

# Sports Diplomacy of Batu City Government through the Batu International Sport Tourism Festival Paragliding Accuracy League 2024

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## Abstract

*Tourism is one of the main pillars driving regional development. Batu City, with its natural potential and supportive geographical conditions, continuously strives to strengthen its position as a leading tourist destination. This research focuses on analyzing the implementation of sports diplomacy by the Batu City Government through the organization of the Batu International Sport Tourism Festival (BISTF) Paragliding Accuracy League 2024 as a tourism promotion effort. The author uses the sports diplomacy concept by Stuart Murray, which posits sports people and sporting events as essential components for achieving diplomatic goals. This descriptive qualitative research utilizes primary data obtained through the author's direct participation in the BISTF Paragliding Accuracy League 2024, while secondary data is gathered through literature review. The results indicate that the organization of the BISTF Paragliding Accuracy League 2024, initiated by the Batu City Government, is an effective strategy to promote Batu City's natural tourism potential, introduce the rich local culture of East Java, and foster cross-cultural interaction and international collaboration. Overall, the event contributes significantly to enhancing Batu City's image and tourism appeal at both national and international levels.*

**Keywords:** Sports diplomacy; Tourism; Batu City.

## Abstrak

Sektor pariwisata merupakan salah satu pilar utama dalam mendorong perkembangan daerah. Kota Batu, dengan potensi alam dan kondisi geografis yang mendukung, terus berupaya memperkuat posisinya sebagai destinasi wisata unggulan. Penelitian ini

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berfokus menganalisis implementasi diplomasi olahraga Pemerintah Kota Batu melalui pelaksanaan *Batu International Sport Tourism Festival (BISTF) Paragliding Accuracy League 2024* sebagai upaya promosi pariwisata. Penulis menggunakan konsep diplomasi olahraga oleh Stuart Murray, dengan menjadikan *sports people* dan *sporting events* sebagai komponen penting dalam mencapai tujuan diplomasi. Penelitian kualitatif deskriptif ini menggunakan sumber data primer yang diperoleh melalui partisipasi langsung penulis dalam kegiatan BISTF *Paragliding Accuracy League 2024*, sedangkan data sekunder dikumpulkan melalui studi kepustakaan. Hasil penelitian ini menunjukkan bahwa pelaksanaan BISTF *Paragliding Accuracy League 2024* yang diinisiasi oleh Pemerintah Kota Batu, merupakan strategi efektif untuk mempromosikan potensi wisata alam Kota Batu, memperkenalkan kekayaan budaya lokal dari Jawa Timur, serta mendorong interaksi lintas budaya dan memfasilitasi kolaborasi internasional. Pelaksanaan acara ini secara keseluruhan berkontribusi pada peningkatan citra dan daya tarik pariwisata Kota Batu di tingkat nasional maupun internasional.

**Kata kunci :** Diplomasi Olahraga; Pariwisata; Kota Batu.

## Introduction

Since the first Olympic Games in ancient Greece, sports have served as a diplomatic tool, strengthening relations between nations through international competitions that promote cooperation and cultural values. For both audiences and governments, sporting events bring people together in the spirit of sportsmanship, providing benefits to both sides.<sup>1</sup> In the context of public diplomacy, sport is used as a strategic instrument to strengthen international relations and enhance Indonesia's image on the global stage. Through activities such as athlete exchanges, matches, and tournaments, sport builds bridges of friendship between countries and facilitates international cooperation. Nevertheless, sports diplomacy is often inseparable from the political backgrounds that shape interactions among states.<sup>2</sup>

