



**JUARA: Jurnal Olahraga**  
E-ISSN 2655-1896 ISSN 2443-1117  
<https://doi.org/10.33222/juara.v8i1.2712>



## Promotion of Paragliding Sports Tourism Wayu Sigi Regency in Terms of Aspects of Community Welfare and Visitor Satisfaction

Moh. Rifki<sup>1\*</sup>, Bambang Budi Raharjo<sup>2</sup>, Sulaiman<sup>3</sup>

<sup>1,2,3</sup> Faculty of Sport Science, Universitas Negeri Semarang, Semarang City, Central Java 50229, Indonesia

\*e-mail: [rifkyyuhammad3@gmail.com](mailto:rifkyyuhammad3@gmail.com)

### Info Artikel

#### Article History:

Received 01 November 2022

Approved 27 January 2023

Published 01 February 2023

#### Keywords:

Promotion, Tourism, Sports, Community Welfare, Visitor Satisfaction

### Abstract

This study aims to analyze the promotion of Wayu paragliding sports attractions regarding the welfare of the people who work there and visitor satisfaction. The design of this study uses methods (*Mixed Methods*) combining quantitative and qualitative research with the *Convergent Parallel Design* design. Research data collection techniques using observations in the field with media (observation, interviews, questionnaires, and documentation). Qualitative research data analysis techniques use the help of NVivo 12 software to find out the results of interviews with four respondents. Meanwhile, quantitative research data from filling out questionnaires from 15 workers at tourist attractions and 387 tourist visitors, then analyzed descriptive percentages with the help of Microsoft Excel and SPSS 22 software. The results of qualitative research data show that (a) the lack of use of social media, (b) not promoting in detail tourist attractions, (c) the strategic location of tourist attractions that show the scenery of Palu City, Wayu paragliding sports attractions as training grounds, championship events, camping grounds, and places for national day commemoration ceremonies (c) create jobs for the community, access to poor locations, the facilities, and infrastructure in the Wayu paragliding sports attraction is quite good. The results of quantitative research data on community welfare and visitor satisfaction are in the moderate category. Based on the results of the study, it can be concluded that the Wayu paragliding sports attraction has potential that can be promoted through social media judging from the supporting facilities and infrastructure than its strategic location as a paragliding sports venue and camping ground as well as support from other uniqueness in the Wayu paragliding sports attraction. It can significantly contribute to improving community welfare and the satisfaction and comfort of visitors.

© 2023 Moh. Rifki, Bambang Budi Raharjo, Sulaiman  
Under the license CC BY-SA 4.0

✉ Alamat korespondensi: Kampus Pascasarjana UNNES Jl. Kelud Utara 3, Semarang

E-mail: [rifkyyuhammad3@gmail.com](mailto:rifkyyuhammad3@gmail.com)

## INTRODUCTION

Sports tourism currently has a great opportunity as an approach to increasing human resources for areas that have high potential as sports tourism objects that have attractiveness as a means of promoting the local area to tourists or visitors who come to watch an event and at the same time travel. Strategy, planning, and development is an innovation in sports tourism promotion using media that work with intelligence and creation that empowers cooperative relationships. Sports tourism in a place directly can also provide benefits for the surrounding area because it can open up valuable business opportunities, such as selling food, drinks, and transportation services, both traditional and regular. Promotion is an activity of introducing products, locations, and services; it is thus revealed that promotions are carried out to provide information about an item or business to the public so that they are interested in getting, buying, and visiting. (Filo et al., 2015; Fitriantono et al., 2018; Komania et al., 2019; Usman, 2019)

The use of science and technology (IPTEK) is increasing, especially in marketing communication. It was explained that promotion could be done in three ways, especially online media promotion, direct promotion, and promotion through cooperation. Today's technology makes it easy to convey the latest information without waiting long; this can affect the community's economy. Advertising is not only done locally but also universally by utilizing internet

media. Setting up a system to upgrade the industrial travel park to the world market is an attempt to increase the tourism industry as a hallmark of the development of the global sports tourism industry. (Moekahar & Daherman, 2020; Nikolskaya et al., 2020)

The sports tourism industry is an essential part of the national economic development system that contributes to the improvement and survival of the community and creates jobs for the surrounding community. The development of the sports tourism industry can also improve social relations and the community's quality of life regarding food security systems. The story of the tourism industry can support community efforts to advance the local economy with participation from local governments, tourism managers, communities, communities, and Non-Governmental Organizations (NGOs) as non-governmental organizations that manage it (Rahman et al., 2020)

Sports tourism is a popular tourism industry that attracts many tourists to visit and contributes significantly to the improvement of the economy in the community. Explained that sports tourism industry planning has enormous potential now to influence several aspects to encourage the economy, services and services, socio-culture, and support the government in national development in sports tourism. It is stated that the sports tourism industry is one of the businesses that play a role in environmental, socio-cultural, economic planning, and community-based planning governance to create jobs in the sports industry to improve community welfare and maintain

and preserve culture in the local area/tourist location (Darabi et al., 2020; Nasrulloh et al., 2019).

