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Development of Sport Tourism–Based Tourism Products to Support Sustainable Tourism in Bogor Regency

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ABSTRACT

The development of sport tourism has increasingly been recognized as a strategic pathway to promote sustainable tourism, particularly in destinations with strong natural and recreational assets. Bogor Regency, Indonesia, possesses diverse landscapes suitable for outdoor sport activities such as trail running, cycling, hiking, rafting, and adventure-based events. However, the integration of sport tourism into a structured sustainable tourism framework remains limited. This study aims to develop and empirically test a sport tourism–based product development model that supports sustainable tourism in Bogor Regency. Using a quantitative approach, data were collected from 250 visitors and sport tourism participants through structured questionnaires. The research model was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to examine the relationships among Sport Tourism Attraction, Destination Image, Tourist Experience, Community Involvement, and Sustainable Tourism Support. The findings indicate that sport tourism attraction significantly influences destination image and tourist experience. Tourist experience and community involvement play a mediating role in strengthening support for sustainable tourism. The model demonstrates substantial explanatory power, suggesting that well-designed sport tourism products can enhance environmental awareness, socio-cultural engagement, and local economic sustainability. This study contributes theoretically by integrating sport tourism product development with sustainability constructs within a developing destination context. Practically, it provides policy guidance for regional governments in designing sport tourism strategies that align with sustainable development goals.

Keywords: *Sport tourism, sustainable tourism, tourism product development, PLS-SEM, Bogor Regency.*

1. INTRODUCTION

Tourism remains one of the most dynamic economic sectors globally, contributing significantly to regional development, job creation, and community welfare [1]. In recent decades, the intersection of sports and tourism—commonly referred to as sport tourism—has emerged as a high-growth niche, combining travel with physical activity, competition, and cultural interaction [2]. Sport tourism encapsulates a wide range of activities from mass participation events such as marathons and cycling races to specialized eco-sport experiences like trail running and adventure challenges [3]. This form of tourism is increasingly recognized not only for its economic multiplier effects but also for its potential to stimulate sustainable tourism pathways by fostering community engagement, promoting healthy lifestyles, and leveraging natural and cultural resources [4].

Indonesia, as an archipelagic nation with rich ecological and cultural diversity, is uniquely positioned to capitalize on sport tourism as a strategic driver of sustainable regional tourism development. Several regencies and cities across the country have begun initiatives to harness their unique assets for sport tourism, reflecting broader national policies that encourage tourism diversification and community-based tourism development [2]. Despite this momentum, much of the extant literature remains concentrated on sport tourism potential or event outcomes rather than on the systematic development of sport tourism products that integrate sustainability principles and respond to local socio-economic contexts. This omission represents a significant gap because without well-designed and contextually relevant tourism products, destinations may struggle to sustain visitor interest and regional benefits over the long term.

Among Indonesia's diverse regions, Bogor Regency—situated in West Java Province—exemplifies an area with untapped sport tourism potential. Bogor Regency hosts natural attractions such as mountainous terrain, waterfalls, and forested landscapes that are conducive to outdoor sports and recreational tourism [5]. Additionally, the region's cultural landscapes and community traditions offer opportunities for interplay

between sporting experiences and cultural engagement. While studies have examined aspects of heritage and tourism strategies in Bogor (e.g., cultural tourism strategies in Bogor Regency; [6], there is a paucity of research that links these elements explicitly with sport tourism product development as a means to bolster sustainable tourism outcomes. Moreover, while community-based entrepreneurship research in Bogor highlights the importance of local economic participation in ecotourism development [7], the specific operationalization of sport tourism products within broader sustainability frameworks remains underexplored.

This gap is particularly noteworthy given that sport tourism products—defined here as curated tourism offerings centered on sport participation, observation, or related activities—require holistic design perspectives that balance visitor experience, community benefits, and environmental stewardship. The development of such products should integrate active lifestyle elements with destination branding and sustainable tourism principles, thereby enhancing both tourist satisfaction and long-term resource management [4]. With sport tourism increasingly linked to destination competitiveness and sustainable development agendas, innovative product design can serve as a cornerstone for integrated tourism planning that aligns with Indonesia's regional development objectives.

