

Stadium as a Landmark: Captain I Wayan Dipta Stadium Tour Program as a New Attraction for Sports Tourism in Bali

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ABSTRACT

The Bali United Football Club's Captain I Wayan Dipta Stadium Tour Program, which was initiated recently, has started attracting tourists. This program, which has been running since 2019, is particularly popular among football fans. This study aims to explore the development of the Captain I Wayan Dipta Stadium Tour using a qualitative method. Data were collected through observation and interviews and analyzed using commodification theory. The research findings conclude that the development of the Captain I Wayan Dipta Stadium Tour, which began with Bali United's arrival in Bali and the renovation and beautification of the stadium, not only increased the stadium's popularity but also added a new tourist attraction to Bali's sports tourism. Bali's tourism, which is dominated by natural and cultural attractions, has expanded to include sports tourism in the form of stadium tours.

Keywords: Bali United FC, Captain I Wayan Dipta Stadium, stadium tour program, stadium as landmark, sport tourism

ABSTRAK

Program tur stadion Kapten I Wayan Dipta yang dicetuskan oleh klub sepak bola Bali United belakangan ini mulai menarik wisatawan. Program yang dilaksanakan sejak 2019 ini diminati oleh para wisatawan terutama para penggemar sepak bola. Penelitian ini bertujuan untuk mendeskripsikan pengembangan tur stadion Kapten I Wayan Dipta dengan menggunakan metode kualitatif. Data yang dikumpulkan dengan teknik observasi dan wawancara dianalisis dengan teori komodifikasi. Hasil penelitian menyimpulkan bahwa pengembangan wisata tur stadion Kapten I Wayan Dipta yang diawali dengan kedatangan Bali United ke Bali serta direnovasi dan dipercantikny stadion tersebut, tak hanya meningkatkan popularitas stadion tetapi juga menambah daya tarik wisata baru berupa wisata olah raga di Bali. Pariwisata Bali yang didominasi oleh wisata alam dan budaya kini bertambah karya dengan daya tarik wisata baru yaitu wisata olahraga berupa stadion tur.

Kata kunci: Bali United FC, Stadion Kapten I Wayan Dipta, Program Tur Stadion, stadion sebagai landmark, wisata olahraga

INTRODUCTION

Cultural tourism has long been the branding of Bali tourism, developed by the Dutch colonial government in the 1920s

(Picard, 1996; Vickers, 2013). The reason the Dutch colonial government developed Bali as a cultural tourism destination was to change the negative image of the colonial government

due to the Puputan Badung War in 1906 and the Puputan Klungkung War in 1908, which resulted in many Balinese deaths following the Dutch colonial military expansion. This negative image was changed through the process of Balinization or balisering (Juliantara, 2021, pp. 3-5; Sendra 2016). In subsequent developments, after Indonesia's independence, Bali's tourist attractions were not only culture and nature but also many creative attractions, such as spiritual tourism, marine tourism, water sports, culinary tourism, and cooking classes, which are usually categorized as special interest tourism (Trauer, 2006).

In the development of special interest tourism, there is also sports tourism. This can be seen from the surfing championships on Kuta Beach starting in the 1970s and becoming popular in the 1980s. Bali has also hosted several running sports competitions, such as the 'Bali 10 K' Marathon (10 kilometers) which was participated in by local, national, and world-class runners. The popularity of 'Bali 10 K' was continued with the 'Bali Nittoh Marathon', a marathon running event sponsored by the Nittoh tea company, Japan.

While developments continue, these tourism-oriented running competitions are held incidentally. Recently, Bali has also hosted international tennis matches held in Nusa Dua. Additionally, the marathon race sponsored by Maybank was held again in 2022. Maybank Indonesia held the Maybank Marathon on August 25, 2024, at the Bali United Training Center, Gianyar Bali, and featured marathon (42.195 km), half-marathon (21.1 km), and 10K categories.

