

# Integrated Event Tourism Packaging in National Strategic Areas: A Collaborative Planning Model for SAMOTA, Indonesia

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## Abstract

***Purpose:** This study aims to formulate and validate an integrated event tourism package planning model for the SAMOTA National Strategic Tourism Area (KSPN) in Sumbawa, Indonesia. It addresses the critical gap in existing destination management, where flagship events and natural attractions are often marketed in silos, limiting their economic impact and sustainability. **Design/methodology/approach:** The study adopts a Research and Development (R&D) approach utilizing the 4-D Model (Define, Design, Develop, Disseminate). Data were collected through in-depth interviews with penta-helix stakeholders, including government officials, local communities, and cross-regional travel agencies (Lombok, Bali, and Makassar). The resulting model underwent expert validation to ensure feasibility and market relevance. **Findings:** The research produced a "Collaborative Event Tourism Planning Model" that effectively integrates the SAMOTA International Festival (SIF) with iconic destinations (Moyo Island, Saleh Bay, and Tambora). The findings demonstrate that cross-regional stakeholder collaboration—specifically involving travel agents in the co-creation process—is the primary driver for building market confidence and expanding distribution channels. The model yielded segmented tourism packages (2D1N, 3D2N, and Full Day) that successfully extended tourists' length of stay. **Originality/value:** This study contributes to the event tourism literature by providing a validated, visual planning framework that links event scheduling with destination product packaging. It offers a practical roadmap for Destination Management Organizations (DMOs) to transform sporadic events into sustainable tourism products through structured multi-stakeholder synergy.*

**Keywords:** Event Tourism, Tour Packaging, R&D 4D Model, Collaborative Planning, SAMOTA KSPN.

## INTRODUCTION

Tourism has evolved into a strategic sector essential for driving economic growth and enhancing regional development. In this competitive landscape, event tourism has emerged as a catalyst for strengthening destination image and influencing tourist visitation intentions. Integrating sports and cultural events with destination attributes is crucial, as well-planned events can significantly positively influence tourists' intention to revisit and shape the destination's long-term perception (Jeong & Kim, 2019; Setyaningtyas et al., 2021). Furthermore, recent studies emphasize that effective tourism planning must transcend sporadic event hosting; it requires the strategic integration of attractions, amenities, and accessibility to generate optimal economic benefits and extend tourists' length of stay (Atsız et al., 2022).

The SAMOTA National Strategic Tourism Area (KSPN)—comprising Saleh Bay, Moyo Island, and Mount Tambora in Indonesia—possesses distinctive marine and geological assets that offer a competitive advantage. The region hosts significant events, such as the SAMOTA International Festival (SIF), aimed at accelerating tourism promotion. However, despite this potential, the region faces challenges in optimizing these assets due to the lack of a structured, integrated packaging model. Previous research suggests that tourism packages combining cultural

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destinations with event branding can significantly enhance product attractiveness (Liao & Chuang, 2020). Conversely, without a cohesive planning framework connecting these events to the permanent destination ecosystem, the impact of tourist arrivals remains temporary and fragmented.

A critical gap exists in the current literature and practice regarding the operational planning of such packages. While the relationship between events and destination image is well documented (Jeong & Kim, 2019; Škorić et al., 2021), there is a scarcity of empirical research offering a validated, step-by-step model for packaging these elements through a Research and Development (R&D) approach. Specifically, the mechanisms for multi-stakeholder collaboration in the packaging process remain underexplored in the context of emerging Indonesian destinations.

To address this gap, this study aims to develop an "Integrated Event Tourism Package Planning Model" for the SAMOTA KSPN. Unlike previous descriptive studies, this research employs a Research and Development (R&D) design utilizing the 4-D Model (Define, Design, Develop, Disseminate) adapted from Thiagarajan et al. (1974). This methodological rigor ensures the resulting model is not only theoretically grounded but also empirically validated by industry practitioners. By synthesizing event schedules with flagship destinations through collaborative planning, this study offers a practical framework to enhance destination competitiveness and community welfare.

