality. Previous research on destination development highlights that accessibility, infrastructure readiness, and service capacity are fundamental prerequisites for competitive tourism destinations [65]. The village enterprise financing model requires supplementary mechanisms, including dedicated rural tourism development funds, blended finance instruments combining grants and loans, or facilitated private co-investment to bridge the gap between enterprise revenues and the capital requirements of competitive tourism infrastructure [22], [66]. Sport tourism events, such as the annual mountain bike competition, serve not only as revenue generators but also as high-leverage destination marketing vehicles that enhance destination visibility, stakeholder engagement, and long-term tourism value beyond their immediate economic returns.

3.8 Cross-National Comparative Perspective: Thailand and the Philippines

The challenges and development strategies identified at Jurangmangu Adventure Village are not unique to Indonesia. Across Southeast Asia, rural sport tourism destinations managed through community-based institutional structures face similar structural challenges, particularly in balancing the need for short-term revenue generation, long-term infrastructure investment, and inclusive community engagement in governance processes. This section presents comparative analytical perspectives from co-authors Suebplai (Thailand) and Pepito (Philippines) to place the Indonesian case within a broader regional context and identify applicable governance and financing lessons. A structured comparative analysis is presented in Table 10.

Table 10. Cross-National Comparative Analysis of Rural Sport Tourism Governance: Indonesia, Thailand, and the Philippines

Dimension	Indonesia (Jurangmangu Adventure Village)	Thailand (Community-Based Tourism Model)	Philippines (Barangay Cooperative Model)
Governance Model	Village-owned enterprise (BUMDES) under Village Law No. 6/2014; dual mandate of short-term revenue generation and community welfare	Village-level community-based tourism cooperatives under the Tourism Authority of Thailand's Community Tourism Policy 2022, supported by Sub-district Administrative Organizations	Barangay Local Government Unit cooperatives under Republic Act No. 7160; tourism managed by barangay-level ecotourism committees
Primary Sport Tourism Activity	Downhill mountain biking, highland trekking (Mount Slamet), and agritourism integration	Trekking, nature cycling, cultural sport tourism (e.g., Doi Inthanon region); Muay Thai experiential tourism in urban–rural linkage zones	Highland trekking, eco-adventure cycling, community-based water sports (e.g., Kawasan Falls, Cebu highlands)
Financing Mechanism	Largely grant-dependent: regional government budget, national tourism ministry, Indonesian Sport Cycling Federation, cycling communities; limited enterprise own-revenue	Tourism Authority of Thailand grants, One Tambon One Product program revenue diversification, provincial tourism fund allocation, and lower grant dependency than Indonesia	Local government unit tourism development fund, national social welfare grants, private sector co-investment; revenue-sharing mechanisms under barangay tourism by-laws
Community Participation Level	Broad economic participation (porter, home-stay, food sales); limited formal governance involvement; enterprise board decisions concentrated in a small management core	High formal participation through community-based tourism committee structures; village tourism plans require multi-stakeholder endorsement; gender-inclusive governance requirements	Variable; barangay ecotourism councils provide a formal participation channel; actual community decision-making power depends on local political dynamics

Dimension	Indonesia (Jurangmangu Adventure Village)	Thailand (Community-Based Tourism Model)	Philippines (Barangay Cooperative Model)
Family Tourism Integration	Integrated model: cycling and trekking for sport-active members combined with a coffee garden, a vegetable farm, livestock education, and glamping for accompanying families	Established family eco-resort model in community-based tourism villages (e.g., Chiang Rai highlands); family package bundling is well-developed within the Tourism Authority of Thailand frameworks	Family adventure packages are emerging in Visayas highland destinations; Cebu urban proximity enables a family day-trip model
Key Development Challenge	Governance centralization within village enterprise; ongoing external funding dependency; limited promotion reach beyond enthusiast cycling networks	Over-reliance on Tourism Authority of Thailand marketing support; risk of commodification of authentic community-based experiences; increasing competition from urban adventure parks	Fragmented governance across barangay units; limited inter-barangay coordination; infrastructure investment constrained by barangay revenue base
Transferable Lessons for Jurangmangu		Tourism Authority of Thailand's multi-stakeholder governance model offers a structural template for transitioning to participatory multi-board governance; the One Tambon One Product program provides a revenue diversification and independence model	Barangay revenue-sharing by-laws offer a legal mechanism template for distributing tourism income more equitably across community members; the Cebu private co-investment model is relevant to the Bukit Subuh glamping development

Indonesia data: primary fieldwork (March–August 2025, this study). Thailand data: Suebplai (co-author) contribution based on Pongwiritthon & Awirothananon (2021), Rathindra & Suebplai (2023), and Tourism Authority of Thailand (2022). Philippines data: Pepito (co-author) contribution based on Reyes & Pepito (2024) and national ecotourism governance literature.

This analysis does not position Indonesia, Thailand, and the Philippines as entirely equivalent comparative cases; rather, it uses a regional perspective to identify governance principles applicable to rural sport tourism destinations. This approach addresses the limitations of previous sport tourism research, where cross-national discussions have often remained descriptive and provided limited practical guidance for destination-level institutional improvement.

Previous studies on community-based tourism have emphasized that effective governance depends on participatory decision-making, stakeholder collaboration, and equitable distribution of benefits. The findings of this study are consistent with these perspectives while extending previous understanding by demonstrating that rural sport tourism destinations require additional governance mechanisms due to the involvement of sport communities, infrastructure management, and specialized visitor groups. Unlike conventional rural tourism destinations, sport-oriented destinations must simultaneously manage recreational users, local residents, and external sport networks, creating more complex institutional demands.

