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JOGGING AS SPORTS TOURISM: A PHENOMENOLOGICAL STUDY IN SUMEDANG, INDONESIA

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ABSTRACT

Jogging has evolved into more than just a sporting activity, but rather a social phenomenon and lifestyle with great potential for the development of sustainable sports tourism. This study aims to explore the experiences, motivations, and meanings constructed by jogging enthusiasts in Sumedang Regency, as well as to identify opportunities and challenges in its development as a sports tourism destination. A qualitative approach with a phenomenological design was used to understand the subjective experiences of recreational runners through in-depth interviews, field observations, and document analysis. A total of 19 participants, consisting of jogging enthusiasts, members of the running community, and local stakeholders, were selected using purposive and snowball sampling techniques. Revealed five main themes: (1) the evolution of motivation from external drives to an intrinsic awareness of maintaining health and wellbeing; (2) jogging as a necessity, identity, and a means of social solidarity; (3) the aesthetic experience of jogging that integrates elements of nature and recreation; (4) the gap between the growing trend of jogging and the limited public facilities; and (5) community aspirations for government recognition and support. Jogging has strategic potential as a foundation for developing community and environment based sports tourism in urban areas. To support the sustainability of this trend, collaboration between local governments, sports communities, and the tourism sector is needed to provide infrastructure, promote destinations, and develop public policies.

KEYWORDS: Jogging, Sports Tourism, Phenomenology, Healthy Lifestyle, Running Community.

1. INTRODUCTION

Jogging has become a popular pastime in cities, and it helps tourists by promoting health and well-being among those who do it. The growth of jogging events, which draw both residents and tourists from around the world, shows how important sports tourism is, especially in cities. In particular, making running routes through beautiful city landscapes not only makes the experience more enjoyable, but it also helps tourism projects stay financially viable. This feeling is supported by research that shows how sports tourism can have good effects on the economy by getting people involved and making them spend more money in the host cities (Fauzi, Saputra, Ma'mun, & Safari, 2025; Ferdian & Eddyono, 2023; Mesci et al., 2021). Structured sporting events are essential for converting localities into dynamic tourist destinations and fostering community involvement through health-focused activities (Ye et al., 2024).

There is also a connection between jogging as a sport and tourism that can be seen in the organization of marathons and fun runs. These events serve two purposes: they are for sports fans and they attract tourists who want to experience not only the sporting event but also the cultural story of the city that goes along with it (Thompson et al., 2022). City marathons are an example of this trend. Participants not only compete, but they also get to see different parts of the city, making for a more interesting tourism experience (Yeh et al., 2016). During these kinds of events, scenic routes can make a city look better, which can bring in more people who might not have spent as much time and money exploring local sites (Andersson et al., 2021).

Planning and advertising are very important in sports tourism for getting people to come to jogging events. Studies show that a good marketing plan that emphasizes the unique features of a city's jogging paths can greatly boost participation rates (Wahyuni, 2023). For instance, using digital marketing to promote jogging events with information about tourist routes and city landmarks has worked well to draw in both local and international audiences (Singh et al., 2016). So, a good marketing plan is important for getting more people to participate in jogging-based tourism and making it more visible.

Getting people from the area involved is a key part of successfully planning jogging events in cities. Getting local businesses and residents involved helps people feel like they own the event, which helps it last longer (D. Zhang, 2022). Local partnerships can improve the experience for runners by offering important support services like hydration stations

and activities after the race. These services not only help the runners, but they also boost the local economy. This establishes an ecosystem wherein running events serve as catalysts for extensive economic advantages, promoting growth across various sectors (Bonang et al., 2022).

A phenomenological investigation of urban jogging elucidates participants' motivations and experiences. For numerous individuals, jogging transcends mere physical exercise; it evolves into a conduit for social engagement, introspection, and cultural exploration (Akpınar & Cankurt, 2015). The city is full of history and culture, and many runners want to connect with their surroundings in ways that traditional tourism doesn't allow. Integrating jogging into an urban tourism framework creates an opportunity for personal and cultural expression, enabling individuals to connect with the city's identity more profoundly (Yin et al., 2025).