The sports tourism industry can be divided into two. Namely, sports can be as activities/events or a branch of tourist attractions; some supporting variables include broad communication, electronic, website-based social media, print media, rental of sports facilities, infrastructure, opportunities, and produce results that are much more. The relationship between sports tourism and industry has a significant affinity with development and development planning strategies that have contributed to managing the management framework and improving people's welfare and quality of life. The development of the sports tourism industry provides experience in the supply and demand system of production in economic improvement influenced by changes in market demand and government policies in the tourism sector, which is the main attraction in the socio-cultural utilization and economic progress of the community. (Nasrulloh et al., 2019; Ramkissoon, 2022; Zhu et al., 2021)

The development of the sports tourism industry in Indonesia is currently one of the government's concerns to continue making changes to attract tourists to visit. Defines that several factors attract the focus of government attention in planning the development of the sports tourism industry. Indonesia's population is vast with strategic regional conditions, so it becomes a marketing target in the industry. Indonesia's natural resources, such as the sea, mountains, and forests, are the principal

capital for developing the sports industry, are rich. (Hudah, 2017)

This is reinforced by suggesting that the factors influencing the sports tourism industry in technological developments include the environmental, economic, political, social, and cultural communities and several aspects of relationships with partners related to organizational cooperation and business assistance to the community. (Mushtaq & Shahzad, 2019)

Success in the sports tourism industry is one aspect that affects economic development in Indonesia, especially the community's economy and regional income. The sports industry in sports tourism is one way of creating an advanced society in natural resource management and tourism processing management. Currently, the sports tourism industry is one of the government's priorities in developing the fields of investment, planning, education, and marketing. According to explained, sports tourism is an industry that creates one of the modern sports industries, has an impact on the development of facilities and infrastructure, and the development of industry, including improving tourism-based sports management. The modern travel industry is often considered essential to improving the country's economy, with such advancements deemed attractive to the business sector and the search for new experiences. (Utomo, 2018; Tavakolmia, 2020; Kastenholz et al., 2012)

Tourism product promotion strategies can support the economic development of people in tourist attraction locations due to

geographical location and supportive climate as well as natural resources that support recreational facilities and infrastructure to be unique and create cultural opportunities to develop various types of tourism, according to. Promotional strategies in conducting marketing communications can be done in three ways: communication using social media, partner cooperation communication, and public relations communication. The marketing information process can develop effective marketing promotion strategies, especially in the sports tourism industry, which is one of the industries that influence people's lives by utilizing existing natural resources. Marketing strategies can improve products and services, helping marketing make communication monitoring, targeting, segmentation, media branding, and positioning decisions. The promotion strategy in the tourism marketing industry must consider two aspects: aspects of the strategy system and tactics of adapting to market changes; and marketing aspects of price, product, advertising, and consumer, which constitute a tourism system service that develops in marketing (Nikolskaya et al., 2020; Moekahar & Daherman, 2020; Yamashita & Takata, 2020; Demirbas, 2018; Sushchenko & Ekouaghe, 2019)

With the development of technology and information, many tourism industries are utilizing promotional media for tourist destinations to provide information to potential tourists, including the Wayu paragliding sports industry. One of the promotions used by Wayu paragliding tour managers is only Instagram

and Youtube social media to convey information about the beauty of tourism and paragliding tourism facilities and infrastructure. However, the manager needs to share information about the profile of paragliding tourist attractions, entrance ticket prices, equipment rentals, restaurants, and nearby hotels/inns where prospective tourists need the information before traveling. Currently, the provincial and local governments continue to make changes in regulations, promotions, and strategies in planning the economic recovery process in all community sectors and regional income, one of which is the tourism sector which has experienced a decline in strength.

## **METHODS**

This research design uses a method (Mixed Methods) combining quantitative and qualitative research with the creation of a Convergent Parallel Design. Research data collection techniques using observation in the field with media (observation, interviews, questionnaires, and documentation). Qualitative research data analysis technique using the help of NVivo 12 software to find out the results of interviews with four respondents. While quantitative research data from filling out questionnaires from 15 workers at tourist attractions and 387 tourist visitors, then analyzed descriptive percentages with the help of Microsoft Excel and SPSS 22 software.