While natural and cultural attractions continue to be magnets, Bali also has a new tourist attraction, namely the tour to Captain I Wayan Dipta Stadium, Gianyar. Initially, the Dipta Stadium Tour was launched in 2019 but was suspended when the Covid-19 pandemic first hit Indonesia. The management of Bali United Football Club (BUFC) reopened it in early 2022 (Minke, 2022). In many cities, stadiums are also landmarks, attractive markers, such as the Gelora Bung Karno Stadium in Jakarta (Erlangga & Nugraha, 2024; Minke, 2022).

Utilizing the type of nostalgic sports tourism, stadium tours can contextualize the scope of fans' love for the club, a sense of loyalty, and emotional bonds that can fulfill the desires of its enthusiasts. This is also what attracts the interest of the management of the Bali United football club to develop sports tourism. Stadium tours align with the government's efforts to develop sports tourism strategies to enhance the development of Indonesian tourism (Daud, et al., 2024). Through sports tourism, tourists can also be introduced to local culture, conversely, through cultural attractions, tourists can be motivated to visit stadium landmarks (Yana et. al., 2021; Ishomi, 2024; Ariantha et al., 2024). Stadium landmarks are not only sports facilities but also architectural buildings with special interest tourism attractions (Trauer, 2006; Yuliant & Sukada, 2019).

Bali United uses world football clubs as references in sports achievements and in implementing stadium tours. The club, formed in Bali in 2015, rents Captain I Wayan Dipta Stadium as its headquarters. From the

beginning, Bali United has implemented various programs to increase the club's financial income. Income is not only reliant on sponsorship money but also on the sale of club merchandise at the megastore and food and drinks at the Bali United café. For children's games, Bali United then opened Playland, which contains various games. The entertainment facilities in the stadium area and the development of stadium tours by major European football clubs inspired the Bali United football club to create a stadium tour program. As a new program in Bali or Indonesia, the existence of this stadium tour has not been widely studied.

METHOD

This study uses a qualitative method to analyze the development of the Bali United stadium tour as a sports tourism destination in Bali. The qualitative method is also used to identify the internal and external factors of Captain I Wayan Dipta Stadium in its development to become a new sports tourism attraction. Qualitative data in the form of descriptive information obtained from informants, such as information about the Captain I Wayan Dipta Stadium tour, internal and external components of Captain I Wayan Dipta Stadium, are used to complement the research.

Primary data were obtained directly from informants to know more details about the background and process of developing the Captain I Wayan Dipta stadium tour conducted by the management. Then, secondary data in the form of books, articles, and writings

obtained from online mass media were used to support the primary data obtained.

The collected data were analyzed using commodification theory, a concept introduced by Karl Marx to describe a form of transformation (in Fuchs 2013). Marx stated that commodification is a form of transformation of social relations that were initially non-commercial into a commercialized commodity. Karl Marx also stated that commodification refers to the bourgeoisie in the capitalist social system controlling society by transforming personal value into exchange value (Ertman, 2005).

In line with Karl Marx, Baskoro Suryo Benindo (2018) stated that commodification consists of two words, namely commodity and modification. A commodity is a good or service that has economic value, while modification is a change in function or form. So, commodification is a change in value and function in goods, services, or others that have selling value or economic value to be consumed by society (Benindo, 2018: 181).

In this study, commodification theory is used to see the significant changes in the function of Captain I Wayan Dipta Stadium from a place for training, matches, or activities related to the Bali United Football Club, which then transformed into one of the stadiums open to the public for stadium tours. In addition to tours, Captain I Wayan Dipta Stadium is also equipped with a megastore, café, and playground, making it a place for sports tourism with high selling value.

RESULTS AND DISCUSSION

Development of Dipta Stadium as a Tourist Attraction

The development of Captain I Wayan Dipta Stadium as a tourist attraction by Bali United Club has dual benefits. Besides introducing the stadium as a landmark or architourism, architectural tourism (Yuliant & Sukada, 2019), it is also an effort to gain additional income. The Minister of Home Affairs Regulation No. 1 of 2011 states that starting January 1, 2012, football clubs in Indonesia no longer receive funding from the regional budget (APBD), so the need to seek funds for football clubs becomes a necessary solution. This aligns with the issuance of the blueprint of the Indonesian Football Association (PSSI) to build Indonesian football towards a modern industry. The modern industrial football model is to build club professionalism with football not only as a game but also as entertainment and business development. In 2015, the island of Bali welcomed the Samarinda football club, which later changed its name to Bali United Pusam and then to Bali United until now. Bali United Club then chose Captain I Wayan Dipta Stadium as its headquarters.