Jogging is also good for your health in ways that go beyond just you. Cities that use jogging's popularity as part of their tourism strategy help public health goals by encouraging people to get fit (Hodžić & Huremović, 2022). This part of sports tourism gives city planners a chance to build infrastructure that helps both tourists and residents, which will make life better in cities. Targeting health-conscious individuals through jogging events is an effective way to show that sports tourism has both personal and community benefits (Nopiyanto et al., 2021).

Several studies have underscored the significance of local festivals and sporting events in promoting urban tourism development within the Indonesian context. The relationship between jogging and cultural festivals, especially in cities famous for certain sporting events or jogging routes, has been key to creating an urban identity that attracts both tourists and locals (Y. Zhang, 2022). For instance, trying to create a unique sporting event, like a marathon that is part of a cultural celebration, tells a story that potential participants can relate to, which makes the destination more appealing (Bai et al., 2021).

Also, the growth of urban areas with jogging paths shows how sports tourism is changing and how society is moving toward more sustainable ways of living (Aristono et al., 2021). As cities grow, eco-friendly jogging paths and parks are becoming more important for planning health-focused tourism. This development emphasizes greater conformity with global sustainability objectives, safeguarding the (Aristono et al., 2021) environmental integrity amidst the expansion of sports tourism (Dai et al., 2023).

The aforementioned issues indicate a research gap, highlighting that jogging is acknowledged as a health-promoting sport (Guo et al., 2025). Nonetheless, research regarding public perceptions of jogging in the context of urban tourism development in Indonesia remains insufficient. This study will address this deficiency by examining public perceptions of jogging and its connection to sustainability-oriented sports tourism and community engagement in urban settings. This research aims to yield significant insights for formulating policy strategies that enable local governments to promote urban sports tourism focused on sustainability and a healthy lifestyle.

2. METHODS

This research method integrates a qualitative approach to achieve a thorough comprehension of the running phenomenon. The qualitative study utilized a phenomenological design (Creswell & Poth, 2016), expert interviews, and field observations to ascertain the primary factors influencing the development of sports tourism (Lew et al., 2008). Simultaneously, an analysis of secondary data, participant surveys, and social media sentiment was performed to comprehend participant perceptions (Buning & Gibson, 2018). This study is predominantly exploratory and employs a constructivist framework to depict the experiences and subjective realities of the interview participants (Denzin, 2008; Egger et al., 2020; Savin-Baden & Major, 2023).

The objective is to acquire comprehensive and insightful data, rather than to extrapolate to a wider population. The study took place in a single city in Indonesia. The running phenomenon happens in Sumedang, West Java, which is one of the places where it happens. Because it is becoming easier to get to and the government is helping the sport grow, Sumedang is a good place to study the growth of recreational sports (sports tourism).

This study included 19 participants, comprising local government officials, stakeholders, sports figures, and residents, who were selected through purposive and snowball sampling methods. This method enables researchers to acquire comprehensive information from individuals or groups possessing specialized experience or knowledge regarding the phenomenon under investigation (Aprilia, 2023; Creswell, J.W.; Clark, 2016; Kristiyani & Faturochman, 2021; Kurniawati, 2023).

In-depth expert interviews and direct field observations were used to gather primary data.

Interviews included important people who have firsthand experience and knowledge about the growth of recreational running and sports tourism. These people were local government officials, stakeholders, sports figures, and residents. Field observations were performed to document the contextual and environmental dimensions of running activities, infrastructure, and participant interactions. These primary data sources were utilized to ascertain the principal factors affecting the development and attributes of recreational running in the study area (Lew et al., 2008).