## **FINDINGS AND DISCUSSION**

### **Findings**

Based on the results of observations, documentation, and interviews conducted with four agencies or respondents, namely the Sigi Regency Tourism Office, Sigi Regency FASI, Wayu Village Government, and Tourism

Management about social media used to promote Wayu Paragliding sports tourism objects, namely using Instagram, Facebook, and Youtube social media.

Furthermore, from the results of data analysis conducted by researchers using the help of Nvivo 12 software, it can be concluded that the promotions carried out by the Sigi Regency Tourism Office, Sigi Regency FASI, Wayu Village Government, and Tourism Management are using Instagram, Facebook, and Youtube social media to convey information to potential visitors.

Aspects of community welfare at wayu paragliding sports tourism object, sigi regenc. Based on the results of research in the form of data obtained from questionnaires with a total of 20 statements, 15 people were given to people who work as traders,

lodging service rentals, paragliding pilot services, and parking attendants at Wayu paragliding sports attractions, Sigi Regency as many as 15 people.

This study describes, describes, and analyzes the welfare of the community in Wayu paragliding sports tourism object, Sig Regency, Central Sulawesi Province. Furthermore, the data were tabulated using the help of Microsoft Excel 2013 Application and analyzed using SPSS 22 to find out data information, including standard deviation and mean values from aspects of community welfare in Wayu paragliding sports tourism object, Sigi Regency, Central Sulawesi Province that has been carried out. So, the results of the data analysis obtained are minimum value: 61.00; Maximum value: 86.00; standard deviation: 6.01; mean: 71.20.

Table 1 Frequency Distribution of Community Welfare in tourist attractions

No	Interval	Category	Frequency	Percentage
1	80.22 < X	Very High	1	7%
2	74.21 < X ≤ 80.22	Tall	2	13%
3	68.19 < X ≤ 74.21	Keep	6	40%
4	62.18 < X ≤ 68.19	Low	5	33%
5	X ≤ 62.18	Very Low	1	7%
Sum			15	100%

Based on the table above, it can be explained that from the sample number of 15 people who work as traders, lodging service rentals, pilot services, and paragliding equipment as well as parking attendants at Wayu paragliding sports attractions, Sigi Regency, it can be seen that the results of community welfare data analysis are at a meager percentage of 7%; low 33%; medium 40%; high 13%; Very high 7%. The results of community welfare in the Wayu paragliding

sports tourism object, Sig Regency, Central Sulawesi Province, are in the medium category when viewed from the average score, which is 71.20 at intervals 68.19 to 74.05. So, the results of the data analysis can be concluded that Wayu paragliding sports tourism objects have a moderate impact on improving community welfare in Wayu Village, Sigi Regency, Central Sulawesi Province.

Visitor Satisfaction Aspects of Wayu Paragliding Sports Tourism Sigi Regency

This study aims to analyze the Promotion of Wayu Paragliding Sports Tourism in Sigi Regency, Central Sulawesi Province: in terms of Visitor Satisfaction Aspects based on the results of research in the form of data obtained from questionnaires with a total of 25 statements distributed with the help of *google forms* to visitors to Wayu paragliding sports attractions, Sigi Regency as many as 387 people.

This study describes and analyzes visitor satisfaction at Wayu Paragliding sports

attraction, Sigi Regency, Central Sulawesi Province. Furthermore, the data were tabulated using the help of Microsoft Excel 2013 application and analyzed using SPSS 22 to find out data information, including standard deviation and mean values from the aspect of visitor satisfaction with Wayu paragliding sports attractions, Sigi Regency, Central Sulawesi Province. So, the results of the data analysis obtained are minimum value: 41.00; Maximum value: 120,00; standard deviation: 9.35; mean: 94.90.

Table 2 Frequency Distribution of Visitor Satisfaction with Attractions

No	Interval	Category	Frequency	Percentage
1	108.93 < X	Very High	29	7%
2	99.58 < X ≤ 108.93	Tall	73	19%
3	90.23 < X ≤ 99.58	Keep	169	44%
4	80.88 < X ≤ 90.23	Low	99	26%
5	X ≤ 80.88	Very Low	17	4%
Sum			387	100%

Based on the table above, it can be explained that from the sample number of 387 people who have visited the Wayu paragliding sports attraction, Sigi Regency, it can be seen that the results of the analysis of visitor satisfaction data on the Wayu paragliding sports attraction are at a meager percentage of 4%; low 26%; medium 44%; high 19%; Very high 7%. The results of visitor satisfaction with the Wayu paragliding sports tourism object, Sigi Regency, Central Sulawesi Province, when viewed from the average score of 94.90 at intervals of 90.23 to 99.58, are in the medium category. So, the results of the data analysis can be concluded that visitor satisfaction with Wayu paragliding sports attractions to visitors is in the medium category. The overall results of visitor

satisfaction with Wayu Paragliding Sports Tourism Promotion in Sigi Regency, Central Sulawesi Province, are measured from three indicators that influence the satisfaction of prospective visitors and visitors. This indicator can be described as follows:

Based on the research results in the form of data obtained from questionnaires with seven statements distributed with the help of Google forms to visitors to Wayu Paragliding sports attractions, Sigi Regency, as many as 387 people. This study describes and analyzes visitor satisfaction with promotions through social media of Wayu Paragliding sports attractions, Sigi Regency, Central Sulawesi Province. Furthermore, the data were tabulated using the help of Microsoft Excel 2013 application and analyzed using SPSS 22 to find out data information, including

standard deviation and mean values from the aspect of visitor satisfaction with social media promotion of Wayu paragliding sports tourism object, Sigi Regency, Central Sulawesi Province that has been carried out. So, the results of the data analysis obtained are minimum value: 11.00; Maximum value: 35.00; standard deviation: 3.37; mean: 27.25.

Based on the frequency distribution table below from the sample number of 387 people who have visited Wayu paragliding sports attractions, Sigi Regency, it can be seen that the results of visitor satisfaction data analysis from the promotion of Wayu paragliding sports attractions are at a meager

percentage of 8%; low 16%; medium 45%; high 27%; Very high 5%.

The results of visitor satisfaction with the social media promotion of Wayu paragliding sports tourism objects, Sigi Regency, Central Sulawesi Province, when viewed from the average score of 27.25 at intervals of 25.56 to 28.94 are in the medium category. The results of the data analysis can be concluded that visitor satisfaction with social media promotions to provide information about Wayu paragliding sports attractions to potential visitors is in the medium category.

**Table 3 Frequency Distribution of Visitor Satisfaction with Attraction Promotion**

No	Interval	Category	Frequency	Percentage
1	$32.31 < X$	Very High	20	5%
2	$28.94 < X \leq 32.31$	Tall	103	27%
3	$25.56 < X \leq 28.94$	Keep	173	45%
4	$22.19 < X \leq 25.56$	Low	61	16%
5	$X \leq 22.19$	Very Low	30	8%
Sum			387	100%

Based on the research results in the form of data obtained from questionnaires with seven statements distributed with the help of Google forms to visitors to Wayu Paragliding sports attractions, Sigi Regency, as many as 387 people.

This study describes and analyzes visitor satisfaction with the potential of Wayu paragliding sports tourism object, Sigi Regency, Central Sulawesi Province. Furthermore, the data were tabulated using the help of Microsoft Excel 2013 application and analyzed using SPSS 22 to find out data information, including standard deviation and mean values from the aspect of visitor

satisfaction with the potential of Wayu paragliding sports tourism object, Sigi Regency, Central Sulawesi Province. So, the results of the data analysis obtained are minimum value: 11.00; Maximum value: 35.00; standard deviation: 3.29; mean: 28.34.

Based on the frequency distribution table below from the sample number of 387 people who have visited Wayu paragliding sports attractions, Sigi Regency, it can be seen that the results of visitor satisfaction data analysis from the potential aspects of Wayu paragliding sports attractions are at a meager percentage of 6%; low 23%; medium 38%; high 25%; Very high 8%. Visitor satisfaction

results with the potential aspects of Wayu paragliding sports tourism objects, Sigi Regency, Central Sulawesi Province, when viewed from the average score of 28.34 at intervals of 26.69 to 29.98 are in the medium

category. The results of the data analysis can be concluded that visitor satisfaction with potential aspects of Wayu paragliding sports attractions is in the medium category.

Table 4 Frequency Distribution of Visitor Satisfaction with Potential Attractions

No	Interval	Category	Frequency	Percentage
1	$33.27 < X$	Very High	31	8%
2	$29.98 < X \leq 33.27$	Tall	97	25%
3	$26.69 < X \leq 29.98$	Keep	147	38%
4	$23.40 < X \leq 26.69$	Low	90	23%
5	$X \leq 23.40$	Very Low	22	6%
Sum			387	100%

Based on the research results in the form of data obtained from questionnaires with a total of 11 statements distributed with the help of google forms to visitors to Wayu Paragliding sports attractions, Sigi Regency, as many as 387 people.