Batu City, East Java, is known as one of Indonesia's favorite tourist destinations, offering beautiful mountain landscapes and a wide variety of attractive tourist attractions. However, in this era of globalization, competition in the tourism sector has become increasingly intense, making it necessary to adopt innovative and sustainable strategies to attract both domestic and international visitors.<sup>3</sup> Therefore, the Batu City Government utilizes sports diplomacy to promote its tourism and strengthen international relations through the organization of the Batu International Sport Tourism Festival (BISTF) Paragliding Accuracy League. The sport tourism approach is chosen because it is able to integrate sports activities, entertainment, and destination promotion into a single, mutually reinforcing series of events. The Batu City Government recognizes the significant potential of paragliding, which takes advantage of the natural landscape of Mount Banyak as its main attraction, while also serving as a means of promoting nature and adventure based tourism. The organization of the 2024 BISTF Paragliding Accuracy League is designed not only as a

competitive event but also as a tourism promotion platform aimed at increasing the exposure of Batu City at both national and international levels.<sup>4</sup>

The Batu International Sport Tourism Festival (BISTF) Paragliding Accuracy League 2024 was held from 3 to 7 July 2024, with the take-off site located at Mount Banyak and the landing area at Songgomaruto Field, Batu City. During this period, the series of activities included registration sessions, safety briefings, flight training, and a structured competition schedule in accordance with the regulations of paragliding accuracy landing events. This event was part of the 4th Series of the International Paragliding Accuracy Championship (IPAC) and was organized by the East Java Paragliding Division of the Indonesian Aero Sport Federation (FASI), in collaboration with the Batu City Tourism Office. In addition to the main competition, the event also featured various technical training sessions and participant logistics arrangements coordinated by the organizing committee at the event venue.<sup>5</sup> In its implementation, this event invites paragliding athletes from various countries, with a total of 62 athletes taking part in the competition. The participants come from five countries, namely Indonesia, South Korea, Mongolia, Malaysia, and Japan. The athletes registered online through the official website. The competition will feature four categories: overall, women's category, junior U-26, and team.

According to Macaulay and Nixon, paragliding is classified as a type of extreme sport. Paragliding is a free-flying activity that uses a fabric wing resembling a parachute. This sport is conducted by taking off and landing on foot, both for recreational and competitive purposes. The term paragliding was officially introduced by Patrick Gilligan, a Canadian expert, together with Bertrand Dubuis from Switzerland in 1985. This sport represents a form of free flight that is carried out by launching from hillsides or mountainous areas, utilizing wind currents as the primary source of lift. These air currents play a crucial role in maintaining stability and enabling the fabric wing or parachute to remain airborne at a certain altitude. Paragliding is performed by taking advantage of specific natural contours, namely hillsides or mountainous terrain, which allow pilots to independently execute the take-off process by inflating the fabric wing with wind and subsequently controlling the flight until landing back on foot. Take-off locations at higher elevations function to provide initial airspeed and to utilize airflow (lift) to sustain flight; therefore, topographical contours such as slopes and hills are commonly selected as paragliding sites. In competitions, both for landing accuracy and cross-country distance events, the use of hilly or mountainous areas constitutes part of the technical requirements to ensure that the competitions are conducted in accordance with paragliding sport standards.<sup>6</sup>

In understanding tourism promotion strategies through sporting events, this study refers to several relevant previous studies. First, a journal by Drianawati and Undang (2023) explains that the organization of international

sporting events such as the Mandalika MotoGP represents a concrete form of public diplomacy conducted through sports. The study highlights how sporting activities can be utilized as a form of soft power to strengthen Indonesia's positive image on the global stage, as well as an effective strategy for tourism promotion.<sup>7</sup> Second, in a journal article by Destandi, F. R., Nugrahaningsih, N., and Iriansyah, A. (2023), the authors explain how the Korea Tourism Organization (KTO) uses sports particularly football as an instrument of sports diplomacy to strengthen the image of South Korean tourism in the eyes of the Indonesian public.

## Research Method

This study employs a descriptive qualitative approach to provide an in-depth overview of the implementation of sports diplomacy by the Batu City Government through the organization of the Batu International Sport Tourism Festival (BISTF) Paragliding Accuracy League 2024. This approach is used to understand the processes, meanings, and dynamics that emerged during the event. The data sources consist of primary data obtained through direct observation and the researcher's on-site participation, as well as secondary data in the form of academic journals, books, government reports, official websites, and relevant online media articles.

