

Bike Park as a Sport Tourism Attraction: Systematic Literature Review

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ABSTRACT: Bike park is a land specifically designed for off-road cycling or mountain biking activities. Bike parks can be built in various areas, ranging from urban areas, rural areas, public land or areas integrated with trail systems. Bike parks can include skills courses, pump tracks, jumps, trails and various other features. The purpose of this study is to determine Bike Park as a Sport Tourism Attraction. The method used in this study is a Systematic Literature Review (SLR) library research. This study was conducted by reviewing articles related to Bike Park as a Sport Tourism Attraction. From the results of the study, it can be concluded that Bike Park is one of the evidences of community participation in providing support for mountain biking activities. The principle related to the development of Bike Park is the principle of cooperation. This principle is related to the cooperation carried out by the community to help resolve and solve various problems that occur in their environment, both directly and indirectly. High bike park management will show the success of a sports facility procurement in implementing the principle of regulation. The existence of a bike park will increase the economic sector, especially in terms of additional funding for infrastructure.

KEYWORDS: Sport Tourism, Bike Park

INTRODUCTION

A bike park is an open space specifically for casual cycling or racing. Bike Park refers to land used for mountain biking that is adjusted to the contour of the area around the area (Adair, 2021). A bike park is land specifically designed for off-road cycling or mountain biking sports activities. Bike parks can be built in various areas, ranging from urban areas, rural areas, public land or areas integrated with a trail system. Bike parks can include skills courses, pump tracks, jumps, tracks, and various other features. With many design options and budgets available, bike parks are projects that can be initiated by the community or involve certain parties. Mountain Bikes are bicycles that are designed in such a way that they are suitable for use on mountainous terrain. Mountain bikes or often also called Mountain Bikes or can be abbreviated as MTB. In accordance with the name Mountain Bike itself, this type of bicycle is indeed intended for cycling sports activities on mountain trails that have uneven land contours (Adair, 2021).

Bike parks themselves were formed from the desire of the government or mountain bike community to have a place that can support mountain biking activities. Participation in society requires a willingness to change oneself and reduce egoism within oneself. A project will not run smoothly if the implementers in it tend to follow their own egos. This will affect the level of participation in development because the attitude of not wanting to change oneself will reduce trust between individuals in society, thereby hindering the progress of development. Community initiatives also play an important role because community participation in development can be increased if there is a party that initiates and coordinates the masses in society so that it can increase community participation in development (Zalaff et al., 2017). The public interest is also the basis for the high level of community participation. The public interest that is the background to a development will be able to attract community participation in various ways so that indirectly the development of infrastructure for the public interest will also be the basis for high community participation (Coughlan, 2012). The development of a bike park is a relationship between a person in an environment accompanied by interaction in that environment. This relationship is built through the process of sharing and belonging to each other so that interactions are formed which are the basis for the formation of the development of a bike park (Skerbic, 2018). The development of bike parks points to the participation of the community in a problem that occurs so that it makes the community participate in solving the problems that occur together so that a sense of cooperation and belonging to each other is built. The development of bike parks shows that a group of people who understand each other will cause the participation of the community to jointly solve the problems that are happening and work together to solve the problem without

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receiving any reward.

Bike parks play an important role in relation to community life. The development of bike parks plays an important role in finding various information related to sports in society. The information needed includes conditions, needs, and attitudes of the community about sports or phenomena that occur around them (Rosyid et al., 2019). Community participation will bring up various information so that various solutions will be found to problems in the environment around them (Iwandana et al., 2018). The development of bike parks also plays a role as a benchmark for the level of public trust in sports facilities that are run in their environment. A sports facility in a community will be considered successful if the development of the bike park towards the sports facility is very high. In other words, the development of bike parks plays an important role in the success or failure of sports facilities in a community (Budhwar, Chowdhury, Wood, Aguinis, & Bamber, 2023). The development of bike parks also plays an important role in the democratic process in society. The development of bike parks in an area will show that the area applies the principles of democracy in various ways. The development of a bike park can also be used as a benchmark for the implementation of democracy in the development process or solving social problems in the area. The development of a bike park is important to do because in a complex society, the participation of many individuals in the community is needed to solve various problems that occur related to the interests of many people. Participation does not only refer to participation in problem solving, but also refers to the sense of tolerance that is felt when one member of society is struck by a disaster and tries to lighten the burden together. The development of a bike park can also refer to various things that the community does related to sports in the surrounding area so that it requires the development of a bike park so that the sports facilities in the area are completed quickly. The development of a bike park also refers to community cooperation to anticipate various bad things that will happen so that such things do not happen again in the future (Fan, Ong, Wu, Matheu, & Alavi, 2023).

