

Analysis of the Multiplier Effect of the Golomori Sunset Run Event on the Local Economy

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Abstract

The Golo Mori Sunset Run was evaluated for its economic, socio-cultural, and environmental impacts. The event generated a strong economic multiplier effect, with each unit of investment producing more than twice the level of local economic activity, primarily driven by participant spending, local MSME engagement, and volunteer compensation, while indirect and induced effects further circulated benefits within the community. Socio-culturally, the event promoted healthy lifestyles, strengthened social interactions, and highlighted local culture through participation by sports communities and Manggarai cultural performances, although volunteer gender distribution revealed both traditional role segmentation and areas of inclusivity. Environmentally, initiatives such as a ban on single-use plastics and the provision of refill stations were positively received, yet gaps in waste management, including limited trash bins and reliance on internal cleaning teams, were noted. Overall, the Golo Mori Sunset Run demonstrates how a sports event can simultaneously stimulate local economic growth, foster socio-cultural engagement, and encourage environmentally responsible practices, contributing to sustainable community development.

Keywords: Sports Event, Local Economic Impact, Cultural and Environmental Engagement

Abstrak

Golo Mori Sunset Run dievaluasi dari segi dampak ekonomi, sosial budaya, dan lingkungan. Event ini menghasilkan efek pengganda ekonomi yang kuat, di mana setiap satuan investasi menghasilkan lebih dari dua kali lipat aktivitas ekonomi lokal, terutama didorong oleh pengeluaran peserta, keterlibatan UMKM lokal, dan kompensasi relawan, sementara dampak tidak langsung dan tersirat turut memperluas manfaat di dalam komunitas. Secara sosial budaya, acara ini mendorong gaya hidup sehat, memperkuat interaksi sosial, dan menonjolkan budaya lokal melalui partisipasi komunitas olahraga dan pertunjukan budaya Manggarai, meskipun distribusi relawan berdasarkan gender menunjukkan pola segmentasi tradisional sekaligus adanya inklusivitas. Dari sisi lingkungan, inisiatif seerti larangan plastik sekali pakai dan penyediaan stasiun isi ulang mendapat sambutan positif, namun masih terdapat kekurangan dalam pengelolaan sampah, termasuk jumlah tempat sampah yang terbatas dan ketergantungan pada tim kebersihan internal. Secara keseluruhan, Golo Mori Sunset Run menunjukkan bagaimana sebuah acara olahraga dapat secara bersamaan mendorong pertumbuhan ekonomi lokal, menguatkan keterlibatan sosial budaya, serta mendorong praktik ramah lingkungan, sehingga berkontribusi pada pembangunan komunitas yang berkelanjutan.

Kata kunci: Event Olahraga, Dampak Ekonomi Lokal, Keterlibatan Budaya dan Lingkungan

INTRODUCTION

Sport tourism has emerged as one of the fastest-growing segments within the global tourism industry. Sporting events held in tourist destinations not only function as

platforms for competition and recreation, but also serve as effective promotional tools to attract both domestic and international visitors and stimulate local economic growth (Daud et al., 2023). Through increased tourist arrivals and spending, sport tourism events generate economic benefits across multiple sectors, including accommodation, transportation, food services, and local enterprises.

The Indonesia Tourism Development Corporation (ITDC) plays a strategic role in the development of Indonesia's priority tourism destinations, including Labuan Bajo in East Nusa Tenggara Province. One of ITDC's key development projects in this area is the Golo Mori tourism zone, which is designed as an integrated and sustainable tourism destination. The development of sport tourism is a core component of this strategy, as it combines physical activity with experiential satisfaction derived from enjoying natural landscapes during sporting activities (Intiar et al., 2023).

Golo Mori possesses exceptional natural potential, characterized by coastal scenery and hilly landscapes that are well suited for outdoor sport tourism activities. ITDC has leveraged these natural assets by organizing various sporting events, such as running races and other outdoor activities, to enhance destination attractiveness while simultaneously supporting local economic development. Among these events, the Golo Mori Sunset Run 2025 is expected to act as a catalyst for increased tourism flows and economic activity in West Manggarai Regency.