The research procedure was carried out through several stages: (1) literature review to establish the context and theoretical framework, (2) participatory observation during the series of BISTF 2024 activities, (3) field note-taking and documentation of on-site activities, and (4) organization of preliminary data to facilitate the analysis process. Data validity was ensured through source triangulation by comparing field observation results with information from official documents and media coverage, thereby ensuring the consistency and validity of the findings.<sup>8</sup>

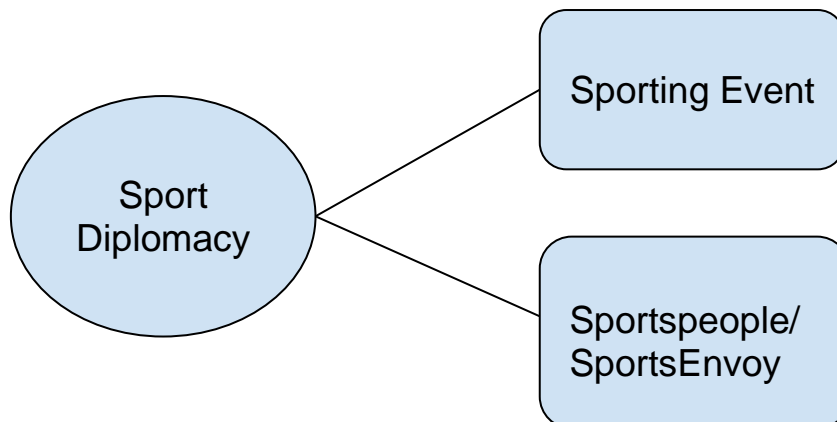
The data analysis technique employed is **thematic analysis** as developed by **Braun and Clarke**, which is a method for identifying, coding, categorizing, and interpreting patterns of meaning within qualitative data. The stages of analysis include: (1) reading the entire dataset to understand the context, (2) assigning codes to information relevant to the research focus, such as the role of government, interactions involving international athletes, and tourism promotion, (3) grouping the codes into initial themes, (4) reviewing and refining the themes to ensure they are representative, and (5) developing the final themes along with their interpretations and supporting data.<sup>9</sup> Through this thematic analysis, the study is able to illustrate the patterns of sports diplomacy that emerge in the organization of BISTF 2024 and how these patterns contribute to enhancing the image and tourism appeal of Batu City.<sup>10</sup>

## **Conceptual Framework (Sports Diplomacy)**

In the field of international relations, sport plays an important role among states, non-state actors, and societies across the world. Sport itself serves as a cultural marker, a strategy or means to prevent the occurrence of conflict, and a powerful diplomatic tool however, its role is often overlooked. Sporting events can create “high-profile” opportunities for a country to engage in dialogue outside formal discussions. Sport also functions as a bridge between states and their societies through physical training, competitions, and games. Quoting the book *Sports Diplomacy*, “sport has the power to change the world, the power to inspire, the power to unite people in a way that little else does, and the power to awaken hope by speaking in a language they understand.” This idea is in line with Nelson Mandela’s view on the unifying power of sport.<sup>11</sup>

Sports diplomacy can be understood as a diplomatic perspective that focuses on processes, the actors involved, and the networks created by states, non-state actors, and international sport. At the traditional level, cultural diplomacy is a relatively new term that reconceptualizes an old practice, namely the use of sport as a means or strategy to achieve certain objectives, minimize friction, and bring foreign publics closer together within a shared space. Sports diplomacy is divided into two types: “traditional” sports diplomacy and “new” sports diplomacy. In this study, the author employs the “new” sports diplomacy approach, in which the government acts as a “sporting gatekeeper” by facilitating non-state actors, regulating, and evaluating sports diplomacy strategies or policies. Therefore, Stuart Murray specifically defines sports diplomacy as the conscious and strategic use of sportspeople and sporting events by both state and non-state actors, with the aim of engaging, communicating, and promoting a positive image among foreign publics and organizations in order to shape perceptions that support the objectives of the sending state.