The use of Dipta Stadium as a headquarters is done by renting it for a long-term period. The rental contract price of Dipta Stadium by Bali United is Rp547,000,000 per year (<http://www.balipost.com>). Since the arrival of the Bali United football club at Dipta Stadium, the stadium has undergone continuous renovations. Renovations are carried out gradually, both on a small and large scale. Renovations include the entire

stadium, such as its architectural design, spectator stands, lighting, facilities for players, staff, spectators, and even the media, parking facilities, and the main field, which continues to be adjusted to FIFA's special standards. To date, Dipta Stadium has undergone polishing, especially to welcome the U20 World Cup.

To provide a shopping outlet for Bali United merchandise, a Megastore was built on the southern side of Dipta Stadium. The Bali United megastore covers an area of 1000 meters. This megastore began operating in 2017. The spacious and luxurious design of the megastore attracts visitors who come to shop (see Photo 1). The variety of products sold is also very diverse, ranging from stickers, glasses, water bottles, jerseys, jackets, and hats. Souvenirs are essential in tourism, and for Bali United, this is a source of income (Photo 1).

After the construction of the Megastore, in 2018, Bali United continued with the construction of Bali United Café. Its location is not far from the Bali United Megastore. The main concept of Bali United café mimics The Red Café at Old Trafford Stadium owned by Manchester United in England. Bali United café offers various types of food and drinks, from local to western flavors. The café has a side that directly faces the field with a thick glass barrier. The side facing the field can be reserved to watch matches comfortably from inside the café (see Photo 2).

Bali United Café also provides games that can be used by children (bola.com). Along with the construction of the café, a playland was built between the megastore and the café to pamper children (see Photo 3). Playland consists of various games and is even equipped



Photo 1. Inside view of Bali United Megastore at Dipta Stadium
(Photo: Satria Prayoga)



Photo 3. Outside view of Bali United Playland with many children playing
(Photo: Satria Prayoga)

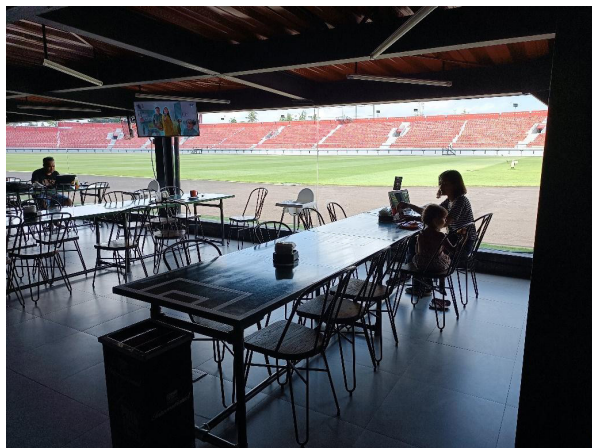


Photo 2. Inside view of Bali United Café directly facing the field, allowing for match viewing while dining
(Photo: Satria Prayoga)

with a ball pit. There are also massage chairs that parents can use while waiting for their children to play. The system used in Bali United Playland is the purchase of cards and top-ups with prices ranging from Rp60,000 to Rp500,000. The obtained card can be swiped on the game to be used. Each game has its price, ranging from Rp3,000 to Rp15,000.

With the increasing number of facilities and activities in the Bali United stadium area, the management of the Bali United football club opened a stadium tour program. In the development of the modern football

industry, stadiums are not only used as arenas for matches but also as sports tourism destinations. The use of stadiums falls into the category of nostalgic sports tourism, aiming to express fans' love for the club or players by experiencing the atmosphere directly. The Federation International Football Association (FIFA) recommends in the Football Stadium Technical Recommendation and Requirement that stadiums can be used for events other than sports to increase stadium usage and additional club income. The document also explains that football stadiums can be used for other sports events, stadium tour packages, or entertainment activities such as concerts, festivals, theater performances, and others.