Beyond economic impacts the development of sport tourism in Golo Mori aligns with ITDC's commitment to sustainable tourism principles, which emphasize environmental conservation, community empowerment, and cultural preservation. Sport tourism events can generate significant social and cultural impacts by increasing community participation, strengthening local identity, and promoting healthy lifestyles. At the same time, such events influence local economies, tourism systems, communities, and cultural practices by generating income and employment opportunities, highlighting the importance of managing sport tourism events in a sustainable manner (John et al., 2024).

Therefore, an in-depth assessment of the Golo Mori Sunset Run 2025 is essential. This study aims to analyze the direct, indirect, and induced economic impacts of the event using a multiplier effect approach, while also examining its social and cultural impacts, contribution to tourism development and destination branding, effectiveness of media exposure, participant perceptions, environmental sustainability initiatives, and health and safety measures implemented during the event. The findings of this study are expected to provide valuable insights for event organizers, policymakers, and other stakeholders in designing and managing sport tourism events that support sustainable economic and social development in Golo Mori, Labuan Bajo.

LITERATURE REVIEW

Sport Tourism

Sport tourism has been widely recognized as an important driver of destination development, particularly in regions with strong natural and cultural assets. According to Gibson (1998), sport tourism refers to travel that involves participation in or observation of sporting activities for leisure purposes. Sporting

events hosted in tourist destinations can enhance destination image, increase visitor arrivals, and extend length of stay, thereby strengthening the overall competitiveness of a destination (Higham & Hinch, 2009). Event-based sport tourism is especially effective as it creates unique experiences that differentiate destinations from competitors and generate repeat visitation.

Economic Impact and Multiplier Effect of Sport Events

The economic impact of sport tourism events is commonly analysed through the multiplier effect framework, which captures direct, indirect, and induced effects generated by visitor spending. Direct impacts arise from expenditures by participants and spectators on accommodation, transportation, food and beverages, and other services. Indirect impacts occur when tourism-related businesses purchase goods and services from other local industries, while induced impacts result from household spending generated by increased income (Crompton, 1995; Dwyer et al., 2006).

Previous studies have shown that small- to medium-scale sport events can generate substantial economic benefits for local economies, particularly in rural or developing tourism areas (Daniels & Norman, 2003). The magnitude of the multiplier effect depends on factors such as visitor spending patterns, local economic structure, and the level of economic leakage. Therefore, assessing the multiplier effect of events like the Golo Mori Sunset Run is essential to understand their real contribution to local economic development.

Social, Cultural, and Sustainability Impacts of Sport Tourism Events

Beyond economic outcomes, sport tourism events also produce social and cultural impacts that affect host communities. According to Fredline, Jago, and Deery (2003), positive social impacts include increased community pride, social cohesion, cultural exchange, and promotion of healthy lifestyles. Sport events can strengthen local identity and encourage community participation, particularly when local residents are actively involved in event organization and service provision.

However sustainability has become a critical issue in sport tourism development. Sustainable sport tourism emphasizes minimizing environmental impacts, preserving cultural values, and ensuring long-term benefits for local communities (Weed & Bull, 2012). Integrating environmental initiatives, community empowerment, and health and safety measures into event management is crucial to achieving sustainable outcomes. Consequently, evaluating social, cultural, and environmental dimensions alongside economic impacts provides a more comprehensive understanding of the overall effectiveness of sport tourism events.

METHODE

This study employed a descriptive quantitative–evaluative approach to assess the economic, social, environmental, and tourism impacts of the Golo Mori Sunset Run 2025. The primary objectives were to measure the direct and indirect economic impacts of the event, calculate the local economic multiplier effect, and evaluate environmental sustainability, tourism performance, socio-cultural impacts, media

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exposure, public perception, and health-related aspects. A limited mixed-method approach was applied through field observations and short semi-structured interviews to support and contextualize the quantitative findings.