## **LITERATURE REVIEW**

### ***Event Tourism and Destination Competitiveness***

Event tourism has evolved from a supplementary tourism activity into a core strategy for destination development and branding. It is defined as the systematic planning, development, and marketing of festivals and special events as tourist attractions to maximize economic and social benefits (Getz & Page, 2016). In the context of destination competitiveness, events serve as powerful catalysts, differentiating a region from competitors by creating unique, ephemeral experiences that static attractions cannot offer. Empirical studies have confirmed the significant correlation between event quality and destination image. (Jeong and Kim, 2019) demonstrated that well-organized recurring events directly enhance the destination's brand equity, transforming a location's identity in the minds of potential tourists. Furthermore, in the context of sport tourism, (Setyaningtyas et al., 2021; Škorić et al., 2021) found that positive experiences at sport events significantly influence tourists' behavioral intentions, particularly their intention to revisit and recommend the destination. This literature suggests that for emerging destinations like SAMOTA, integrating events is not merely about hosting the activity but about leveraging them to secure long-term tourist loyalty.

### ***Stakeholder Collaboration in Destination Planning***

The complexity of packaging event tourism requires robust collaboration among diverse stakeholders, often referred to as the "penta-helix" model involving government, academia, industry, community, and media. (Hidayah et al., 2022) emphasize that synergy among these stakeholders is critical to developing smart, sustainable destinations. In the context of tour packaging, travel agencies act as critical intermediaries; their early involvement in the planning phase (co-creation) ensures that the resulting packages are market-ready and feasible (Hidayah et al., 2022). Without this collaborative governance, event tourism often suffers from fragmentation, where events run successfully but fail to generate broader tourism impacts.

## **METHODS**

### ***Research Design***

This study employs a Research and Development (R&D) design combined with a qualitative descriptive approach. The primary objective is not merely to describe the tourism potential of SAMOTA but to produce a validated operational product: an integrated event tourism package planning model. To ensure a systematic development process, this study adopts the 4-D model developed by (Thiagarajan et al., 1974), comprising four stages: Define, Design, Develop, and Disseminate. This framework was chosen for its comprehensive structure, which guides product development from needs analysis to final validation.

### ***Research Procedure (The 4-D Model)***

#### ***Phase 1: Define (Needs Analysis)***

The initial phase focused on identifying the gap between the current state of tourism in SAMOTA and market demand. Data were collected through: First, Field Observations of core attractions (Moyo Island, Saleh Bay, Mount Tambora) and event facilities during the SAMOTA International Festival (SIF). Second, Stakeholder Interviews: In-depth, semi-structured interviews were conducted with purposively selected key informants

(N=12). Participants included local tourism officials (n=2), event organizers (n=2), travel agency owners from Lombok and Sumbawa (n=5), and local community leaders (n=3)—the interviews aimed to map current challenges in packaging and marketing.

#### *Phase 2: Design (Prototyping)*

Based on the findings from the Define phase, the researchers drafted the "Integrated Event Tourism Package Model." This stage involved: 1) Attraction Mapping: Selecting iconic destinations that are geographically feasible to visit during event periods. 2) Route Formulation: Creating itineraries that optimize travel time and visitor experience (e.g., combining morning nature tours with evening event attendance). 3) Drafting Packages: Formulating three distinct package prototypes: (a) Short Trip (2 Days/1 Night), (b) Explore SAMOTA (3 Days/2 Nights), and (c) Excursion (Full Day Tour).

#### *Phase 3: Develop (Validation and Revision)*

This is the critical stage to ensure scientific rigor. The prototypes developed in Phase 2 underwent Expert Validation. Two tourism planning experts and one senior practitioner from the Association of Indonesian Tour and Travel Agencies (ASITA) evaluated the model against feasibility, marketability, and sustainability criteria. Feedback from experts was used to revise the itinerary logic and pricing strategy. Following this, a Focus Group Discussion (FGD) was held with potential partners (travel agents from Bali and Makassar) to refine the collaboration mechanism.

#### *Phase 4: Disseminate (Implementation Strategy)*

The final stage involved distributing the validated model to industry partners. In this study, dissemination was carried out through a limited implementation trial where the finalized packages were offered to a network of travel agents in West Nusa Tenggara and Bali for initial marketing.

### **Data Analysis**

Qualitative data from interviews and observations were analyzed using the interactive model proposed by Miles et al. (2014), involving three concurrent flows of activity: data condensation, data display, and conclusion drawing/verification. To ensure the data's trustworthiness, the study employed source triangulation, cross-verifying information from government officials with insights from private-sector practitioners (travel agents) to minimize bias.

## **RESULTS AND DISCUSSION**

### **The Development of the SAMOTA Integrated Event Tourism Model**

The primary output of this study is an integrated planning model formulated through the 4-D Research and Development framework. The process and resulting prototypes are detailed below.