This study describes and analyzes visitor satisfaction with the facilities and infrastructure of Wayu paragliding sports tourism object, Sigi Regency, Central Sulawesi Province. Furthermore, the data were tabulated using the help of Microsoft Excel 2013 application and analyzed using SPSS 22 to find out data information, including standard deviation and mean values from the aspect of visitor satisfaction with the facilities and infrastructure of Wayu paragliding sports tourism object, Sigi Regency, Central Sulawesi Province. So, the results of the data analysis obtained are minimum value: 19.00; Maximum value: 51.00; standard deviation: 4.61; mean: 39.32.

Based on the frequency distribution table below from the sample number of 387 people who have visited the Wayu paragliding sports attraction, Sigi Regency, it can be seen that the results of visitor satisfaction data analysis from the aspect of facilities and infrastructure of the Wayu paragliding sports attraction are at a meager percentage of 5%; low 16%; medium 36%; high 26%; Very high 5%. The results of visitor satisfaction with aspects of facilities and infrastructure of Wayu paragliding sports tourism objects, Sigi Regency, Central Sulawesi Province, when viewed from the average score of 39.32 at intervals of 37.02 to 41.62 are in the medium category. So, the results of data analysis can be concluded that visitor satisfaction with aspects of facilities and infrastructure of Wayu paragliding sports attractions is in the medium category.



Table 5 Frequency Distribution of Visitor Satisfaction with Tourist Attraction Facilities and Infrastructure

No	Interval	Category	Frequency	Percentage
1	$46.23 < X$	Very High	19	5%
2	$41.62 < X \leq 46.23$	Tall	101	26%
3	$37.02 < X \leq 41.62$	Keep	139	36%
4	$32.41 < X \leq 37.02$	Low	108	28%
5	$X \leq 32.41$	Very Low	20	5%
Sum			387	100%

## Discussion

Based on the results of observational data analysis, documentation, and interviews about the promotion of Wayu paragliding sports attractions carried out at the Sigi Regency Tourism Office, Sigi Regency FASI, Wayu Village Government, and Tourism Management only show pictures of potential tourist attractions, namely scenery, facilities, and infrastructure as well as those in Wayu paragliding sports attractions and do not promote in detail about information such as ticket prices, Rental of pilot services and paragliding equipment, lodging rentals and so on. Promotion using electronic social media has a significant impact on the dissemination of information so that it can introduce attractions faster (Kurnianto & Dhewi, 2022). This is due to the need for more use of technology and information media, one of which is influenced by unstable signal access.

Therefore, researchers made a *pamphlet* on the price of entrance tickets and rentals of facilities and infrastructure in paragliding sports attractions by regional regulations of Sigi Regency No. 3 of 2019. Then the *pamphlet* was promoted through social media Instagram, WhatsApp Bot, Telegram Bot and *the Website* "Info Paralayang Wayu," created

by researchers to help promote Wayu paragliding sports tourism object, Sigi Regency, Central Sulawesi Province through social media. Digital media promotion, such as (social media, websites, and other applications) is a very effective way. In addition to being easily accessible, the promotion process is more straightforward, and disseminating information is faster and easier to reach everyone. It uses little cost in promoting a product. (Martens & Reiser, 2019)

Each social media used in addition to promotion, researchers also added automatic messaging service features using the help of WhatsApp Bot and Telegram Bot to help tour managers in the service process through WhatsApp and Telegram for prospective visitors to find out Wayu paragliding information.

Sports activities influence aspects of human life from ideological, economic, social, cultural, and political aspects. In addition, sports activities influence the success of national development, namely the development of the quality of human resources (HR), economy, and management systems, as well as sports coaching in improving the quality of human resource development. (Hudah, 2017)Based on the analysis of research

questionnaire data obtained from a sample of 15 people who work as traders, rental lodging services, pilot services, and paragliding equipment, as well as parking attendants at Wayu paragliding sports tourism objects, Sigi Regency, is in the medium category.

Tourism development can improve rural communities' social and economic life, provide benefits to local communities, and create community employment. Community support in the process of developing tourism objects contributes to improving community welfare such as economic, environmental, social, and cultural benefits and influences local governments and related agencies (Nofiyanti et al., 2021; Chang et al., 2020)

With the Wayu paragliding sports tourism object, people's welfare has increased even though it has no significant influence. However, this tourist attraction opens up job opportunities for the community, such as traders and parking attendants at the Wayu paragliding sports attraction. Tourism influences the community's economy in terms of material and non-material life (Eslami et al., 2019).