The study population consisted of all participants of the Golo Mori Sunset Run 2025, totalling 1,282 individuals. A sample of 140 respondents was selected using the Slovin formula with a 10% margin of error to ensure adequate representativeness for statistical analysis. Primary data were collected through structured and semi-structured questionnaires administered both online and offline, capturing participant expenditure patterns, perceptions of event organization, satisfaction levels, revisit intentions, and word-of-mouth promotion. Additional primary data were obtained through brief interviews with local MSME operators, volunteers, and event organizers, as well as direct field observations of economic activities, environmental initiatives, and participant–community interactions during the event.

Secondary data sources included official event reports and budgets, online media publications, regional tourism statistics, social media documentation and engagement metrics, as well as local demographic and economic data. Quantitative data analysis was conducted using descriptive statistical methods, focusing on eight key dimensions: economic impact, environmental impact, tourism impact, socio-cultural impact, media exposure, health and safety, and participant perceptions.

Economic impact analysis was based on average participant expenditures and estimates of total local economic circulation, including the calculation of the event’s multiplier effect relative to total organizational costs. Non-economic impacts were analyzed using participant perception scores, observational findings, and media engagement indicators.

RESULT AND DISCUSSION

Respondent Profile

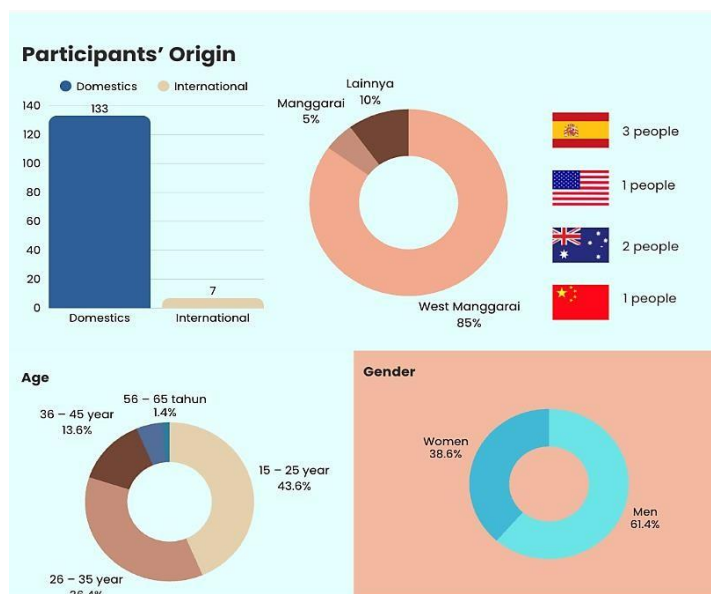


Figure 1. Profil Responden

Source: Research Data Processing 2025

This analysis is based on the characteristics of participants in the Golo Mori Sunset Run 2025, held on 20 September 2025 in The Golo Mori area, Labuan Bajo, West Manggarai Regency, East Nusa Tenggara. The event attracted 1,282 participants, exceeding the initial target of 1,000 participants, indicating a high level of enthusiasm for destination-based sport tourism events.

The majority of participants originated from East Nusa Tenggara, particularly West Manggarai Regency, with additional participation from various regencies across Flores Island as well as international participants from Australia, China, Spain, and the United States. This composition reflects the event’s reach at local, national, and international levels.