The comparative analysis results presented in Table 10 reveal three cross-national patterns with direct implications for the future development of Jurangmangu Adventure Village. First, governance structure represents a key differentiating factor between sustainable community-based sport tourism ventures and destinations that remain dependent on external grants. The Thai community-based tourism model illustrates how multi-stakeholder governance and product diversification strategies, such as the One Tambon One Product program, can reduce dependence on external funding. For Jurangmangu, the practical implication is the need to develop a multi-stakeholder governance structure involving representatives from village communities, cycling communities, local governments, and private sector actors to broaden decision-making authority and create access to alternative financing opportunities [67], [68].

Second, the revenue-sharing mechanism implemented through barangay regulations in the Philippines provides an example of a governance mechanism that can address the concentration of tourism-related economic benefits. Currently, tourism revenue at Jurangmangu is managed through the internal mechanisms of the Village-Owned Enterprise (BUMDes), with distribution decisions determined by the management structure. A more formal

revenue-sharing mechanism could strengthen equitable benefit distribution among community members while maintaining operational authority over capital allocation and investment decisions [69], [70]

Third, the integrated family sport tourism concept developed at Jurangmangu is supported by the growing emphasis on community-based and nature-based tourism models that combine multiple experiences for diverse visitor groups. Previous rural tourism research indicates that tourism packages integrating recreation, education, cultural interaction, and nature-based experiences can enhance visitor engagement, extend length of stay, and increase local economic benefits compared with single-attraction tourism models [57]. The Bukit Subuh glamping facility, combined with a loading trail for recreational cycling, offers Jurangmangu an opportunity to develop this multifunctional tourism model further.

The integrated family sport tourism model identified in this study extends previous sport tourism research that has largely focused on athletes, sport events, and destination attractiveness as the primary units of analysis. While previous studies have demonstrated the economic and experiential value of sport tourism activities, limited attention has been given to how destinations can accommodate heterogeneous visitor groups in which participants and non-participants travel together. The Jurangmangu case provides empirical evidence that family-oriented integration can function as a strategic destination innovation by transforming sport facilities from specialized activity sites into inclusive multi-experience tourism environments. This contribution expands the conceptual understanding of rural sport tourism by positioning family inclusiveness and experience diversification as important dimensions of destination competitiveness.

3.9 Limitations and Future Research Directions

This study has several limitations that should be considered. First, the number of tourists and community informants is relatively limited, reflecting Jurangmangu Adventure Village's status as a small-scale community destination with a limited number of stakeholders. Specifically, the number of tourist informants was only 1, which limited the generalizability of the findings on tourist perceptions. Future research should use larger sample sizes and systematic sampling methods in tourist surveys to gain a more robust understanding of tourism demand patterns, visitor satisfaction factors, and willingness-to-pay characteristics across various tourist segments.

Second, the study's focus, which places greater emphasis on supply-side infrastructure and stakeholder perceptions, results in an incomplete depiction of market demand dynamics. Third, the cross-country comparative analysis, although based on published literature and the co-authors' expertise, does not use primary field data from Thailand or the Philippines. Therefore, the analysis is more appropriately understood as an expertise-based analytical contribution rather than a full-fledged field-comparative study. Future research is recommended to collect primary data at community-based tourism destinations in Thailand and barangay-based ecotourism sites in the Philippines to produce a more comprehensive three-country comparative study.

4. CONCLUSION

The research results show that Jurangmangu Adventure Village has developed into a rural sports tourism destination that integrates various tourism products through a combination of adventure activities, educational tourism, and community-based services. This development is marked by the availability of trekking infrastructure, mountain biking facilities, recreational cycling trails, and glamping accommodations, which enhance the destination's appeal. However, current development challenges no longer focus on providing physical infrastructure, but rather on strengthening institutional governance, increasing community participation in decision-making, and creating a sustainable financing system.

The main contribution of this research lies in the development and empirical validation of the integrated family sports tourism model as a strategy with the potential to enhance the competitiveness of rural adventure tourism destinations. By integrating sports activities, such as downhill mountain biking and trekking, with agrotourism, educational programs, and family-friendly accommodation, Jurangmangu Adventure Village can meet the needs of tourists with diverse travel motivations in a single destination. A comparative perspective, drawing on governance experiences in Thailand and the Philippines, further strengthens the model's potential for adaptation to develop more inclusive and sustainable rural sports tourism destinations in Southeast Asia.

The research findings also indicate that future destination development should focus on establishing governance that engages diverse stakeholders, increasing transparency in the distribution of tourism-derived economic benefits to communities, expanding strategic partnership networks, and developing more integrated family sports tourism packages. These efforts are expected to strengthen institutional capacity, increase community involvement, strengthen destination competitiveness, and reduce dependence on external funding sources.

Further research is recommended to involve a larger number of tourists through surveys with a more representative sample, to conduct comparative studies based on field data at community-based tourism destinations across various Southeast Asian countries, and to conduct longitudinal research on the dynamics of destination governance. This approach is expected to provide a more comprehensive understanding of the sustainability of

destination management and to evaluate the long-term effectiveness of implementing the integrated family sports tourism model.

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AUTHOR CONTRIBUTIONS

Conceptualization, E.P.S., P.S., and M.R.P.; Methodology, E.P.S. and P.S.; Validation, P.S. and M.R.P.; Formal Analysis, E.P.S.; Investigation, E.P.S.; Resources, E.P.S., P.S., and M.R.P.; Data Curation, E.P.S.; Writing – Original Draft Preparation, E.P.S.; Writing – Review & Editing, P.S. and M.R.P.; Visualization, E.P.S.; Supervision, P.S. and M.R.P.; Project Administration, E.P.S.

CONFLICTS OF INTEREST

The authors declare no conflict of interest.

USE OF ARTIFICIAL INTELLIGENCE (AI)-ASSISTED TECHNOLOGY

Not applicable.

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