#### ***Define Phase: Strategic Asset Mapping and Needs Analysis***

The initial phase of this study aimed to define the operational requirements for developing event tourism packages by analyzing the region's existing tourism ecosystem. The diagnostic process focused on two key dimensions: (1) the inventory of strategic destination assets, and (2) the identification of structural constraints hindering current tourism performance. Field observations and stakeholder interviews confirmed that the SAMOTA National Strategic Tourism Area (KSPN) possesses a high-value portfolio of natural and cultural attractions. As summarized in Table 1, the region's competitiveness relies on a "Golden Triangle" of assets—Saleh Bay, Moyo Island, and Mount Tambora—which collectively offer a diverse range of marine, geological, and heritage experiences. These assets serve as the core "pull factors" that, when combined with the region's event calendar, form the basis of the proposed tourism packages.

**Table 1. Inventory of Strategic Tourism Assets in SAMOTA KSPN**

Category	Destination Name	Key Attraction / Unique Selling Point (USP)	Potential Role in Package
Marine	Moyo Island	A marine tourism icon known for its underwater beauty and nature conservation.	Core Attraction
	Saleh Bay (Labuan Jambu)	Whale shark interaction: a major attraction with significant international market potential.	Special Interest / Premium
	Kenawa & Paserang Is.	Panoramic ocean views, suitable for island hopping and camping.	Supporting / Excursion

Category	Destination Name	Key Attraction / Unique Selling Point (USP)	Potential Role in Package
Nature	Mount Tambora	National Park and Geopark status; a leading conservation-based trekking destination.	Core Attraction (Adventure)
	Mantar Hill	Known as the "world above the clouds," it offers unique panoramic views from high altitude.	Supporting / Scenic Spot
Culture	Dalam Loka Palace	Historical heritage offering cultural and historical insights into the region.	Educational / City Tour
Event	SAMOTA Int. Festival (SIF)	Cultural festivals, fashion shows, traditional dance, and fishing boat races.	Integration Hub (Trigger)

Source: Research data, 2025

Despite the richness of the assets presented in Table 1, the needs analysis revealed a critical structural gap: the lack of connectivity between these permanent assets and the region's temporary events. Interviews with local tourism operators indicated that major events, such as the SAMOTA International Festival (SIF), operate as "island" activities—isolated from the broader tourism ecosystem. Consequently, visitors attending these events rarely extend their stay to visit peripheral attractions such as Moyo Island or Mount Tambora because there are no ready-made, integrated tour packages. This "siloed" management approach has resulted in a missed economic opportunity, where the influx of event attendees fails to translate into sustainable revenue for local communities and destination managers. Therefore, the primary need defined in this phase is the creation of a structured planning model that bridges the logistical and marketing gap between the event schedule (The Trigger) and the destination's natural assets (The Core Product).

#### Design Phase: Model Formulation and Prototyping

Following the identification of structural constraints in the Define phase, the Design phase focused on formulating a systematic solution to bridge the gap between sporadic event schedules and the region's permanent tourism assets. The primary output of this phase is the "Collaborative Event Tourism Planning Model," which provides a structural framework for packaging and distribution.

The proposed model, illustrated in Figure 1, was designed to function as a bridge between the "Event Sector" (temporary attractions) and the "Destination Sector" (permanent assets). Unlike traditional linear planning, this model adopts a circular collaborative approach involving three core actors: the Government (regulator and event owner), the Travel Industry Consortium (packaging and distribution), and the Local Community (service providers). The mechanism depicted in Figure 1 operates on the premise that the Event Calendar (e.g., SIF or MXGP) serves as the "Market Trigger" to attract initial interest. Once the market is captured, the Travel Industry Consortium activates the "Retention Mechanism" by bundling the event ticket with logistic services and visits to core destinations (Table 1), thereby converting a single-day event visitor into a multi-day tourist.