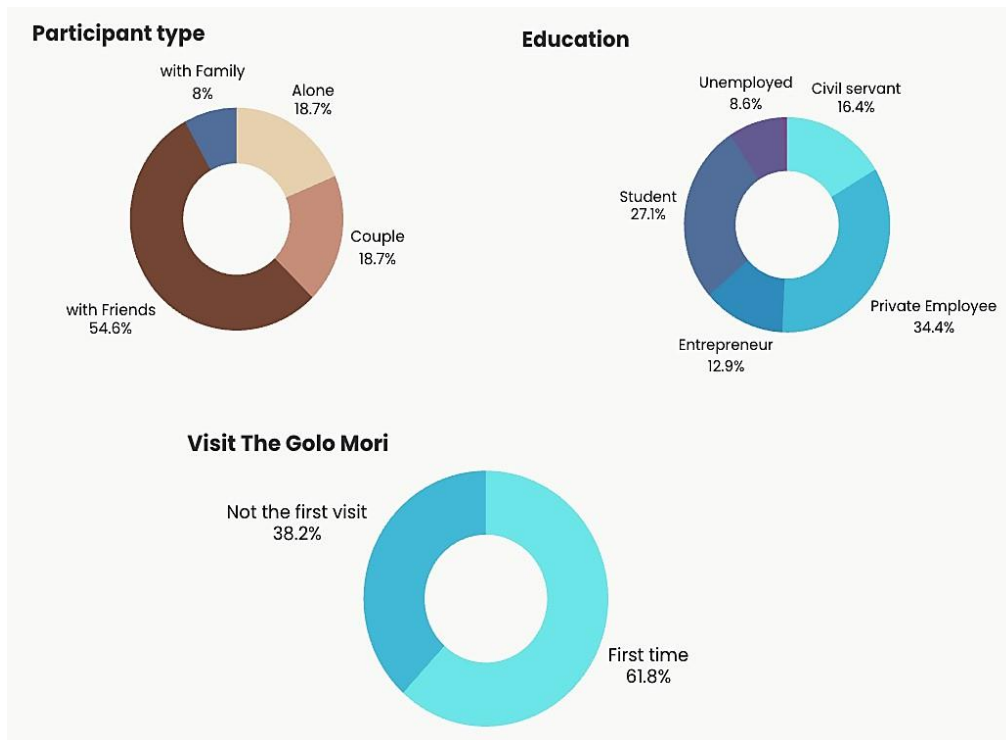


Figure 2. Participant origin
Source: Research Data Processing 2025

From a demographic perspective, participants were predominantly young adults aged 15–35 years and mostly male. In terms of occupational background, most participants were students, private-sector employees, and civil servants. Participants competed in several categories, including Student, Open, Master, and Fun Walk, the latter being recreational and non-competitive, demonstrating the inclusivity of the event across age groups and levels of athletic ability.

Participation in the Golo Mori Sunset Run 2025 tended to be collective, with many participants attending alongside friends, family members, or partners. Furthermore, most respondents stated that this was their first visit to the Golo Mori area. This finding highlights the role of the event as an effective introduction to a new destination and as an initial gateway to broader tourism experiences in the area.

Regarding information sources, most participants learned about the event through friends or relatives, while social media played a significant role in disseminating information and expanding participation. This pattern underscores the importance of social networks and digital communication in enhancing the promotional effectiveness of sport tourism events.

Economic Impact

The analysis results indicate that the economic impact of the Golo Mori Sunset Run is predominantly driven by direct impacts, with the largest contribution coming from participant expenditure. This expenditure includes transportation costs, food and beverage consumption, and accommodation for participants who stayed overnight during the event. Participant spending serves as the primary driver of economic circulation, as it is directly absorbed by local businesses and service providers. The next significant contribution comes from the activities of local MSMEs (Micro, Small, and Medium Enterprises) involved during the event, followed by volunteer honoraria, the majority of whom are residents of Golo Mori Village. These components strengthen the direct distribution of economic benefits to the local community.