Promotion is a strategy utilized to market industries such as tourism, arts, and culture to attract and provide information to domestic and international tourists. Sports tourism promotion has a strong positive impact. It can contribute to local and national economies, whereas web technologies or platforms are commercial systems that provide services with the help of technology that contributes to further promotion.(Fianto et al., 2021; Achilleos et al., 2021)

Based on the data analysis of research questionnaires on visitor satisfaction with promotions through social media about Wayu paragliding sports attractions was obtained from a sample of 387 people who had visited in the medium category. This can be seen from the results of surveys carried out by researchers; it can be concluded that there still needs to be more use of social media in promotion. If done consistently, it can significantly influence the increase in visitors to the Wayu paragliding attraction. Significantly promoting messages through social media can provide a link between post-visit behavior and recommendations (Plunkett & Brooks, 2018).

The tourism industry is the sector that has the most potential to provide excellent opportunities for local governments, managers, and communities to improve community welfare and influence regional budget revenues (PAD) and community income because this tourist attraction can provide jobs for the local community. The potential of tourist attractions influences the development of sports tourism. (Skivalou & Filippidi, 2017)

Based on the data analysis of a research questionnaire on visitor satisfaction with the potential of Wayu paragliding sports tourism objects were obtained from a sample of 387 people who had visited in the medium category. In addition, the potential of the Wayu paragliding sports attraction is the strategic location of the tourist attraction that shows the scenery of Palu City. In addition, this tourist attraction is a training place for athletes and paragliding sports championship events and a

camping ground for the general public as a weekend place with family and relatives. Currently, the Sigi Regency Government utilizes the potential of Wayu paragliding sports tourism objects as one of the leading tourist attractions because this place has held international paragliding activities two times in 2016 and 2022.

In addition, Wayu paragliding sports tourism objects are not only a place for athlete training and paragliding sports championship events, but the government and managers also open camping grounds for the general public as a weekend place with family, friends, and relatives because of the strategic location of tourist attractions that show views of Palu City. The potential of natural resources is an inherent heritage in tourist sites to contribute to the social life of residents, culture, economy, and local communities. (Oladeji, 2021)

Sports tourism objects have a positive impact on what is felt by the community. The potential of Wayu paragliding sports tourism objects provides excellent opportunities for local governments, managers, and the community to develop the potential in Wayu Village to improve community welfare and influence regional budget revenue (PAD) and community income because this tourist attraction can provide jobs for the community. The development of an area tourist attraction will directly impact the characteristics of the social life of the people of the tourist attraction area. It can influence the people's daily lifestyle at the location of the tourist attraction. (Chang et al., 2022)(Hemmonsbey &; Tichaawa, 2020)

Tourism facilities and infrastructure complement and aim to facilitate the process of tourism activities that can run smoothly (Ghani, 2017). Facilities and infrastructure are one of the supports in tourism, but etymologically facilities and infrastructure and tourism have differences but have a significant relationship with each other (. Based on the analysis of the research questionnaire, data on visitor satisfaction with the facilities and infrastructure of the Wayu paragliding sports tourism object was obtained from a sample of 387 people who had visited in the medium category. Putra et al., 2020)

With adequate facilities and infrastructure, it can impact visitor satisfaction so that there is a desire to visit again and recommend to family, friends, and closest relatives to visit Wayu Paragliding sports attractions. Facilities and infrastructure influence the interest in visiting again.(Rini & Wibowo, 2022)

Wayu Paragliding sports attractions also have other supporting facilities and infrastructure that function as an attraction for tourist visitors. The facilities and infrastructure in Wayu paragliding sports attractions are: 1) Parking; 2) Tourist Information Center; 3) Souvenir Kiosk; 4) Food and Beverage Vendor Kiosk; 5) Food Centre; 6) Gazebo; 7) Bantaya/Assembly Hall; 8) Binoculars; 9) View Tower; 10) WC/Toilet.

## CONCLUSION

Based on the discussion about Wayu Paragliding Sports Tourism Promotion, Sigi

Regency, Central Sulawesi Province, in terms of Community Welfare and Visitor Satisfaction, it can be concluded as follows:

Promotion with the help of social media includes 1) Instagram, 2) Facebook, 3) Youtube, 4) WhatsApp, 5) Telegram, and 6) the Website "Info Paragliding Wayu." Each social media used in addition to promotion, researchers also added automatic messaging service features using the help of WhatsApp Bot and Telegram Bot to help tour managers in the service process through WhatsApp and Telegram for prospective visitors to find out Wayu paragliding information.

Potentials include: 1) Providing excellent opportunities for local governments, managers, and communities; 2) Improving community welfare; 3) Increasing regional budget revenue (PAD); 4) As a place for paragliding championship events; 5) As a pralaya training ground, 6) as a camping ground.

Welfare includes: 1) Creating jobs, 2) Increasing tourism development, 3) Improving the quality of social life, and 4) Improving the community's economy. Visitor satisfaction, including: 1) Information on Wayu paragliding sports attractions, 2) Wayu paragliding sports tourism facilities and infrastructure, 3) Pontesi Wayu paragliding sports tourism objects.