In practice, using stadiums for activities other than football matches can provide input to the management. This additional income can help with the maintenance or renovation of the stadium, which incurs significant costs. Using stadiums for other activities is also a synergy between the management and the surrounding community. If there are significant events at the stadium, the surrounding community will

be affected, such as parking fees or shopping stalls and kiosks (sport.detik.com).

In practice, a stadium tour is an activity of visiting and touring the stadium accompanied by a tour guide. The stadium tour program was initially carried out by major European football clubs. Major clubs with extraordinary histories and magnificent stadiums. This makes football-crazy tourists always dream of visiting these fantastic stadiums.

The Bayern Munich football club in Germany has a stadium tour at the Allianz Arena. The Allianz Arena stadium is quite far from the city center of Munich. This stadium has a capacity of 71,000 spectators (Kompas.tv, 2021). Its shape resembles an inflatable rubber boat, making the German public call it "Schlauchboot." The ticket price for the Allianz Arena stadium tour is 12 Euros or around Rp196,000. The tour lasts for 60 minutes to tour the stadium and see the collection of photos and jerseys of the players. Many other stadiums in Europe are tourist attractions and receive high visits, such as the Emirates Stadium owned by Arsenal and Old Trafford owned by Manchester United. During each visit, tourists are invited to see the collection of photos of great Barcelona players in the Players Tunnel room. Visitors are also invited to see the FCB museum, which contains championship trophies from the Spanish or European champions league and the history of great Barcelona players.

This opportunity was well captured by the Bali United football club. After carrying out large-scale renovations at Dipta Stadium, the Bali United club then packaged nostalgic sports tourism packages in the Captain I

Wayan Dipta Stadium tour. The purpose of the Captain I Wayan Dipta Stadium tour program is to allow fans to see, touch, and take photos directly while at their favorite club's stadium.

Dipta Stadium Tour Program

The Dipta Stadium tour offers a tour around the stadium accompanied by a tour guide. The stadium tour booking system can be done by coming directly to Dipta Stadium. Besides coming directly to enjoy the stadium tour, you can also contact the tour guide in charge. The ticket price per person to enjoy the Dipta Stadium tour is Rp200,000. The ticket price includes lunch or dinner, a stadium tour, and a tour guide.

The Dipta Stadium tour route will go through the main entrance, showcasing the grandeur of the stadium from the outer side, then continuing to the main grass field, which has witnessed various national and international events. The tour continues by seeing the field lights, LED Board, advanced LED Score. Then proceed to the field used for warming up. Continue to the stands and surrounding areas, namely the players' locker room (see Photo 4), whirlpool, VIP stands, VVIP lounge, Royal Box.

The tour continues to visit rooms specifically used, such as the press conference room, media room, main lobby, and organizer room. The next place is the entertainment area built to meet the needs of supporters who come and visit Dipta Stadium. The entertainment places offered are Bali United Megastore, Bali United Playland, and Bali United Café. The last area visited in the stadium tour is the outer area, namely the regular parking lot and



Photo 4. Several foreign tourists enjoying the stadium tour with a guide in the players' Locker Room
(Photo: baliutd.com)

VIP parking lot.

In promoting the Dipta Stadium tour, Bali United has offered contract cooperation to travel agencies. Three travel agency companies have established cooperation for the Dipta Stadium tour. Besides cooperation with travel agencies, tour guides also actively offer the Dipta Stadium tour program to visitors of Bali United Café, Bali United Playland, or Bali United Megastore (see Photo 5). Direct stadium tour offers to visitors have received positive responses so far.

Many visitors are satisfied because they can tour while listening to the tour guide's explanations. Visitors are also delighted with the atmosphere and various opportunities to take photos in several places with specific meanings, such as at the megastore display, namely the 1st league I Indonesia champion trophy obtained by Bali United when they became champions in 2019 and the trophy display at Bali United café when Bali United became champions again in 2022.