The development of bike parks is needed as a means to facilitate various sports activities carried out in the community. The development of bike parks, directly or indirectly, will ensure the smooth running of sports facilities carried out in the area. The principles needed are related to the development of bike parks. One of them is the principle of coverage, which is a principle related to various levels of society affected by various policies initiated regarding sports in the environment (Mansfield, 2016). The next principle is equality, which refers to the similarity in terms of using initiatives for sports facilities carried out regardless of differences in ability or understanding. The next principle is transparency which refers to the process of empowering each other in society so that the sports facilities carried out continue to run with full support from the community (Ary, Jacobs, Sorensen, & Razavieh, 2010).

The principle related to the development of bike parks is the principle of cooperation. This principle is related to the cooperation carried out by the community to help resolve and solve various problems that occur in their environment, both directly and indirectly. In addition, the principle of cooperation is also related to communication created to solve problems that occur so that dialogue is created with the solutions needed. The next principle of participation is the principle of equality of authority. This principle is needed to avoid the domination of one party in participating in sports. This domination will make someone feel like they have an important role in the sports process so that it will create a sense of wanting to win themselves which hinders the progress of sports in the area. The next principle is the principle of equality of responsibility. In this case, this principle prioritizes equality in the responsibility of working on a sports facility in their environment. In other words, everyone has a responsibility to participate in sports and solve problems that occur in their environment (Fitriantono et al., 2018). The next principle is empowerment. This principle is related to the empowerment of the potential possessed by the community to create participation that can support the running of sports. In addition, this principle also creates a development of a bike park that aims to solve various problems that occur so that it is possible to find solutions that are faster and in accordance with the interests of the wider community (Zhang, Liu, Zhu, & Li, 2020).

RESEARCH METHOD

The method used in this study is Systematic Literature Review (SLR) library research. This method was chosen because it is to produce a new theory on the research topic by conducting a study of previous research results based on theories that can be accounted for. Systematic Literature Review (SLR) research is conducted to produce a new, more up-to-date understanding, thinking, or theory regarding a problem being studied through a study of previous study results or research based on theories that can be accounted for, so it is not an assumption, argument, or idea from the researcher. The purpose of the Systematic Literature Review (SLR) is to provide an explanation of the reader's choices and reasoning by comparing the strongest research results with each other. This research was conducted by reviewing articles related to Bike Park as a Sport Tourism Attraction.

The selection of the population as a sample used inclusion and exclusion criteria, and applied the Preferred Reporting Items for Systematic Reviews and Meta Analyses (PRISMA). The inclusion criteria, namely the articles reviewed are research articles on Bike Park as a Sport Tourism Attraction in improving students' conceptual understanding. Data collection was carried

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out using primary data sources in the form of similar articles with research titles and which have been published.