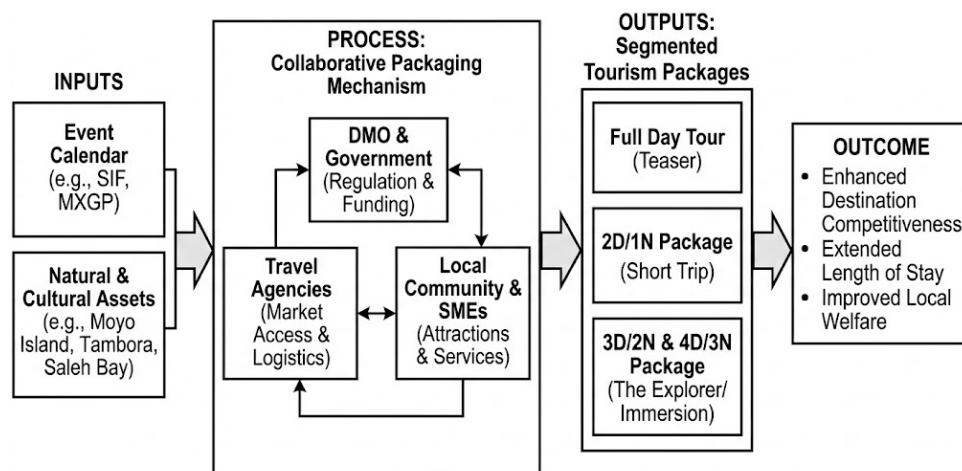


Figure 1. The Integrated Event Tourism Package Planning Model for SAMOTA KSPN

Source: Research data, 2025

To operationalize the model shown in Figure 1, the research team designed three distinct tiers of tour package prototypes. These packages were structured using market segmentation data to cater to diverse tourist profiles, from budget-conscious locals to high-yield international travelers. The specifications of these

prototypes are detailed in Table 2. The design logic for these packages prioritizes "Time-Space Integration," ensuring that the itinerary allows visitors to attend the main event (usually in the evening) while exploring natural attractions (Moyo Island or Saleh Bay) during the day.

**Table 2. Prototype of Integrated Event Tourism Packages**

Package Type	Target Segment	Itinerary Focus & Integration	Value Proposition
Full Day Tour	Budget travelers, Locals, and Day-trippers.	Focuses on the main SAMOTA International Festival (SIF) venue, combined with a culinary tour and a short city tour (Dalam Loka Palace).	Designed as an economical option that allows visitors to experience the event atmosphere without an overnight commitment.
2D / 1N (Short Trip)	Domestic tourists (typically from Lombok/Bali) with limited time.	Day 1: Arrival and Event Attendance. Day 2: Short excursion to scenic spots like Mantar Hill or a quick boat trip to Moyo Island.	Provides a time-efficient weekend getaway centered on the main event agenda.
3D / 2N & 4D / 3N (The Explorer)	International tourists and Special Interest Groups seeking comprehensive experiences.	Integrated Circuit: Whale Shark interaction (Saleh Bay) + Moyo Island Trekking + VIP Event Access + Tambora Geopark.	Maximizes the Length of Stay (LoS) by integrating the "bucket list" nature attractions into the event, encouraging high local expenditure.

Source: Research data, 2025

#### **Develop Phase: Expert Validation and Co-Creation**

The prototypes developed in the Design phase underwent rigorous validation and refinement to ensure operational feasibility and market relevance. This phase employed a dual-layer validation mechanism involving academic experts and industry practitioners (ASITA). Two tourism planning experts and one senior practitioner from the Association of the Indonesian Tours and Travel Agencies (ASITA) evaluated the initial package prototypes. The validation focused on three critical dimensions: (1) Logistical Feasibility (can the itinerary be executed seamlessly?), (2) Marketability (is the price-value ratio competitive?), and (3) Sustainability (does the package respect carrying capacity?). The expert review highlighted that while the Full Day Tour (Table 2) is logistically simple, it has a limited economic impact on the local community. Consequently, the experts recommended placing greater marketing emphasis on the multi-day packages to maximize the multiplier effect.

Following the expert review, the revised prototypes were discussed in a co-creation forum with cross-regional collaboration partners. This stage involved active participation from travel agencies based in Lombok, Sumbawa, Bali, and East Java. The feedback from this industry forum revealed a critical insight regarding market segmentation: 1) International Market Preference: Partners from Bali and long-haul specialists indicated that the 3D/2N and 4D/3N packages ("The Explorer") were the most viable for international markets. They argued that foreign tourists require "bucket list" attractions—specifically the Whale Shark interaction in Saleh Bay and the Moyo Island marine park—to justify the travel effort to Sumbawa. 2) The "Hook" Strategy: The industry partners confirmed that the Event (SIF) acts as an effective "marketing hook" or value-added bonus, but the core selling proposition remains the unique natural assets.