Photo 5. Stadium tour offer brochure at Bali United Café
(Photo: Satria Prayoga)

Internal and External Analysis of Stadium Tour as a New Tourist Destination in Bali

Internal and external analysis of the Dipta Stadium tour uses commodification theory. According to Mosco, commodification is the process of changing the value of a product. Products that initially only have use value through commodification can increase exchange or selling value. The need for products is determined by the producer. In reality, the higher the price of a product, the higher the individual and social need for the product (Kurniawan, 2020, p. 30). Commodification can analyze internal and external factors in developing the Captain I Wayan Dipta stadium tour as a new sports tourism destination in Bali.

Internal analysis reveals that Dipta Stadium is located in Buruan Village, Blahbatuh District, Gianyar Regency. Gianyar Regency is one of the 7 regencies in Bali. Gianyar Regency is known as the Land of Art. This is because many arts are born and develop rapidly in Gianyar Regency. Various arts developed include dance, crafts, painting, and carving.

The location of Dipta Stadium is quite

strategic because it is not far from Denpasar City and I Gusti Ngurah Rai Airport. The distance to Captain I Wayan Dipta Stadium from Denpasar City is only 47 minutes, and from I Gusti Ngurah Rai Airport is 56 minutes. The distance between Captain I Wayan Dipta Stadium and the Ubud area, a popular tourist spot in Gianyar Regency, can be reached in 20 minutes.

Of course, the location's proximity to the airport and city center is very advantageous because it allows tourists who want to visit the Ubud area to take the time to stop and rest for a while from the tiring journey at Dipta Stadium. Being in Gianyar Regency, which is already famous and close to the city center, airport, and popular Ubud area, makes this stadium very strategic and easily accessible to tourists when visiting Bali.

Captain I Wayan Dipta Stadium began construction in 1977. The construction was initiated by Gianyar Regent Tjokorda Gede Budi Suryawan (1993-2003). The construction of Dipta Stadium began with Tjok Suryawan's idea about Bali's need for an internationally standard stadium. The construction of an international stadium was expected to serve as a public facility that would provide comfort for both players and spectators of various sports events.

Suryawan's idea aligned with the growing tourism industry in Bali, which clearly required international-standard sports facilities. The stadium was officially opened by Suryawan on February 19, 2003, with a capacity of 25,000 spectators. The name "Kapten I Wayan Dipta" was chosen to honor one of the physical revolution heroes after

Indonesia's independence. This hero, Captain I Wayan Dipta, died in battle at a young age, 20 years old.

The naming of the stadium was not done arbitrarily. According to Suryawan, the Gianyar Regency Government held discussions with various parties, including veteran fighters, to decide on the name. In these discussions, they agreed on using the name "Kapten I Wayan Dipta." Captain I Wayan Dipta's relentless struggle, even at a young age, inspired the Gianyar Regency Government. It was hoped that the spirit of Captain I Wayan Dipta's fight would be passed down in the field of sports (www.olahraganesia.id).

Since its inauguration, Stadion Kapten I Wayan Dipta has served as the home ground for the Persegi Gianyar football club. The first league match held at Stadion Dipta was between Persegi Gianyar and Persebaya in the 2004 Indonesian Division I league. Persegi Gianyar brought fame to the name of Stadion Kapten I Wayan Dipta. However, by 2007, Persegi Gianyar began to experience a decline, eventually going bankrupt, and the stadium was left abandoned. Later, the stadium was used by Bali Devata and Persires as their base, but once again, it was left neglected and overgrown with weeds.

In 2015, when Bali United Pusam entered, Stadion Dipta started to receive significant renovations. The process of renovation and various improvements continued to make the stadium a suitable and internationally standard sports facility. Bali United helped raise the profile of Stadion Dipta both nationally and internationally. Currently, the stadium hosts various football matches at local, national, and

international levels.