Secondary data were employed to enhance and contextualize the primary findings. The data comprised policy documents, planning reports, pertinent academic literature, participant survey summaries, and social media sentiment pertaining to recreational running. The examination of social media content yielded insights into public perceptions, digital engagement, and the overarching discourse related to the running phenomenon (Buning & Gibson, 2018). The combination of primary and secondary data allowed for data triangulation, which made the results more reliable and strong. The study took place in Sumedang, West Java, Indonesia, which was chosen because it is becoming easier to get to and the government is actively supporting the growth of recreational sports. These traits make Sumedang a good place to study the rise of sports tourism and recreational running. This study employs descriptive, phenomenological, and policy analysis to offer data-driven recommendations and best practices for fostering sustainable and competitive running sports trends in West Java (Bramwell & Lane, 2011).

3. RESULTS

A phenomenological analysis of 19 jogging activists in Sumedang Regency revealed five interconnected central themes: (1) Evolution of Motivation and Holistic Transformation; (2) The Meaning of Jogging: Needs, Identity, and Social Solidarity; (3) Landscape as Arena: Jogging as Personal Sports Tourism; (4) Critical Gap between Trends and Facilities; and (5) Hopes for Recognition and Infrastructure Development.

3.1. Motivation, Evolution, and Comprehensive Transformation

The reasons people started jogging were very different at first. Most people started for practical or external reasons, like getting ready for institutional registration (for the Indonesian National Armed

Forces), meeting professional requirements (for sports teachers/training licenses), supporting other hobbies (for mountain climbing, futsal), or for specific health goals like losing weight. Social reasons, like friends inviting you, wanting to be part of a community, "FOMO" (Fear of Missing Out), or "being forced" to participate because you already signed up for a race, were also big reasons. As time went on, these motivations became intrinsic. Their main reasons for working out right now are to stay healthy and fit, "physical investment," a good way to relieve stress, and the feeling of being a role model (as a teacher).

The changes that the respondents went through affected both their bodies and their minds. They said they felt "fresher, less likely to get sick," had a faster metabolism, lost a lot of weight, and had a healthier heart. Respondents consistently reported feeling "calmer," happier, more confident, and more in control of their emotions.

3.2. What Jogging Means: Needs, Identity, and Social Solidarity

Jogging is more than just a way for runners to get exercise. This is shown by the fact that people say jogging has become a "need" and a "lifestyle." If they don't do this activity, they feel like "something is missing." The fact that they are runners is clear in how they see their clothes. Most people who were interviewed said that the outfit is "important" or "very important." The main reasons for this are that it works, is comfortable, and is safe. But psychological factors, like boosting self-esteem, are just as important, showing that the outfit is a way for them to express who they are.

There are two groups of people who jog in Sumedang. A lot of the people who were interviewed are members of running groups like Sumedang Runners or Noctoruns. They see these groups as a way to "network," share information, and "mutual support." On the other hand, some people who were interviewed choose not to join because they like the freedom and peace of running alone.

3.3. Landscape as Arena: Jogging as Individual Sports Tourism

Interview data consistently indicates that jogging in Sumedang is intrinsically linked to recreational aspects and an appreciation of the landscape. When picking their favorite places, people think about more than just how good the track is. Some of the most important factors are "beautiful views," "cool air," and natural settings like "green expanses" or "rice paddies." One person who became interested in

jogging while running to Toga said, "my eyes don't just see one object, but they become diverse when jogging with green expanses and beautiful views." Another person said, "Going in the morning with friends to the cool rice paddies and lots of beautiful views." This is supported by the idea that jogging is "not just a sport but also recreation," and a way to "explore" the beauty of Sumedang.