Based on this co-creation feedback, the final model was refined to prioritize "Fixed Departure" schedules for the 3D/2N packages, ensuring international agents could sell them with certainty. This collaborative commitment significantly increased partners' confidence in distributing the packages, as noted by the Manager of PT Kurnia Indonesia, who stated that the collaboration made the sales process "exciting" and operationally ready.

#### **Disseminate Phase: Implementation and Strategic Alliances**

The final stage of the 4-D model involves disseminating the developed product to test market acceptance and establish distribution channels. In this study, the dissemination strategy was executed through the formation of strategic alliances with a consortium of travel agencies across the Indonesian archipelago. This phase aimed to validate whether the theoretical model (Figure 1) could be translated into actual commercial commitments.

The initial implementation trial targeted local operators in West Nusa Tenggara. Results from the dissemination forum indicated a high level of operational readiness among local stakeholders. For instance, the Manager of PT Kurnia Indonesia confirmed that integrating the event with destination packages provided a renewed selling point for the region, stating that the collaboration was "exciting" because it allowed them to bundle previously standalone destinations like Bima with the SAMOTA event. Similarly, PT Rahayu Lestari

expressed full readiness to execute the ground handling, emphasizing that the event serves as a compelling "magnet" to include in their existing tour portfolios.

A critical finding during the dissemination phase was the validation of the "Cross-Regional Hub Strategy." Feedback from partners outside Sumbawa demonstrated that the packages successfully bridged the connectivity gap: 1) The Eastern Hub (Makassar): Stakeholders from Makassar (Director of Bisanta Tour) identified a strategic opportunity in the Makassar-Lombok-Sumbawa route. They noted that the packages enable direct routing, effectively creating an integrated tourism corridor linking Sulawesi with Nusa Tenggara. 2) The International Hub (Bali): Agents from Bali (Bali Go Tours) confirmed their commitment to acting as the primary marketing funnel for international tourists. They recognized that while Sumbawa is rich in historical and natural potential, it requires the promotional leverage of Bali to reach global markets.

Furthermore, the dissemination process revealed potential for new market penetration. Partners from East Java (Daru Purwita Surabaya) viewed the SAMOTA packages as an entry point to open entirely new market segments, citing that the region has "untapped attractions" that are highly marketable when professionally packaged with major events. This widespread acceptance across different regions confirms that the Collaborative Event Tourism Planning Model (Figure 1) effectively aligns with industry needs. The strategic alliances formed during this phase ensure that the segmented packages (Table 2) have a secured distribution network, thereby guaranteeing the sustainability of the destination's marketing efforts beyond the research period.

## **Discussion**

The development of the Integrated Event Tourism Package Planning Model for SAMOTA KSPN offers significant insights into how emerging destinations can leverage sporadic events to drive sustainable tourism growth. The following subsections discuss the theoretical and practical implications of the findings.

### ***The Power of Collaborative Co-Creation in Destination Planning***

The empirical evidence from this study validates that the marketability of event tourism packages is fundamentally contingent upon the active involvement of the distribution channel—specifically, travel agencies—during the Design and Develop phases of the R&D process. As indicated by the enthusiastic response from cross-regional partners, the high level of industry readiness was not merely a reaction to the product itself, but a result of their inclusion in the planning mechanism. This contrasts sharply with traditional top-down destination planning, where government agencies often formulate packages in isolation, resulting in products the industry finds commercially unviable. This finding aligns with the theoretical framework, which proposes that stakeholder synergy is a prerequisite for developing competitive tourism destinations (Hidayah et al., 2022). By establishing a circular collaborative mechanism—as illustrated in Figure 1—the SAMOTA model effectively dismantles the operational "silos" in which event organizers and tourism operators typically operate independently. The model demonstrates that when Destination Management Organizations (DMOs) engage travel agencies as co-creators rather than just distributors, it fosters a sense of ownership that significantly reduces market resistance.

Furthermore, the strategic alliance with Bali-based agents, as depicted in the collaborative flow of Figure 1, creates a "market borrowing" effect. This mechanism allows the emerging destination of SAMOTA to leverage the established market reach of a mature hub (Bali), thereby reducing the barrier to entry for international tourists. This confirms previous studies suggesting that co-creation serves as a risk-mitigation strategy in tourism product development, ensuring that the final output aligns with current market preferences and logistical realities (Liao & Chuang, 2020).