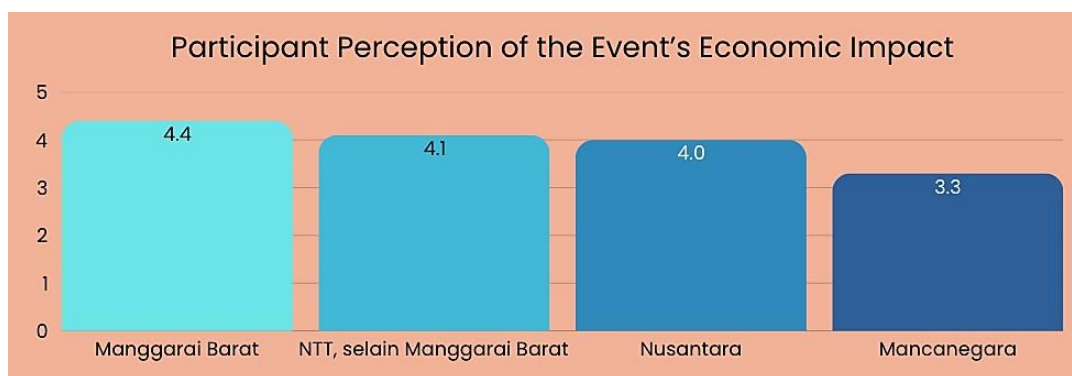


Figure 3. Participant perception

Source: Research Data Processing 2025

Furthermore, indirect impacts arise from follow-up economic activities undertaken by MSMEs to support their operations, such as the procurement of raw materials, logistics, and trading equipment, which involve local supply chains and labour. Meanwhile, induced impacts are reflected in subsequent spending by MSMEs and volunteers after receiving income from the event. This spending contributes to household consumption and the use of local services, thereby sustaining the continuity of economic circulation within the surrounding community.

$$\text{Multiplier Ratio} = \text{Total Economic Impact} / \text{Total Event Organizing Costs}$$

The multiplier ratio is calculated as the total economic impact divided by the total event organizing costs. Overall, the multiplier effect shows a ratio of **2.1**, meaning that every unit of investment in organizing the event generates more than twice the level of economic activity at the local level. This ratio demonstrates that the Golo Mori Sunset Run has strong economic leverage and effectively promotes local economic growth as well as equitable distribution of economic benefits within the community.

Social - Cultural Impact

The volunteer distribution data reveals a gender imbalance, with male participation dominating at 62.1% compared to 37.9% female. Female involvement is mainly concentrated in the Registration and Water Station divisions, while the Consumption division shows a more balanced gender representation. In contrast, divisions such as Security, Event, and Marshall are exclusively male, reflecting gender-based role segmentation especially in supervisory and technical coordination tasks. The Turnaround Point division, however, exhibits equal gender distribution, indicating proportional representation in field duties. Overall, the distribution pattern highlights noticeable gender role segmentation, though there are early signs of more inclusive participation in some operational functions.

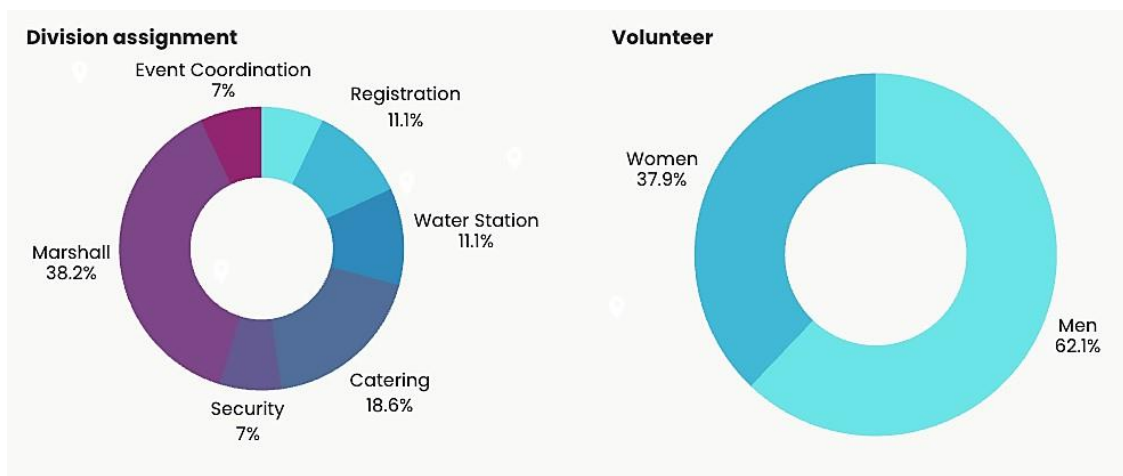


Figure 3. Division assignment
Source: Research Data Processing 2025

The Golo Mori Sunset Run positively contributes to the socio-cultural aspects of the community by promoting a healthy lifestyle. Survey results show that most respondents are interested in joining existing sports communities or forming new ones. This demonstrates that the event functions not only as a sports and recreational activity but also as a catalyst for strengthening social interaction, building solidarity, and fostering a culture of health among participants and the wider community. The event was attended by local running communities such as Bajo Runners, Komodo Runners, and Ruteng Runners.