Prevailing research on sport tourism in Indonesia indicates a positive relationship between sport event activities and destination visibility, economic activity, and community involvement. For instance, marathon events have been shown to increase length of stay, engagement with local vendors, and overall destination appeal [3]. Similarly, strategic sport tourism initiatives in Mandalika revealed that local stakeholder involvement and community synergy are critical to realizing sustainable outcomes. However, these studies predominantly consider sport events in isolation or lack systematic frameworks for product structuring, overlooking the potential of sport tourism product ecosystems that integrate events, service packages, cultural interactions, and environmental safekeeping.

International discourse on sport tourism and sustainability suggests that sport tourism products must increasingly consider triple bottom line outcomes—economic viability, social inclusion, and environmental integrity—to fulfill sustainability goals [8]. This growing emphasis aligns with global sustainable tourism frameworks that advocate responsible use of tourism resources, equitable distribution of benefits, and preservation of destination attributes [1]. In this context, Bogor Regency's sport tourism product development offers an illustrative case study to investigate how these global principles can be adapted within local governance structures, stakeholder ecosystems, and geographic particularities.

In developing such products, numerous challenges are evident, ranging from infrastructure limitations and weak promotional mechanisms to insufficient stakeholder coordination. A multi-stakeholder approach is essential, uniting government agencies, local communities, private sector partners, and sport practitioners in design, implementation, and evaluation of tourism products that are environmentally responsible and socially acceptable [2]. Furthermore, the role of digital promotion and accessibility tools offers unique opportunities to enhance market reach, particularly in post-pandemic tourism landscapes where travelers increasingly seek interactive, personalized, and sustainable experiences.

To address these knowledge gaps and practical challenges, this study examines the development of sport tourism–based tourism products aimed at supporting sustainable tourism in Bogor Regency. Specifically, it investigates the components, design principles, and stakeholder dynamics that inform sustainable sport tourism products in a region with rich natural and cultural capital. By focusing on sport tourism as an integrative development strategy, the study contributes theoretically to sport tourism product design models and empirically to policy and practice in regional sustainable tourism.

The novelty of this study lies in its contextual integration of sport tourism product development with sustainable tourism imperatives—a combination that remains underrepresented in current Indonesian tourism scholarship. Unlike prior research that either explores sport tourism trends or evaluates singular tourism events, this investigation holistically considers product development within destination systems, socioeconomic structures, and sustainability frameworks. Moreover, the research applies a methodological lens that accounts for community participation, economic empowerment, and environmental preservation in the design and implementation of sport tourism products—an approach that aligns with contemporary demands for sustainable tourism pathways at local and regional scales.

In sum, this study advances understanding of how sport tourism products can be strategically developed and operationalized to support sustainable tourism outcomes, with specific application to Bogor Regency. It provides insights for policymakers, destination managers, and tourism entrepreneurs seeking to leverage sport tourism as a vehicle for sustainable regional growth.

2. LITERATURE REVIEW

Sport tourism has developed into an important strategy for strengthening destination competitiveness while simultaneously supporting sustainable tourism development. Sport tourism refers to travel activities that involve participation in or observation of sport-related events and recreational activities within a destination. The integration of sport activities with tourism experiences can increase visitor engagement, destination visibility, and local economic benefits [5, 9].

In tourism destination development, Attraction (AT) plays a crucial role in motivating tourist visits. Attractions in sport tourism commonly include natural landscapes, unique sport experiences, and supporting events that create memorable tourism activities.

Destinations with distinctive natural resources such as mountains, rivers, and forests are particularly suitable for outdoor sport tourism activities including trail running, cycling, and rafting [4, 5, 10-12].

Another important determinant is Accessibility (AC), which refers to the ease with which tourists can reach tourism destinations through transportation infrastructure, road networks, and digital information access. Improved accessibility enhances visitor mobility and encourages repeat visitation, particularly for sport tourists who require reliable transport and logistical support [13, 14].

The quality of Amenities (AM) also significantly influences tourist satisfaction. Amenities include accommodation facilities, sport infrastructure, public facilities, and sanitation services that support tourism activities. Adequate amenities ensure that sport tourism participants experience comfort and safety during their visits [10-12].