RESULTS AND DISCUSSION

1. Bike Park Management as Sport Tourism

Bike Park management has often or frequently been encountered or is no longer foreign to bicycle sports associations. The association of people in a bike park management shows that there is interaction or socialization that is a form of similarity of thought so that it can channel creativity or thoughts in its members. Insight is also obtained after the process of doing bike park is carried out so that it can be a constructive experience for members doing bike park. Bike Park management is the process of exchanging messages in a network of relationships that are interrelated with each other to handle each other. By actively doing bike park will provide various experiences for its members, such as: communication, thinking logically and systematically, conveying opinions to the public, arranging functional work responsibilities, honing leadership, and training their ability to solve problems (Schlemer, Falkner, Mueller, & Raschner, 2019). Based on these benefits, it is hoped that its members can implement them to become a better person in terms of their competence. Someone who has done bike park is believed to work more responsively, effectively, efficiently, and be able to solve problems. Therefore, bike park management is important for someone to hone their skills, especially working in groups.

Related to this, Management is a method or way as a process of managing a field, both used in science to achieve the desired goals, through planning, organizing, implementing, and controlling. Bike parks are currently often used by companies, government agencies and educational institutions because they can strengthen team togetherness, increase creativity, and increase agility and courage. Therefore, Bike parks are increasingly in demand, and many Bike Park managers are competing to make Bike parks as attractive as possible to improve their function as tourist and recreational facilities that provide direct benefits to visitors through activities that are energizing and entertaining.

Development is a result that has been achieved, done, worked on and so on, and development is the ideal of every athlete in the sport being followed. Development is the result of maximum effort achieved by an individual athlete or group in sports activities. Development is one indicator of the success of a training. A training will be considered successful if the athlete is able to show good development. Training is a complex activity with training results in the form of abilities resulting from stimulation from the environment and cognitive processes carried out by students. So training is a complex process that happens to everyone and lasts a lifetime. In other words, it can also be said that training is a process that takes place continuously, meaning that throughout their lives humans will experience the training process, while one of the modern definitions of training states that training is a planned experience that brings about behavioral changes (Burnett & Taylor, 2023).

The development of a bike park in an agency is a party that cannot be separated from the implementation process. The development of a bike park as a sports facility is an object of an agency that receives various materials delivered by a facilitator which aims to improve its competence. The development of a bike park is a party that has the right to experience increased competence after receiving the material delivered by the facilitator. In addition, the development of a bike park also has the meaning of a party that does not yet have certain competencies when it has not experienced the work process. After following the agency process, the development of a bike park will experience an increase in competence (Abdeahad & Mock, 2023). Related to this, the development of a bike park is a party that is the responsibility of all implementers. In other words, the development of a bike park with all its behavior and differences in competence is the responsibility of all work implementers in order to be able to get maximum competence improvement. The development of a bike park is a party that can be a benchmark for the success of an agency (Skerbic, 2018). The development of a bike park that is able to do all the work delivered in the agency shows that the agency that is being carried out is successful, and vice versa, the development of a bike park that does not understand the material shows that there is an inappropriate application of the method so that the development of the bike park does not experience significant intellectual development.

Training is a stage of change in all relatively permanent individual behavior as a result of experience and interaction with the environment that involves cognitive processes. In this sense, not all behavioral changes that occur can be said to be the result of the training process. For example, changes in behavior due to fatigue, sadness, boredom and others cannot be viewed as the result of the training process. This is in line with the opinion expressed (Coghlan, 2012).

Bike park management has an important meaning in terms of the level of public trust in the ongoing sports facilities. High bike park management will show the level of public trust in a sports facility that is being carried out in the community environment. The community can also be involved in the process of procuring sports facilities so that bike park management can be further improved. Bike park management will be directly proportional to the willingness of the community to participate in the success of the sports facilities being run, in other words, the community also needs a stimulus to participate in the success of sports facilities in their environment, such as giving money for compensation or allowances as collateral while working to make sports facilities a

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success (Mylik, 2023).

Bike park management also has an important meaning in the realization of the regulatory process in the procurement of sports facilities. participation in the community will affect the level of regulation carried out in a sports facility procurement process. High bike park management will show the success of a sports facility procurement in implementing the regulatory principle. The regulatory principle is needed in an activity process to show the bike park management that is formed in relation to the procurement of sports facilities in an area (Adair, 2017).

