

ABSTRACT

Zardi, Indra. 2025. Analysis of Regional Development Policy in the Development of Sport Tourism in Tanjung Jabung Timur Regency. Thesis, Master of Physical Education, Jambi University, Supervisors (I) Endarman Saputra, S.Pd., M.Sc., Ph.D. (II) Dr. Ugi Nugraha, S.Pd., M.Pd.

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This research aims to analyse regional development policies through sports tourism in Tanjung Jabung Timur Regency. Sports tourism is a sector with potential to support local economic development by organising sporting events that can attract tourists. However, the development of sports tourism in this region still faces various challenges related to infrastructure, human resources, and coordination among stakeholders. This research focuses on how sports tourism policies are implemented to support regional development in Tanjung Jabung Timur Regency.

The research method used is a qualitative approach with case studies. Data collection techniques are carried out through in-depth interviews with various related parties, such as the Regent, Chairman of the Regional House of Representatives, Head of Office, Sports Practitioners, and Journalists. The data obtained was analysed using the Nvivo application, which is a thematic analysis technique to explore information about the implementation of policies, impacts, and obstacles faced in the development of sport tourism.

The research findings indicate that the sport tourism policy in Tanjung Jabung Timur Regency has great potential to support regional development, particularly in enhancing the local economy through sports-based tourism. The provision of adequate sports infrastructure and the organisation of sporting events are among the main focuses of this policy. However, there are several significant challenges, such as limited budgets and a lack of coordination among the involved government agencies.

The conclusion of this research is that the development of sport tourism in Tanjung Jabung Timur Regency can become an important pillar in regional development. Therefore, better synergy between local government, communities, and the private sector is needed so that this policy can be implemented effectively and sustainably. Strengthening human resource capacity and improving infrastructure are also very important in supporting the success of sport tourism development.