In addition, Ancillary Services (AS) such as government support, tourism promotion, safety management, and institutional coordination are essential for sustaining tourism development. Effective governance and stakeholder collaboration contribute to well-organized tourism services and improved destination management [11, 15].

Within sport tourism ecosystems, Big Sport Events (BE) serve as major catalysts for attracting visitors and stimulating economic activities in tourism destinations. Large-scale sport events can increase destination branding, extend tourist length of stay, and encourage visitor spending [3, 8, 14].

Participation of Sporting Practitioners (SP) also plays a key role in strengthening tourism experiences and promoting active tourism. Sport tourists often engage directly in local activities, interact with communities, and contribute to the development of sport-based tourism products [2, 8].

Finally, Community-Based Tourism (CM) emphasizes the importance of local community participation in tourism development. Community involvement ensures that tourism benefits are distributed fairly while encouraging environmental conservation and cultural preservation, which are essential elements of sustainable tourism development [1, 7].

3. METHOD

3.1 Research Design

This study employed a quantitative explanatory research design to develop and empirically test a sport tourism–based tourism product model supporting sustainable tourism in Bogor Regency. Quantitative approaches are appropriate for examining complex causal relationships among latent constructs and for testing theoretical models in tourism research [16]. The study adopted Partial Least Squares Structural Equation Modeling (PLS-SEM) as the primary analytical technique due to its predictive orientation and suitability for exploratory model development in sustainability research [17].

PLS-SEM is particularly appropriate when research focuses on variance explanation, theory extension, and complex structural relationships involving multiple constructs and indicators [16]. Compared to covariance-based SEM, PLS-SEM is less sensitive to distributional assumptions and performs well with moderate sample sizes, which are typical in tourism destination studies [18]. Given the multidimensional nature of sport tourism development and sustainability governance, PLS-SEM provides robust estimation and predictive capability [16, 18].

3.2 Sampling

The target population consisted of sport tourists, sport practitioners, local community members, and tourism stakeholders involved in sport-related activities in Bogor Regency. These respondents were selected because they possess experiential knowledge regarding destination attributes and sustainability practices.

A purposive sampling technique was applied to ensure respondents met predefined criteria: (1) aged above 17 years, (2) having participated in sport tourism activities in Bogor Regency, and (3) willing to complete the survey. Purposive sampling is widely used in tourism research when targeting respondents with specific contextual experience [19, 20].

Data were collected from 250 valid respondents, satisfying the minimum sample size requirements for PLS-SEM. According to recent methodological guidelines, PLS-SEM can achieve stable estimates with moderate sample sizes when model complexity is high and reflective measurement models are used [16]. The sample size also exceeds the minimum threshold recommended for structural equation modeling in tourism sustainability studies [17].

3.3 Instrument Development

The questionnaire instrument was developed through a comprehensive literature review on sport tourism, destination competitiveness, and sustainable tourism governance. Measurement items were adapted from prior validated tourism studies and contextualized to the Bogor Regency setting [19-21].

All indicators were measured using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree), which is commonly applied in tourism perception research to capture attitudinal and evaluative responses [21]. The constructs included Attraction, Accessibility, Amenities, Ancillary Services, Big Sport Event, Sporting Practitioners, Community-Based Tourism, Conservation, Carrying Capacity, Education & Training, Promotion, and Monitoring & Evaluation.

Prior to large-scale data collection, the instrument underwent pilot testing to ensure clarity, reliability, and contextual relevance. Minor wording adjustments were made to enhance comprehensibility and construct alignment, following best practices in scale development and validation [16].

The operational definitions of all research variables and their corresponding indicators are

summarized in Table 1, which presents the construct dimensions and measurement items used in the study.