Bike park management plays an important role in the process of procuring sports facilities. This is based on the fact that the provision of sports facilities cannot run without community participation. Bike park management has a role in knowing the conditions of the community that already exist. This needs to be done because of the closeness of bike park management with the provision of sports facilities that occurred previously. Bike park management has an important meaning to describe the real conditions of the community so that the provision of sports facilities can be carried out according to the conditions and level of bike park management (Lavallee, 2018).

2. Socio-Economic and Cultural Impact of Bike Park as Sport Tourism

The existence of a bike park will increase the economic sector, especially in terms of additional funding for infrastructure. Related to this, aspects such as coaching and improving infrastructure require a lot of funds so that funding is the most important factor. Funding also includes providing funds for training programs that have been planned to improve athlete skills and abilities. Specifically, funding is also carried out as an effort to improve the implementation of coaching, player development, bike park facilities and infrastructure which are the results of coaching that is carried out intensively and gradually (Lavallee, 2018).

In terms of socio-economics, Bike parks are currently often used by companies, government agencies and educational institutions because they can strengthen team togetherness, increase creativity, and increase agility and courage. Bike parks are increasingly in demand and many Bike park managers are competing to package Bike parks as attractively as possible so that they can increase their function as a tourist and recreational vehicle that provides Bike park benefits directly with refreshing and enjoyable activities for its visitors (Alliance, 2018). To package the Bike park so that it looks attractive, it cannot be separated from good management because with good management all existing plans and concepts will be achieved. However, if on the contrary, good management cannot be carried out in an organization, it will have bad consequences and be detrimental to the organization itself, especially other people. Economic utilization in bike parks is a means used by bike parks to communicate and connect with the wider community, the main purpose of which is to increase sales profits from their products. Bike parks utilize brand ambassadors to influence and invite the public to be interested in using their products, usually brand ambassadors are chosen from the image of popular artists. Brand ambassadors are also a determinant in attracting buyers to buy products from Bike parks so that brand ambassadors become a factor considered in seeking profit. Brand ambassadors are individuals who are chosen as representatives who can represent the products of a bike park, so that they can have a positive impact on the business. Typical advertising and being represented by artists can increase product sales. This influence is certainly inseparable from the expertise, charisma, success, and nature of the artist who can represent the bike park product (Burnett & Taylor, 2023).

In addition, economic utilization is also carried out with the aim of fostering pride in bike parks as a tourism potential in their area. Local brand pride is a feeling of pride in customers regarding products produced by domestic companies. This feeling arises because consumers feel that local brands are able to compete with foreign products, have good quality, and reflect cultural values and national identity. Local brand pride also contributes to consumer loyalty, where they prefer and recommend local brands to others because they feel they have an emotional bond and pride in the product.

Ease of access to international bike parks adds to the difficulties for local products because there are no restrictions on the flow of products from outside the region. With the increasing number of local and imported bike parks, bike parks must work hard to survive and compete. Therefore, the right marketing method is needed to attract the public. In order to survive in the tight competition, bike parks need to make products according to what the community wants and needs. These products must have high quality, affordable prices, and guaranteed security so that customers are interested in buying and can compete with products from outside the region in terms of bike park utilization (Terason, 2021).

This pride not only benefits consumers but also provides a positive boost for local companies, helping them to grow and compete in the target market. In addition, local brand pride can drive domestic economic growth by supporting small and medium enterprises, and creating jobs. Local brand pride is a name or symbol that is intended to identify the seller's product as a differentiator from its competitors' products. Brand is the most important factor for marketing activities because in introducing and offering products, the brand name is always relied on (Ratten, 2017).

CONCLUSION

From this study, it can be concluded that Bike park is one of the evidences of community participation in providing support for mountain biking activities. The principle related to the development of bike park is the principle of cooperation. This principle is related to the cooperation carried out by the community to help resolve and solve various problems that occur in their environment, both directly and indirectly. High bike park management will show the success of a sports facility procurement in implementing the principle of regulation. The existence of a bike park will increase the economic sector, especially in terms of additional funding for infrastructure.

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