## REFERENCES

Achilleos, A., Makrominas, M., Markides, C., Alexandrou, R., Konstantinidis, A., Papacosta, E., Constantinides, P., Zikouli, E., & Tselepos, L. (2021). Promoting active sports tourism through technology and evaluating its economic impact:

experiences from Cyprus. *Journal of Sport & Tourism*, 25(4), 297–315. <https://doi.org/10.1080/14775085.2021.1965009>

Chang, M. X., Choong, Y. O., & Ng, L. P. (2020). Local residents' support for sport tourism development: the moderating effect of tourism dependency. *Journal of Sport and Tourism*, 24(3), 215–234. <https://doi.org/10.1080/14775085.2020.1833747>

Chang, M.-X., Choong, Y.-O., Ng, L.-P., & Seow, A.-N. (2022). The importance of support for sport tourism development among local residents: the mediating role of the perceived impacts of sport tourism. *Leisure Studies*, 41(3), 420–436. <https://doi.org/10.1080/02614367.2021.2011950>

Darabi, M., Keshtidar, M., Alizaei-Yousef-Abadi, O., Heydari, R., & Nazari-Torshizi, A. (2020). Scenario Planning of the Future of Sports Tourism Industry in Mashhad. *Annals of Applied Sport Science*, 8(4), 1–13. <https://doi.org/10.29252/aassjournal.788>

Demirbas, E. (2018). An Overview on Traditional and Electronic Word of Mouth Communication (WOM). *Lectio Socialis*, 2(1), 16–26.

Filo, K., Lock, D., & Karg, A. (2015). Sport and social media research: A review. *Sport Management Review*, 18(2), 166–181. <https://doi.org/10.1016/j.smr.2014.11.001>

Fitriantono, M. R., Kristiyanto, A., & Siswandari, S. (2018). Potensi Alam untuk Olahraga Rekreasi. *Prosiding Seminar Nasional IPTEK Olahraga*, 1(1), 9–11.

Fianto, A, Y, A, Erstiawan, S, M & Rudi Santoso. (2021). Strategi Pengembangan Wisata Paralayang Di Kota Batu. *Majalah Ekonomi*, 26 (1), 71–78. <https://doi.org/10.36456/majeko.vol26.no1.a3955>

Ghani, Y. A. (2017). Pengembangan Sarana Prasarana Destinasi Pariwisata Berbasis

- Budaya di Jawa Barat. *Jurnal Pariwisata*, 1. <http://ejournal.bsi.ac.id/ejurnal/index.php/jp22>
- Hemmonsbey, J., & Tichaawa, T. M. (2020). Brand messages that influence the sport tourism experience: the case of South Africa. *Journal of Sport and Tourism*, 24(3), 177–194. <https://doi.org/10.1080/14775085.2020.1822200>
- Hudah, M. (2017). Sport Tourism Sebagai Strategi Dan Tantangan Perkembangan Social Olahraga Dalam Kehidupan Masyarakat. *Seminar Nasional KeIndonesiaan II Tahun 2017*, 598–706.
- Kastenholz, E., João, M., Peixeira, C., & Lima, J. (2012). Understanding and managing the rural tourism experience — The case of a historical village in Portugal. *TMP*, 4, 207–214. <https://doi.org/10.1016/j.tmp.2012.08.009>
- Kurnianto, M., & Dhewi, T. S. (2022). Social Media Marketing On Brand Equity Of L'sima Tourism, Intermediating Role: Electronic Word Of Mouth. *Journal of Business and Management Review*, 3(1), 031–044. <https://doi.org/10.47153/jbmr31.2712022>
- Putra, P. K., Sulaiman, & Hartono, M. (2020). Government Policy on Provision of Facilities and Infrastructure Public Sports in Pati Regency Article Info. *Journal of Physical Education and Sports*, 9(1), 63–68. <https://journal.unnes.ac.id/sju/index.php/jpes>
- Martens, H. M., & Reiser, D. (2019). Analyzing the image of Abu Dhabi and Dubai as tourism destinations – The perception of first-time visitors from Germany. *Tourism and Hospitality Research*, 19(1), 54–64. <https://doi.org/10.1177/1467358417690436>
- Moekahar, F., & Daherman, Y. (2020). *Marketing Communication of Parkour Sport*. 452(Aicosh), 128–130. <https://doi.org/10.2991/ISSN.2792-2646.V12I2P128-130>
- <https://doi.org/10.2991/assehr.k.200728.028>
- Mushtaq, M., & Shahzad, M. (2019). *Economic and Social Benefits Exploration through Tourism Industry: An e-Marketing Perspective. IV(I)*, 449–455.
- Nasrulloh, A., Sumaryanto, M., Nugroho, S., & Sumarjo, M. (2019). *The strategy of Sport Industry Development is Supporting Tourism in DIY. May 2020*. <https://doi.org/10.2991/yishpess-cois-18.2018.62>
- Nikolskaya, E. Y., Blinova, E. A., Lepeshkin, V. A., Kulgachev, I. P., & Shadskaja, I. G. evna. (2020). Strategy for the promotion of a tourism product in the international market. *International Journal of Advanced Research in Engineering and Technology*, 11(2), 238–245. <https://doi.org/10.34218/IJARET.11.2.2020.024>
- Nofiyanti, F., Zulyanti Nasution, D., Octarina, D., & Agie Pradhipta, R. M. W. (2021). Local Wisdom for Sustainable Rural Tourism: The Case Study of North Tugu Village, West Java Indonesia. *E3S Web of Conferences*, 232. <https://doi.org/10.1051/e3sconf/202123202031>
- Oladeji, S. (2021). Heritage Sports Tourism For Sustainable Development In Nigeria. *Journal of Tourism & Sport Management (JTSM)*, 4(July), 365–374.
- Plunkett, D., & Brooks, T. J. (2018). Examining the relationship between satisfaction, intentions, and post-trip communication behavior of active event sport tourists. *Journal of Sport and Tourism*, 22(4), 303–313. <https://doi.org/10.1080/14775085.2018.1532806>
- Pudia M. Indika, Hijriyantomi Suyuthie, A. K. E. S. (2019). Management Of Sports Tourism Management In Mentawai Islands. *International Journal of Tourism, Heritage and Recreation Sport*, 1(2), 16–19. <https://doi.org/10.24036/ijthrs.v1i2.26>