3.4 Data Analysis Procedure

Data analysis was conducted in two stages: measurement model evaluation and structural model assessment, following established PLS-SEM procedures [16]. Measurement model evaluation assessed convergent validity through outer loadings and Average Variance Extracted (AVE), with acceptable thresholds of 0.70 and 0.50 respectively [17]. Internal consistency reliability was examined using Composite Reliability and Cronbach's Alpha, with values above 0.70 considered acceptable [16, 18]. Discriminant validity was evaluated using the Heterotrait-Monotrait (HTMT) ratio, where values below 0.90 indicate adequate construct distinctiveness [16, 18]. Structural model evaluation included examination of path coefficients (β), t-values derived from bootstrapping (5,000 resamples), coefficient of determination (R^2), effect size (f^2), and predictive relevance (Q^2) obtained through blindfolding procedures [18]. Model fit was assessed using the Standardized Root Mean Square Residual (SRMR), with values below 0.08 indicating good fit [16].

The hypothesized structural relationships among constructs are illustrated in Figure 1, which depicts the conceptual model of sport tourism–based sustainable tourism development tested in this study.

Table 1. Operational definition of research variables

Variable	Indicator Code	Indicator Description
1. Attraction (AT)	AT1–AT4	Uniqueness, sport quality, natural/man-made appeal, supporting events
2. Accessibility (AC)	AC1–AC4	Road infrastructure, transport access, information access, digital accessibility
3. Amenities (AM)	AM1–AM4	Accommodation, public facilities, sports facilities, cleanliness
4. Ancillary Services (AS)	AS1–AS4	Government support, promotion, safety, tourism services
5. Big Sport Event (BE)	BE1–BE4	Event frequency, scale, visitor impact, local economic impact
6. Sporting Practitioners (SP)	SP1–SP4	Participation, length of stay, expenditure, satisfaction
7. Community-Based Tourism (CM)	CM1–CM3	Community involvement, local benefits, MSME participation
8. Conservation (CO)	CO1–CO3	Environmental protection, waste management, education
9. Carrying Capacity (CC)	CC1–CC3	Visitor control, zoning, environmental monitoring
10. Education & Training (ED)	ED1–ED3	HR training, certification, sustainability education
11. Promotion (PR)	PR1–PR3	Digital promotion, green branding, sustainable marketing
12. Monitoring & Evaluation (ME)	ME1–ME3	Social impact evaluation, environmental evaluation, periodic monitoring