### ***Mitigating Seasonality through Strategic Bundling***

A critical contribution of this study is the empirical validation of the "Event-Nature Bundling Strategy." The research findings demonstrate that while a major event serves as a powerful initial "pull factor," it is insufficient on its own to generate significant economic ripple effects for the broader region. The operational solution to this limitation is the strategic integration of ephemeral event attractions with permanent natural assets, as operationalized in the 3D/2N and 4D/3N Explorer Packages detailed in Table 2.

The analysis of the package prototypes reveals a distinct mechanism: the SAMOTA International Festival (SIF) functions as the "marketing hook" that captures tourist attention. At the same time, the inclusion of Whale Shark interactions in Saleh Bay and the Moyo Island marine park serves as the "retention anchor." This bundling strategy directly addresses the challenge of short visitation periods often associated with event

tourism. By mandating visits to geographically dispersed assets (e.g., traveling from the event venue to Saleh Bay), the packages structurally extend the Length of Stay (LoS).

This finding corroborates the multi-attribute utility theory in tourism planning proposed by Liao and Chuang (2020), who posit that tourists perceive higher value in packages that offer diverse experiential attributes—combining the excitement of a festival with the serenity of nature—rather than mono-product itineraries. Furthermore, this study supports the empirical evidence presented by Atsız et al. (2022), which indicates that integrating cultural events with heritage or natural sites is the most significant determinant in converting day-trippers into overnight visitors. In the context of SAMOTA, this strategic bundling is particularly crucial for long-haul markets, as confirmed by industry partners, who noted that international tourists require a comprehensive, multi-day itinerary to justify the travel cost and effort to reach Sumbawa.

### ***Enhancing Destination Image and Competitiveness***

Beyond the immediate economic metrics of sales and length of stay, the implementation of the Collaborative Event Tourism Planning Model has profound implications for the destination's long-term competitiveness. Before the intervention, field data indicated that cross-regional stakeholders perceived Sumbawa as a destination with "untapped potential" but suffering from low accessibility and fragmented promotion. The introduction of the structured tour packages detailed in Table 2 effectively addresses this perception gap by providing the market with the assurance of logistical reliability.

The feedback obtained during the dissemination phase highlights a critical shift in perception: the existence of professional, fixed-departure packages elevates the perceived professionalism of the entire destination. Agents from major hubs such as Bali and Makassar noted that the packages remove the "uncertainty risk" typically associated with emerging destinations, thereby increasing their confidence in promoting SAMOTA to international clients.

This finding extends the theoretical discourse on event tourism branding. (Jeong and Kim, 2019; Setyaningtyas et al., 2021) have previously established that high-quality recurring events significantly influence destination image and revisit intention. This study adds a nuanced layer to that theory: it suggests that the event alone is insufficient to secure a positive destination image. Rather, it is the packaged experience—the seamless connectivity between the event venue and the destination's highlights as visualized in Figure 1—that mediates the transfer of positive associations from the event to the destination brand. Consequently, the integrated packages serve a dual function: as a tactical sales instrument and as a strategic branding tool that positions SAMOTA as a managed, competitive destination capable of hosting global visitors.

### **Theoretical Contributions**

This study offers several distinctive contributions to the event tourism literature, bridging the gap between conceptual planning and operational implementation. First, this research advances the methodological application of the 4-D Research and Development Model (Thiagarajan et al., 1974) within the context of tourism destination management. While existing studies largely focus on evaluating the impacts of events post-factum (descriptive analysis), this study demonstrates how the R&D framework can be utilized pre-factum to engineer tourism products. By systematically validating the planning model through expert judgment and industry prototypes, this research provides empirical evidence that product engineering in tourism requires a structured, iterative process similar to manufacturing R&D, rather than relying on intuitive planning.

Second, this study extends the discourse on Destination Image Formation (Jeong & Kim, 2019; Setyaningtyas et al., 2021) by identifying the mediating role of "tour packaging." Previous theories suggest a direct link between event quality and destination image. However, this study argues that in emerging destinations like SAMOTA—where logistical uncertainty is high—the Integrated Package acts as a critical "tangible signal" of destination professionalism. The findings suggest that the package does not merely facilitate travel; it also reduces perceived risk, thereby enabling the event's positive image to transfer successfully to the destination brand.