- Rahman, Y., Asbi, M, A., Putri, T, H. (2020). Analisis Perubahan Perilaku Ekonomi Masyarakat Sebagai Dampak Pengembangan Pariwisata Berbasis Masyarakat (Studi Kasus Penggerak Wisata Desa Wisata Pesisir Pagar Jaya Kabupaten Pesawaran). *Jurnal Nasional Pariwisata*, 12(April), 38–50. <https://doi.org/https://doi.org/10.22146/jnp.52569>
- Ramkissoon, H. (2022). COVID-19 Adaptive Interventions: Implications for Wellbeing and Quality-of-Life. *Frontiers in Psychology*, 13(March), 1–9. <https://doi.org/10.3389/fpsyg.2022.810951>
- Rini, R, P, O & Wibowo, A, E. (2022). Analisis Sarana Prasarana Terhadap Kepuasan Wisatawan Berdampak Kepada Minat Berkunjung Kembali Ke Jembatan Barelang. *Jurnal Mata Pariwisata* , 1 (1), 23–29. Diambil dari <https://jurnal.btp.ac.id/index.php/mata-btp/article/view/15>
- Skivalou, M., & Filippidi, E. (2017). Chinese tourism: Development and prospects for Greece. *Tourism and Hospitality Research*, 17(3), 325–335. <https://doi.org/10.1177/1467358415610372>
- Sushchenko, O., & Ekouaghe, M. (2019). Trends in the development of marketing technologies in the tourism market. *Economics of Development*, 18(1), 9–22. [https://doi.org/10.21511/ed.18\(1\).2019.02](https://doi.org/10.21511/ed.18(1).2019.02)
- Tavakolmia, J. (2020). Strategic Planning of Sports Tourism Development (Case Study : Sarein City ). *Journal of Culture and Tourism*, 18(1).
- Usman. (2019). Efektivitas Web Sebagai Media Promosi. *Deepublish, Pariwisata.Yogyakarta:*
- Utomo, A. W. (2018). Perkembangan industri olahraga obyek wisata dan rekreasi di Kabupaten Magetan. *Prosiding SNIKU (Seminar Nasional Ilmu Keolahragaan UNIPMA)*, 1(9), 116–126.
- Yamashita, R., & Takata, K. (2020). Relationship between prior knowledge , destination reputation , and loyalty among sport tourists. *Journal of Sport & Tourism*, 0(0), 1–11. <https://doi.org/10.1080/14775085.2020.1763192>
- Zhu, M., Yan, R., Wu, L., & Zhang, X. (2021). Research on the Development Path of Sports Tourism Industry from the Perspective of Experience Economy. *Advanced in Educational Technology and Psychology*, 119–126. <https://doi.org/10.23977/aetp.2021.530>