According to Murray, there are four factors that encourage a country to use sports diplomacy to advance its national interests. First, the use of sports diplomacy is considered a new, more modern, and innovative approach. Second, it represents a unique and popular diplomatic method or strategy, making it suitable for various policies and strategies adopted by many countries. Third, the use of cultural diplomacy tends to be more practical, low-cost, and low-risk, yet capable of exerting significant influence on other countries. Finally, sports diplomacy is widely accepted by people around the world due to its universal nature and its ability to generate positive impacts.



**Figure 1.1 Conceptual Framework**

This framework serves as the basis for examining how the Batu City Government implements its sports diplomacy strategy through the organization of the Batu International Sport Tourism Festival (BISTF). In this study, the author formulates the theoretical foundation by adopting the concept of sports diplomacy as proposed by Stuart Murray, which views sport as a component of public diplomacy in building image, strengthening cross-border relationships among actors, and conveying the values and identity of a region to the international public.

Within this conceptual framework, sports diplomacy is implemented through two main instruments, namely sporting events and sports envoys/sportspeople. Sporting events are understood as structural mechanisms that enable international interaction through the organization of international-level sports activities. Meanwhile, sports envoys or sportspeople are positioned as non-state actors who play a strategic role in the practice of sports diplomacy.

Accordingly, this framework demonstrates that the sports diplomacy of the Batu City Government through BISTF is carried out through the synergy between sports events as a medium for international interaction and sportspeople as non-state actors, which together contribute to building a positive image of Batu City and strengthening its position within the context of international sports and tourism diplomacy.

## **Results and Discussion**

Batu City is known as one of the most popular tourist destinations in East Java. Located in a highland area, the city offers cool and refreshing air, making it an ideal place to unwind, especially for urban residents. In addition, its well-preserved natural environment gives Batu City a wide variety of tourist attractions, each with its own distinct character and uniqueness. Both natural and man-made tourism attractions have developed rapidly and are spread

across various areas of Batu City. The city is home to numerous nature-based destinations situated on mountain slopes, with most attractions highlighting the scenic beauty and distinctive characteristics of mountainous regions.<sup>12</sup> Recognizing this potential, the Batu City Government continues to promote its tourism attractions not only at the national level but also internationally. One of the initiatives undertaken is the organization of the 2024 Paragliding Accuracy League as both a sporting event and a tourism promotion platform.

The organization of the Batu International Sport Tourism Festival (BISTF) Paragliding Accuracy League 2024 represents a concrete form of event diplomacy as described by Murray, in which a sporting event is utilized as a medium for cross-national interaction and as a means of constructing a positive image. By selecting paragliding an sport that is highly dependent on natural conditions the Batu City Government strategically integrates the promotion of its mountainous natural landscapes with the implementation of a sporting event, thereby ensuring that the event is not merely competitive in nature but also serves as a tool to highlight the region's identity and tourism appeal.

Moreover, this event creates an initial platform for diplomatic mechanisms through sports actors (sportspeople). The presence of athletes from various countries not only highlights the competitive aspect, but also opens opportunities for people-to-people diplomacy and cultural exchange, which contribute to enhancing the image of Batu City within the international community. Therefore, the tourism potential of Batu City is not merely a backdrop for the organization of BISTF, but also a key element that makes the event effective as a sports diplomacy strategy.

### **Sports Diplomacy of the Batu City Government in Promoting Batu City Tourism**

The Batu City Government continues to expand its tourism network through the organization of international-scale sports tourism events. One clear example is the implementation of the Paragliding Accuracy League 2024, which forms part of the series of activities within the Batu International Sport Tourism Festival (BISTF).<sup>13</sup> The event served as an effective strategy to promote regional tourism by leveraging the power of an international-class sporting event. It was held from 3–7 July 2024 at Songgomaruto Field, Songgokerto Subdistrict, Batu City, and featured a variety of captivating paragliding attractions that amazed spectators. The activities centered on Mount Banyak as the main icon and a key tourism magnet of Batu City. A total of 62 paragliding athletes from Indonesia, Malaysia, and South Korea participated in the competition. During the opening of the festival, the paragliding pilots presented a series of spectacular performances, ranging from aerial acrobatic maneuvers to flying with unique equipment and costumes such as carrying a canoe or wearing *bantengan* costumes thereby highlighting the richness of Batu City's local cultural heritage.