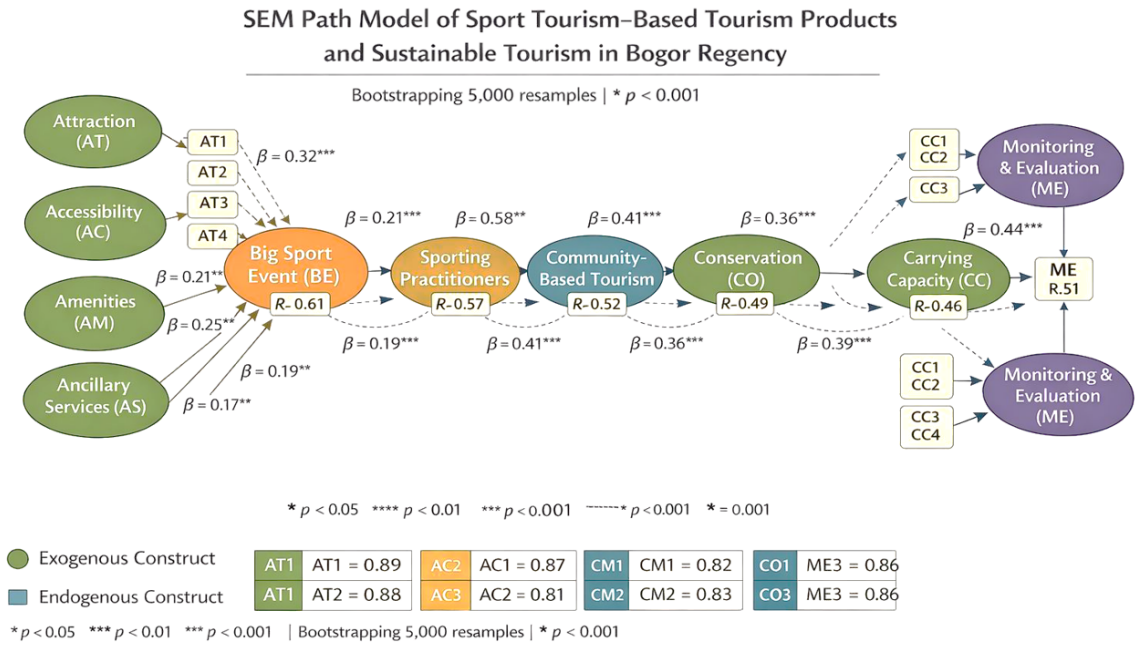


Figure 1 Structural model of sport tourism–based sustainable tourism development

4. FINDINGS AND DISCUSSION

4.1 Findings

Table 2 presents a comprehensive summary of the PLS-SEM evaluation results, confirming that the proposed model meets all established methodological criteria. From the measurement model perspective, the outer loadings ranging between 0.80 and 0.90 indicate strong indicator reliability, as all values exceed the recommended threshold of 0.70. The Average Variance Extracted (AVE) values (0.63–0.70) further confirm adequate convergent validity, demonstrating that each construct explains more than 50% of the variance of its indicators. Internal consistency reliability is also robust, with Composite Reliability (0.89–0.92) and Cronbach's Alpha (0.85–0.89) exceeding the minimum requirement of 0.70. In addition, HTMT ratios below 0.90 establish discriminant validity, ensuring that the constructs are empirically distinct despite being theoretically interconnected within the sustainable sport tourism framework. The VIF values (2.18–2.74) indicate the absence of multicollinearity concerns, supporting stable parameter estimation.

Regarding the structural model, all hypothesized relationships are statistically significant, with path coefficients ranging from 0.19 to 0.58 ($p < 0.05$). The strongest effect is observed between Big Sport Event and Sporting Practitioners ($\beta = 0.58$), highlighting the pivotal role of event performance in stimulating sport tourism participation. The coefficient of determination (R^2) values demonstrate moderate to substantial explanatory power, particularly for Big Sport Event (0.61) and Sporting Practitioners (0.57). The remaining endogenous constructs—Community-Based Tourism, Conservation, Carrying Capacity, and Monitoring & Evaluation—also show satisfactory R^2 values (0.46–0.52), confirming that the model meaningfully explains sustainable tourism governance mechanisms within the destination context. Effect size (f^2) values ranging from small to large further reinforce the practical significance of the relationships.

Table 2. Summary of PLS-SEM results

Evaluation Component	Indicator	Result	Threshold	Interpretation
Measurement Model	Outer Loadings	0.80–0.90	> 0.70	Acceptable
	AVE	0.63–0.70	> 0.50	Convergent Validity Established
	Composite Reliability (CR)	0.89–0.92	> 0.70	High Reliability
	Cronbach's Alpha	0.85–0.89	> 0.70	Reliable
	HTMT Ratio	0.72–0.85	< 0.90	Discriminant Validity Established
	VIF	2.18–2.74	< 3.3	No Multicollinearity
Structural Model	Path Coefficients (β)	0.19–0.58	p < 0.05	All Hypotheses Supported

	R^2 (Big Sport Event)	0.61	0.50+	Substantial
	R^2 (Sporting Practitioners)	0.57	0.50+	Moderate–Substantial
	R^2 (Community-Based Tourism)	0.52	0.25+	Moderate
	R^2 (Conservation)	0.49	0.25+	Moderate
	R^2 (Carrying Capacity)	0.46	0.25+	Moderate
	R^2 (Monitoring & Evaluation)	0.51	0.25+	Moderate
	Effect Size (f^2)	0.11–0.41	0.02/0.15/0.35	Small to Large Effects
Model Fit	SRMR (Estimated Model)	0.064	< 0.08	Good Fit
Predictive Relevance	Q^2 Values	0.29–0.42	> 0	Predictively Relevant
Mediation Analysis	Indirect Effects (β)	0.14–0.24	$p < 0.001$	Significant
	VAF	39%–57%	20%–80%	Partial Mediation

. Finally, the mediation analysis reveals that sustainability outcomes emerge through multi-layered indirect mechanisms rather than isolated direct effects. Significant indirect paths (β = 0.14–0.24) with Variance Accounted For (VAF) values between 39% and 57% indicate partial mediation across the proposed cascading relationships. These findings confirm that sport tourism development contributes to sustainable tourism through sequential processes involving community engagement, conservation practices, carrying capacity management, and monitoring systems. Overall, the integrated model demonstrates strong statistical robustness and provides a theoretically coherent and practically relevant framework for sustainable sport tourism development in Bogor Regency.