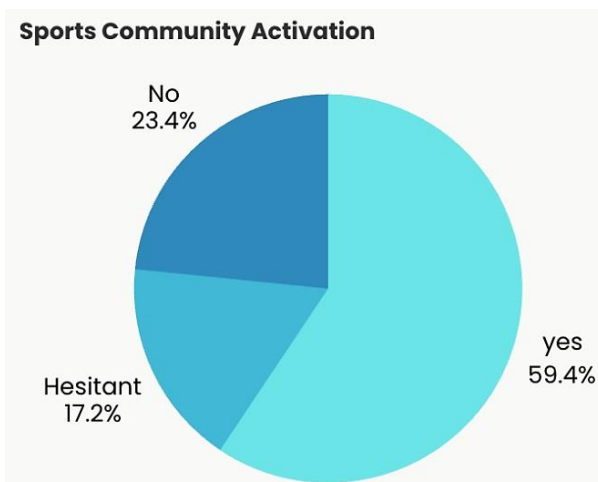


Figure 4. Sport Community Activation
Source: Research Data Processing 2025

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A key example is the inclusion of traditional Manggarai dance performances during the event, enriching participant experience and contributing to the preservation of local identity and cultural values. Observations and participant feedback show strong appreciation for these cultural displays, highlighting their potential as authentic and educational tourist attractions.

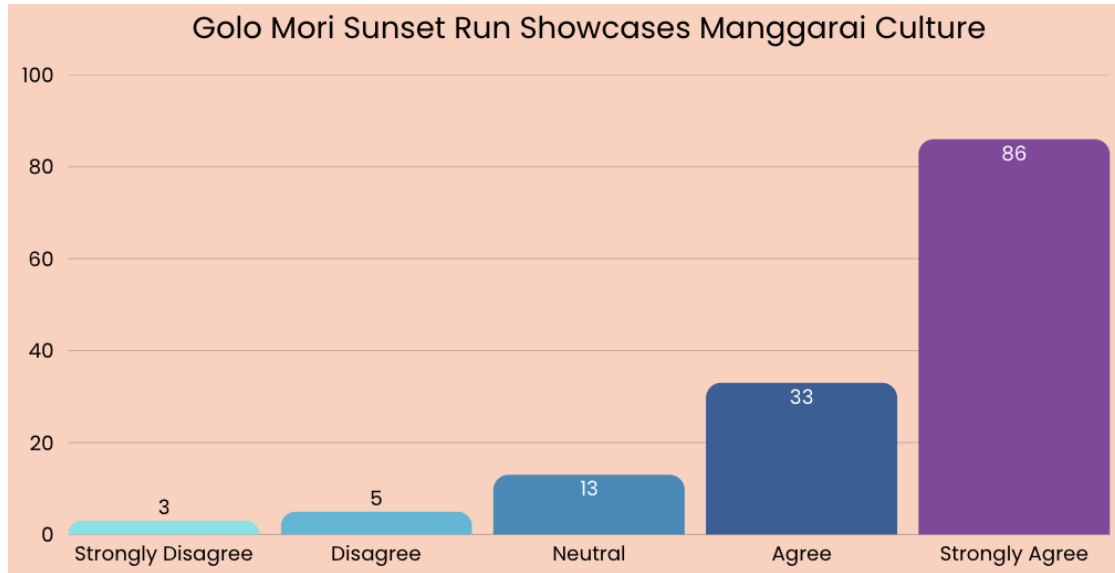


Figure 5. Social - Cultural Impact

Source: Research Data Processing 2025

More broadly the cultural integration within the event drives a multiplier effect by enhancing local community participation, boosting the creative economy, and creating employment opportunities based on cultural heritage. This strengthens the foundation for inclusive and sustainable tourism development.