Third, the study enriches Collaborative Governance Theory (Hidayah et al., 2022) by delineating the specific mechanism of "Co-Creation" in the distribution channel. The findings reveal that travel agencies' involvement in the Design Phase serves as a market-validation tool that mitigates the risk of product failure. This contradicts traditional linear models in which DMOs develop products, while agents merely distribute them. Instead, this research proposes a Circular Collaborative Model (as visualized in Figure 1), where distribution channels act as co-designers, ensuring that the theoretical attributes of "Green Tourism" or "Cultural Sustainability" are translated into commercially viable itinerary components (Liao & Chuang, 2020).

## Managerial Implications

The findings of this study provide several actionable implications for destination managers, policymakers, and tourism practitioners involved in the development of emerging strategic tourism areas (KSPN). First, for Destination Management Organizations (DMOs) and Local Governments, the study highlights the urgent need to transition from a "Passive Regulator" role to an "Active Integrator" role. The research indicates that events in SAMOTA have historically operated in silos. To maximize regional economic benefits, DMOs must institutionalize the collaborative model (Figure 1) by establishing a permanent "Event Tourism Consortium." This body should mandate that all major event organizers (e.g., MXGP, SIF) release their schedules at least six months in advance to allow travel agencies sufficient lead time to design and market the bundled packages. Without this synchronization, the potential to extend the length of stay for tourists is lost.

Second, for Travel Agencies and Tour Operators, the validated package prototypes demonstrate that "Strategic Bundling" is the key to unlocking the international market. Operators are advised to move beyond selling standalone event tickets. Instead, they should adopt the "Hook and Anchor" strategy validated in this study: using the event as the "Hook" to attract attention and the unique natural assets (e.g., Whale Sharks in Saleh Bay or Moyo Island) as the "Anchor" to justify a premium price point and longer stay. Local operators in Sumbawa should specifically prioritize forming operational alliances with wholesalers in Bali and Makassar to overcome their limited marketing reach, as evidenced by the readiness of cross-regional partners to distribute these packages.

Third, regarding Infrastructure and Accessibility, the popularity of the 3D/2N and 4D/3N packages implies a shift in logistical demands. Stakeholders must ensure seamless connectivity between the event venue and the peripheral destinations (Saleh Bay and Tambora). This requires local governments to invest in "last-mile connectivity," such as improving boat schedules to Moyo Island or upgrading road access to Tambora, ensuring that the "Fixed Departure" guarantee promised in the tour packages can be operationally fulfilled without service failure.

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This study set out to address the critical disconnect between sporadic event hosting and sustainable destination management in the SAMOTA National Strategic Tourism Area (KSPN). By employing a rigorous 4-D Research and Development approach, the research successfully formulated and validated the "Integrated Event Tourism Package Planning Model." The study draws three major conclusions. First, integrating ephemeral events with permanent natural assets is not merely a logistical exercise but a strategic necessity for emerging destinations. The development of the "Explorer Packages" (3D/2N and 4D/3N) empirically proves that while events like the SAMOTA International Festival serve as the marketing "hook," it is the bundling with "bucket list" attractions—specifically Whale Sharks and Moyo Island—that serves as the "anchor" for extending tourist length of stay. Second, the study validates that Collaborative Co-Creation is the most effective mechanism for mitigating market risk. The active involvement of cross-regional travel agencies during the design phase was found to be the primary determinant of the model's feasibility. This bottom-up approach ensures that the resulting packages are not just policy documents but commercially viable products with secured distribution channels in major hubs like Bali and Makassar. Third, the implementation of professional, fixed-departure tour packages significantly enhances the destination's brand equity. The study concludes that structured packaging acts as a tangible signal of professionalism, reducing the "uncertainty risk" for international travelers and facilitating the transfer of positive event imagery to the broader destination brand.

## Limitations and Future Research

Despite its contributions, this study has limitations that offer avenues for future research.

1. **Dependence on Mega-Events:** The current model relies heavily on the schedules of major international events (SIF/MXGP). Future research should explore integrating "Micro-Events" or community-based festivals to determine whether the model remains viable during the off-peak season.
2. **Scope of Dissemination:** The dissemination phase was limited to forming strategic alliances and conducting initial market testing. A longitudinal study is recommended to measure the actual economic conversion (e.g., total sales volume and local income multiplier) after one full year of implementation.
3. **Sustainability Metrics:** While the model incorporates natural assets, this study focused primarily on economic and logistical feasibility. Future studies should employ quantitative methods to assess the environmental carrying capacity of sensitive sites (e.g., Saleh Bay) when subjected to the increased traffic generated by these integrated packages.



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