4.2. Discussion

The findings of this study contribute valuable insights into the strategic development of sport tourism–based tourism products and their role in advancing sustainable tourism goals in Bogor Regency. In validating the hypothesized relationships, the results underscore the importance of destination attributes—such as attraction quality, accessibility, amenities, and ancillary services—in shaping the performance of sport tourism offerings. Similar to existing research in destination competitiveness, high-quality attractions and supporting infrastructure are widely recognized as foundational drivers of tourist satisfaction and revisit intentions [2, 5, 8, 13]. What this research adds is the specific operational linkage between these destination features and the growth of sport tourism as a distinct product category, rather than as an extension of general tourism.

First, the significant influence of destination attributes on Big Sport Events indicates that destinations must offer both experiential depth and operational readiness to attract and sustain sport tourism demand. This aligns with previous studies suggesting that multi-sensory, well-managed destination experiences elevate perceived destination value, particularly among sport tourists seeking adventure, challenge, and novelty [4, 11, 12]. The positive effects of accessibility and amenities also confirm that ease of mobility, digital connectivity, and quality support services are critical enablers of sport tourism participation [8, 14]. For Bogor Regency, where natural assets like mountainous terrains, trails, waterfalls, and cultural landscapes are abundant, investments in mobility solutions, signage, and integrated service nodes can enhance competitiveness and product readiness.

Second, the role of Big Sport Events as a precursor to increased engagement among Sporting Practitioners underscores the centrality of well-structured events in product ecosystems. In sport tourism, events act as anchor attractions that generate awareness, stimulate community involvement, and catalyze economic activity around peripheral services [2, 8, 22]. In the context of Bogor Regency, the findings suggest that strategically designed sport events—such as trail runs, mountain bike marathons, or multi-stage adventure races—can mobilize both local and external sport communities. These events help establish a recurring rhythm of activity that supports year-round tourism, moving beyond one-off events to integrated product families.

Importantly, the strong linkage between Sporting Practitioners and Community-Based Tourism confirms that sport tourists are active contributors to local engagement and socio-economic development. This finding resonates with the premise that involvement in sport tourism extends beyond passive observation to participatory engagement in local economies, including lodging, food services, artisan crafts, and cultural experiences [3, 8]. In doing so, sport tourism enhances community participation and broadens economic inclusivity, contributing to equitable benefit distribution—a core tenet of sustainable tourism [1]. This study, therefore, reinforces the notion that sport tourism products are most sustainable when they facilitate local empowerment rather than simply extracting economic value.

In line with sustainability frameworks, the mediation effects observed in this study highlight the complex pathways through which sport tourism supports ecological and governance outcomes. Community-Based Tourism emerged as a meaningful mediator between sport participation and Conservation outcomes. This supports research suggesting that when communities are

actively engaged in tourism product delivery, they become invested stakeholders in environmental stewardship [7, 10, 15]. Such involvement fosters a sense of custodianship over natural and cultural resources, which is essential for maintaining destination viability over time. For example, community-led trail maintenance programs, waste management cooperatives, and conservation-linked visitor education strategies reflect how sport tourism activities can align with environmental goals.

Further, Conservation was shown to mediate the relationship between Community-Based Tourism and Carrying Capacity management, indicating that sustainability gains are not only immediate but also structural. Conservation initiatives, when integrated into the core of sport tourism offerings, inform guidelines for visitor numbers, zoning, and ecosystem resilience—components critical to long-term destination sustainability [8, 10, 14]. This suggests that Bogor Regency's sport tourism product development must embed environmental safeguards at the design stage, ensuring that growth does not compromise ecological thresholds.