In the BISTF Paragliding Accuracy League 2024, the competition was divided into several categories, namely overall, team, women, and junior. Participants competed for a total prize pool of €3,750, or approximately IDR 66 million. The first-place winner in each category (except the junior category) received a prize of €500, while the first-place winner in the junior category was awarded €250. Participants wishing to take part were required to pay a registration fee of €80, which included five nights of accommodation. Beyond its prestige, the competition also served as a benchmark event for international paragliding athletes to accumulate points and improve their global rankings.<sup>14</sup> In this event, art performances such as traditional dances and *bantengan* were also showcased. The atmosphere became even more lively with performances by aerosport athletes who demonstrated hang gliding maneuvers as well as acrobatic paragliding attractions. In addition, there was a tandem paragliding session involving persons with disabilities, including performances by athletes using wheelchairs and canoes, conveying the message that paragliding is an inclusive air sport that can be enjoyed by people from all backgrounds.<sup>15</sup>

The Head of the Batu City Tourism Office, Arief As Siddiq, stated that the organization of this event has had a fairly significant impact on the regional tourism sector. Based on calculations, the participating athletes arrived with their families and spent nearly one week in Batu City, thereby contributing to an increase in tourist visits. In addition, the presence of local residents and tourists who came to watch the event further reinforces the data showing that activities like this are capable of driving the growth of the local tourism sector.<sup>16</sup> This statement aligns with the trend of tourist visits to Batu City in 2024, the year in which the BISTF Paragliding Accuracy League was held. In 2024, the number of tourists reached approximately 10.87 million visitors.<sup>17</sup> Meanwhile, in 2023, the number of tourist visits was recorded at 9,657,990, indicating an increase of approximately 12.6% compared to the previous year.<sup>18</sup> The increase indicates that various promotional programs, including the organization of sport tourism events, have contributed to strengthening the region's attractiveness.

Another piece of evidence of the impact of the BISTF Paragliding Accuracy League 2024 can be seen in the technical achievements and competitive performance recorded during the event. According to local media reports, the event set a record by successfully conducting 12 competition rounds, which represents the highest number of rounds ever held in the history of the International Paragliding Accuracy Championship (IPAC) in Indonesia up to 2024. This achievement demonstrates that the implementation of the event in Batu City was able to meet international competition technical standards and serves as proof of the region's readiness to host global-scale sporting events.<sup>19</sup>

The successful completion of all 12 rounds not only demonstrated the smooth running of the competition, but also strengthened Batu City's position as one of the favored venues in the aerospace sports calendar, particularly in

the discipline of paragliding accuracy. According to official records, this event also served as the fourth series of the International Paragliding Accuracy Championship (IPAC), which has been consecutively held in various regions across Indonesia. The final series in Batu City showed that the course, facilities, and competition management were well-organized, safe, and received positive responses from both participants and organizers.

Moreover, beyond the technical success of the competition, the local government's commitment to the sustainability of sport tourism is also reflected in its planning for the development of supporting infrastructure. The Batu City Government responded to the event evaluation by planning the construction of a connecting access road to the paragliding take-off site at Mount Banyak, aimed at improving accessibility for athletes and tourists from various regions. This demonstrates that the BISTF event is not merely a one-off activity, but serves as a catalyst for facility improvements that can enhance visitor comfort and increase tourism potential in the future.<sup>20</sup> The BISTF Paragliding Accuracy League 2024 has demonstrated a tangible impact as an effective sports tourism event in strengthening the image of Batu City as an international-standard tourist destination and in serving as a foundation for the sustainable development of similar events in the future.