Environmental Impact

During the implementation of the Golo Mori Sunset Run, one of the environmental programs applied was the ban on single-use plastics, which is part of the environmental policy of ITDC as the managing authority of the area. To support the reduction of plastic waste, the committee also provided refill stations for drinking water, encouraging participants to use reusable bottles instead of single-use plastic bottles.

However, based on field observations and participant feedback, there were critical notes regarding waste management during the event. One of the main issues frequently mentioned was the limited availability of trash bins around the event area. This limitation affected the effectiveness of waste control, particularly after the main event sessions concluded.

Waste management during the event relied solely on the internal cleaning team from GMCC, without additional support from other parties such as the local environmental agency (DLHK) or third-party cleaning service providers, which could have strengthened the waste management system on-site.

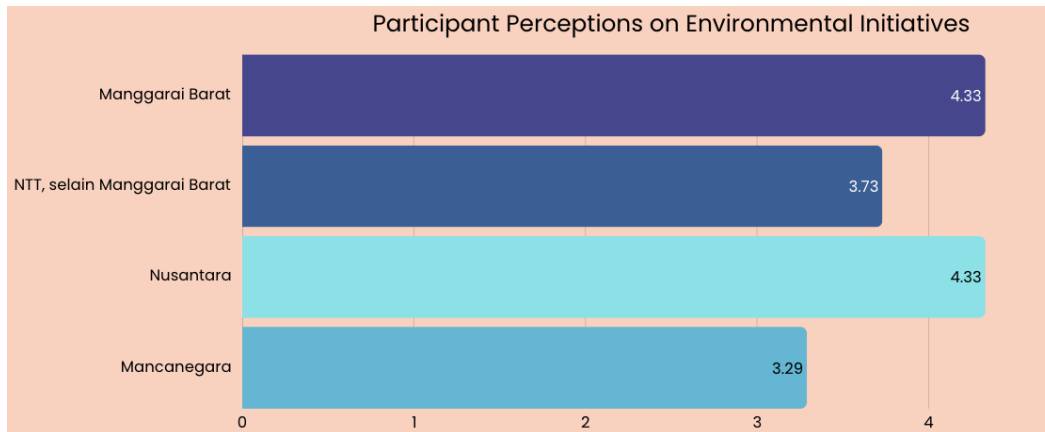


Figure 6. Social - Environmental Impact

Source: Research Data Processing 2025

From the participants' perspective, most still expressed positive appreciation for the environmental initiatives implemented by the committee. Based on the Likert scale survey results, participants from Manggarai Barat and other domestic regions gave average scores above 4, indicating favorable evaluations. Participants from other regions in NTT as well as international participants gave scores around 3, reflecting moderate perceptions. The lower scores were likely due to limited visibility or effectiveness of some environmental policies, particularly in handling post-event waste that was not promptly managed and the limited number of trash collection points, as also highlighted in several participant interview responses.

CONCLUSION

The implementation of the Golo Mori Sunset Run has delivered significant positive impacts economically, socio-culturally, and environmentally. The event generated an economic multiplier effect with a ratio of 2.1, where participant spending, local MSME involvement, and volunteer compensation were the main contributors in strengthening local economic activity. Socio-culturally, the event promoted healthy lifestyles, enhanced social interactions, and highlighted Manggarai culture through traditional performances, although there was still gender-based role segmentation among volunteers. Environmentally, initiatives such as the single-use plastic ban and refill stations were well received, yet waste management faced challenges due to limited trash bins and minimal external support. Overall, the Golo Mori Sunset Run serves as an effective model of a sports event that drives economic growth, reinforces socio-cultural values, and supports sustainable environmental practices for local community development.

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