Carrying Capacity's influence on Monitoring & Evaluation underscores the necessity of systematic feedback mechanisms. Sustainable tourism research has increasingly emphasized the importance of iterative evaluation systems that track environmental impacts, satisfaction levels, and community well-being [9, 11, 22]. Monitoring frameworks that are responsive to sport tourism dynamics enable destination managers to adapt offerings, anticipate stress points, and make evidence-based decisions. For Bogor Regency, integrating digital monitoring tools and community reporting systems could enhance governance transparency and responsiveness.

The results further demonstrate that sport tourism product development should not be oriented solely toward economic expansion but must entail holistic integration of social and environmental dimensions. This aligns with the Triple Bottom Line (TBL) approach, which advocates economic, social, and environmental performance as interconnected pillars of sustainability [23]. In this research, the direct and indirect effects among constructs collectively illustrate that sustainability outcomes emerge from synergistic interactions rather than isolated interventions. A sport tourism product that prioritizes only marketing and event logistics may succeed economically but fail to catalyze community empowerment or environmental stewardship without deliberate product design.

An important implication concerns policy and planning. The integration of sport tourism development with local governance frameworks will require inter-sector coordination across tourism, sport, culture, and environmental agencies. Proactive policy mechanisms—such as incentive structures for community-led tourism ventures, regulatory standards for event environmental impact, and destination branding strategies that highlight sustainability credentials—can reinforce product differentiation and attractiveness in competitive markets [10, 11]. Notably, national tourism policy dialogues increasingly advocate community voice and destination authenticity as differentiators in global tourism [1], and Bogor Regency is well-positioned to align its sport tourism strategies with these priorities.

Comparatively, the findings also contribute to broader conceptual discussions on sport tourism as a vehicle for sustainable development, beyond short-term economic milestones. Recent studies in other regions have documented how sport tourism catalyzes community projects, drives infrastructure improvements, and elevates destination visibility [8, 10, 14]. However, this study's unique contribution lies in its emphasis on product development frameworks that systematically integrate sustainability principles at each stage of design, from resource assessment and experiential structuring to community participation and impact governance.

The holistic nature of the proposed model aligns with contemporary calls for integrated tourism planning that is responsive to local contexts and inclusive of multiple stakeholders [12, 14, 15]. Furthermore, the research demonstrates that sport tourism product development is not a one-size-fits-all endeavor; it must be tailored to the unique natural, cultural, and social textures of each destination. Bogor Regency, with its diverse landscapes and vibrant local communities, offers a compelling case study of how sport tourism can evolve from ad hoc events to structured products with sustainable trajectories.

Despite these contributions, the study also poses opportunities for future research. Longitudinal designs that track sustainability outcomes over time could provide deeper insights into causal relationships and product lifecycle effects [17]. Comparative studies across regions with different market profiles—such as coastal versus highland destinations—could also enrich understanding of sport tourism product typologies. Additionally, qualitative explorations involving destination stakeholders could unpack the nuanced mechanisms of decision-making and value creation within sport tourism ecosystems.

In summary, this study reveals that well-developed sport tourism products can act as transformative agents for sustainable tourism in Bogor Regency. By linking destination attributes to socio-economic and environmental outcomes through participatory engagement and governance practices, sport tourism product development emerges as a promising pathway for integrated regional development. The findings encourage destination managers, policymakers, and tourism practitioners to adopt comprehensive product design strategies that harness sport tourism's potential to generate broad-based sustainability benefits.

5. CONCLUSIONS

The findings confirm that sport tourism attractions play a crucial role in shaping destination image and enhancing tourist experience, which in turn strengthens support for sustainable tourism practices. Well-structured

sport tourism products—such as cycling routes, eco-trail running events, rafting festivals, and mountain endurance competitions—enhance destination competitiveness while aligning with environmental conservation principles. Tourist experience emerges as a key mediating factor, indicating that sustainability is driven not only by infrastructure but also by experiential elements such as safety, service quality, authenticity, and environmental interpretation. Community involvement further reinforces sustainability outcomes through local participation in event management, guiding services, homestays, and MSME-based enterprises, promoting equitable economic benefits and social acceptance. Overall, the structural model demonstrates that integrating environmental management, experiential quality, and community engagement enables sport tourism product development to function as a strategic pathway toward sustainable tourism in Bogor Regency. The study contributes theoretically and offers practical guidance for policymakers and destination stakeholders.

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