### **Sports Diplomacy of the Batu City Government through the Use of Sports Envoys or Sportspeople**

Sports diplomacy is a component of public diplomacy that has continued to expand, in which non-state actors, including athletes/sportspeople, play a strategic role in conveying messages, building images, and strengthening relations between nations through sport. Sports diplomacy is defined as the deliberate and strategic use of sport, athletes, and sporting events by both state and non-state actors to achieve specific objectives, including shaping positive perceptions among global publics, fostering inter-state relations, and promoting particular social and cultural values. Within this model, sportspeople function as sports envoys or cultural ambassadors who carry the stories, values, and identities of their communities or nations to the broader international community.<sup>21</sup>

The use of sportspeople in the implementation of an international-level paragliding championship, namely the Batu International Sport Tourism Festival (BISTF) organized by the Batu City Government, can be evidenced by the participation of both local and international paragliding athletes from various parts of the world. This paragliding championship was attended by 62 local athletes and 5 international athletes, consisting of four athletes from Malaysia, one athlete from South Korea, and 62 athletes from Indonesia.<sup>22</sup> In this context, athletes or sportspeople do not only serve as competition participants, but also

act as cultural and tourism ambassadors who represent the values of sportsmanship, hospitality, and the natural beauty of Batu City.

During the Batu International Sport Tourism Festival (BISTF), medal awards were divided into three classes: Junior U-26, Female, Overall, and Team. Several Indonesian paragliding athletes succeeded in becoming champions in various accuracy categories. In the junior category, Mohammad Abdul Latif finished in fifth place, Naufal Hammam secured fourth place, Perdiawan achieved third place, Galuh Ade Prasianto took second place, and at the top, M. Darus Salam claimed first place in the junior class.<sup>23</sup> Meanwhile, in the women's category, the third place was won by Belinda Maria Sigarlaki, the second place by Karlina Dwi, and the first place was achieved by Aisyah Indika Desta. In the overall category, Perdiawan secured third place, Galuh Ade Pristanto took second place, and M Darussalam succeeded in winning first place.<sup>19</sup> Lastly, for the team category, Puncak Squad won first place, Pride for Jakarta won second place, and Jatim Sky Lancing Team won third place.

The event was fully supported by various officials and prominent figures who attended to enliven the championship, including the Mayor of Batu, the Head of the Culture and Tourism Office of East Java Province, the Chairperson of the East Java Provincial Board of the Indonesian Aero Sport Federation (FASI) Paragliding, representatives from Perhutani, the Regional Leadership Coordination Forum (Forkopimda), and heads of regional government agencies (OPD) in the Batu City Government.<sup>24</sup>



**Figure 1.2**

Paragliding athlete using a canoe

Source : Malang Post

In addition to the paragliding athletes' performances, the event was also enlivened by various exciting shows, including a performance by aero sport athletes featuring hang gliding and acrobatic paragliding. In addition, there was also a tandem paragliding performance by athletes with disabilities, as well as

paragliding stunts performed by athletes using wheelchairs and canoes.<sup>25</sup> This shows that paragliding is not limited to certain groups, but can be participated in by anyone from various backgrounds.

The event was considered successful and had a fairly positive impact on Indonesia's tourism image, especially Batu City tourism. This was evident from the enthusiasm of paragliding athletes from various regions and abroad who participated in the competition. One of them was South Korean paragliding athlete Kim Ki Hyeon, who revealed that this was his first time participating as a paragliding competitor in Batu City. He expressed his gratitude to the public officials in Batu City and conveyed his desire to invite and introduce paragliding athletes in South Korea to also compete in Batu City.<sup>26</sup> Another point was also conveyed by one of the paragliding athletes from the neighboring country Malaysia, Aqill Ammar, who considered the championship in Kota Batu quite challenging for him. According to him, several points were quite difficult to pass while flying due to changing wind conditions. He also appreciated the services and transportation that were specially provided by the event organizers.<sup>27</sup>