Stadion Dipta is not only used for football matches but also for athletic events. It is now one of the busiest stadiums in Indonesia. Some of the current facilities at Stadion Dipta include a grandstand, high-quality field grass, excellent lighting with clear visibility, tidy locker rooms, and comfortable spectator seating (www.olahraganesia.id).

External analysis reveals that the arrival of the Bali United Pusam football club in 2015 brought new life to Stadion Dipta. The club immediately signed a long-term stadium rental contract to make it their home base. The rental contract for Stadion Kapten I Wayan Dipta with Bali United is Rp547,000,000 per year (www.balipost.com). The long-term lease was signed so that Bali United's management could carry out renovations to meet international standards.

In preparation for the U-20 World Cup, Stadion Dipta underwent renovations, including improvements to the interior with FIFA standard facilities. The grass quality was upgraded to Zoysia Matrella grass, and the lighting capacity was increased to 2,400 lux, with 72 lights per pole, up from the previous 1,300 lux. There are now four locker rooms and two referee changing rooms. Players and referees are also provided with jacuzzi facilities in every changing room. New facilities include an indoor warm-up area and VVIP rooms. The stadium is also equipped with CCTV and two videotrons to help broadcast important moments, such as goals, during matches. The West Stand now features individual seating, and most notably, there is a lift for VIP spectators located on the fourth floor of the

West Stand (www.bola.kompas.com).

The renovation of Stadion Dipta to international standards has certainly had a significant impact. Since 2018, Stadion Kapten I Wayan Dipta has hosted various football matches, some of which include Bali United's debut in the 2018 AFC Cup, a friendly match against the Timor Leste U-23 national team in 2019, and the 2019 World Cup qualification match between Indonesia's national team and Vietnam.

On a local scale, the stadium also hosted the 2019 Liga 3 match for the Bali region. After the Liga 3 match, it was used again for the U-20 Liga 1 matches in 2019. In Liga 2, the stadium hosted Sulawesi Utara United against PSIM Yogyakarta in 2019. Additionally, a Liga 1 match between Persib and Persebaya in 2019 was also held at Stadion Dipta. The stadium also hosted a friendly match between Indonesia U-19 and China U-19.

The popularity of Stadion Dipta has naturally become a tourist attraction, as proven by the increasing number of visitors to the stadium. Several YouTubers have uploaded promotional videos of Stadion Dipta, reaching a wide audience, which means the promotion continues. Alfa Virgiansyah, the guide for the Stadion Dipta tour, explained that, on average, about 50 tourist groups visit per month, with most of them being European tourists, including those from the Netherlands, England, and Germany (Wiguna, 2023).

The Stadion Dipta tour management has implemented effective organization, with ticket reservations available directly at the Bali United Café or through WhatsApp messages to the tour guide, who is ready to

greet, and guide interested visitors. Since 2018, the Kapten I Wayan Dipta stadium tour has received positive feedback from the public. In its promotional efforts, the Kapten I Wayan Dipta tour has also partnered with travel agencies. Based on YouTube videos, it is evident that tourists from Malaysia have also visited the stadium. As a landmark and an architourism site, Stadion Dipta, which has grown in popularity as a venue for national and international football matches, will continue to strengthen its appeal as a special interest tourist destination.

CONCLUSION

Based on the explanation above, it can be concluded that since the development of the Bali United stadium tour in 2018, this special interest tourism attraction has captivated many local and international tourists, especially football fans. The Kapten I Wayan Dipta stadium tour, conducted by Bali United football club, involves guiding tourists around the stadium to directly experience its grandeur and satisfy visitors' curiosity.

Since 2018, Stadion Kapten I Wayan Dipta has been the venue for various football matches, which increases the stadium's attraction as a landmark for special interest tourism. With the introduction of the stadium tour program, Kapten I Wayan Dipta has added a new type of tourism attraction to Bali in the form of sports tourism.

In short, a stadium is not only a venue for sporting events but also an architectural landmark with its own appeal, making it a potential tourist attraction. However,

creativity is needed to open the stadium as a tourist destination. The initiative to make Stadion Dipta a tourist attraction should be considered as a model for other stadiums in Indonesia.

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