The involvement of Indonesian paragliding athletes in the competition is expected to help Indonesia improve its achievements in the eyes of the world. Currently, Indonesia is still ranked 6th in the world and 2nd in the Asia-Pacific region. The role of sportspeople showcased in the BISTF Paragliding Accuracy League 2024 demonstrates that the presence of athletes is not only important in the context of competition, but also has a strategic diplomatic function. Murray explained that athletes act as non-state actors who are able to create people-to-people diplomacy through direct interaction, testimonials, and personal experiences during international events. Positive testimonials from athletes from South Korea and Malaysia about the panorama of Mount Banyak, the readiness of the committee, and the friendliness of the people of Batu City are a form of informal public diplomacy that indirectly spreads a positive image of Batu City to the global paragliding community. The narrative carried by these athletes has the potential to become word-of-mouth diplomacy, which is the promotion of a destination through personal stories shared with the public in their home countries.

In addition, the achievements of Indonesian athletes also strengthen the nation's identity as a competitive country in the field of aero sports, thereby supporting Indonesia's image on the international stage. The presence of athletes with disabilities and the acrobatic performances also demonstrate the values of inclusivity and cultural diversity that the local government wants to highlight as part of its sports diplomacy strategy. Thus, sportspeople in the BISTF are not only competition participants, but also act as cultural ambassadors who help promote sportsmanship, international friendship, and the positive image of Batu City at the global level.<sup>28</sup>

The implementation of the BISTF Paragliding Accuracy League 2024 also had a tangible positive impact on the local economy through sport tourism. According to local news reports, this international event became a tourist attraction that drew participants, officials, and spectators from outside the region as well as from abroad to Batu City, thereby creating opportunities for increased spending in the accommodation, culinary, and local MSME sectors during the competition. Various facilities in Gunung Banyak and its surrounding areas also received greater attention from visitors, which in turn stimulated the circulation of the local economy and increased the income of small business actors around the event location. This is in line with the statement that sport tourism events such as BISTF are seen as an effective strategy for developing a sports-based economy, not only increasing tourist visits but also encouraging growth in the hospitality and retail sectors in the host region.<sup>29</sup>

Furthermore, the implementation of the BISTF Paragliding Accuracy League 2024 demonstrates the Batu City Government's commitment to making international sports events part of a sustainable regional tourism development strategy. The Batu City Government officially stated that this event not only serves as a sports competition, but also as a means of promoting the tourism potential of Mount Banyak and strengthening Batu City's identity as a leading sport tourism destination. Through cross-agency support and synergy with relevant stakeholders, BISTF is positioned as a strategic agenda capable of increasing tourism appeal while expanding Batu City's exposure at national and international levels. With this approach, the organization of BISTF 2024 is not incidental, but rather part of regional policy in strengthening tourism competitiveness and Batu City's reputation through sports.<sup>30</sup>

## **Conclusion**

The sports diplomacy of the Batu City Government through the organization of the Batu International Sport Tourism Festival (BISTF) Paragliding Accuracy League 2024 has become an effective strategy in strengthening Batu City's image as an international-standard tourism destination. By involving sportspeople from various countries such as South Korea, Malaysia, and Mongolia, this event not only serves as a competition platform but also as a cultural diplomacy medium that promotes the values of sportsmanship, international friendship, as well as the natural beauty and cultural richness of Batu City. The presence of international athletes and their positive responses to the event's organization indicate the success of the Batu City Government in utilizing sports as a regional soft power instrument to expand international networks and attract foreign tourists. Moreover, this activity provides tangible economic benefits for the local community, both through increased tourist visits and the promotion of flagship tourist destinations such as Mount Banyak and the Songgomaruto area.

Moving forward, the Batu City Government is advised to formulate long-term development strategies, such as expanding collaboration with international sports federations, integrating cultural promotion more systematically into the event series, and strengthening supporting infrastructure so that international standards are increasingly met. In addition, future research can examine the effectiveness of the sports diplomacy model in enhancing regional foreign cooperation or assess the long-term impact of this event on the development of sport tourism in Batu City.

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