3.4. Important Gap Between Trends and Facilities

Everyone who answered (100%) agreed that the jogging trend in Sumedang had "increased dramatically." This was because of health awareness after the pandemic and social media trends like "FOMO" and "Strava jockey." However, this public enthusiasm didn't match up with the reality of the facilities. There was a strong agreement that government support was "not optimal" and facility support was "insufficient." The most harsh criticism was aimed at popular places like Cigugur/Horse Racing, which was called "dusty when it's hot, flooding when it rains," "muddy," or the Sports Center, which was called "kebul" (dusty). Some of the other specific complaints were that there weren't any clean public restrooms, safe luggage storage, rest areas, or dedicated paths or safe sidewalks.

3.5. Hope for Recognition and Growth of Infrastructure

The interviewees had clear expectations because of these gaps. "Better facilities" was the main hope. This meant real changes to the running track, like "on a wall like a gasibu" or "using carpet/tartan." The people who were interviewed wanted more than just better infrastructure. They wanted the government to hold more official running events and think about having a Car Free Day (CFD). This hope meant that the people of Sumedang wanted jogging to be seen as a normal part of their healthy lifestyle and a way to boost tourism in the area.

4. DISCUSSION

This phenomenological examination of 19 joggers in Sumedang uncovers a phenomenon that is significantly more intricate than a mere sporting trend. The data indicates that jogging has evolved into a primary domain where individuals navigate health, personal identity, social engagement, and spatial appreciation (landscape). These results categorize jogging in Sumedang as a comprehensive lifestyle phenomenon. The most important thing this study found is that there is a big gap, or dissonance, between the growing grassroots participation

(bottom-up) and the lack of facilities and institutional recognition (top-down). This discussion will expand on these findings through four perspectives: (1) The Evolution of Motivation and Psychological Wellbeing; (2) Social Dimensions: Identity, Community, and Media; (3) Landscape as a Recreational Arena; and (4) Policy Implications of the Infrastructure Gap.

4.1. The Development of Motivation and Psychological Health

Data from the interviews showed a clear change in motivation. A lot of people who answered the survey said they were motivated by things outside of themselves, like job requirements (military tests, trainer licenses) or specific physical goals (losing weight). Their perseverance, however, was fueled by a transition to intrinsic motivations such as health maintenance, stress alleviation, and the quest for "serenity." This shift is essential and corresponds with Self-Determination Theory (SDT). SDT posits that enduring behaviors are propelled by autonomous (intrinsic) motivation, wherein individuals perceive a sense of competence, connectedness, and autonomy (Vermeir et al., 2020). The informants no longer run because they "have to," but because they "want" and "need," which shows that they have internalized the values of the activity.

The interviewee's assertion that jogging "keeps the mind calm" and serves as a "stress reliever" underscores the affect-regulatory role of exercise. Running, a rhythmic aerobic exercise, has been demonstrated in various studies to serve as a "buffer" against psychological stress and to enhance positive affective states (Briki & Majed, 2019). In various studies involving diverse populations, jogging or running-based programs have been correlated with enhanced mood, diminished stress, and improved quality of life, especially when interventions are tailored to foster motivation and adherence (Firth et al., 2016; Young et al., 2018). This benefit is not just about "feeling better." It has to do with increased interoceptive awareness, or the ability to sense the body's internal signals, which helps with better emotional regulation. One person said that "emotions became more controlled." Another study showed that motivation is not just about overcoming obstacles but also about meeting basic psychological needs and aligning activity with personal values and goals, which keeps people jogging (Vermeir et al., 2020)). Digital platforms or group-based formats for jogging interventions also showed measurable benefits for perceived wellbeing and levels of physical activity, which shows how the role of

motivational factors in starting and sticking with jogging practices is changing (Chang et al., 2022; Looyestyn et al., 2018).

The change in the meaning of jogging from a regular activity to a "need," where the person feels "something is missing" if he doesn't do it, is an example of Serious Leisure (Stebbins & Sachsman, 2017). This concept synthesizes intrinsic motivation, social belonging, identity formation, and transfer mechanisms, such as implementation intentions, to elucidate how individuals transition from initial interest to sustained, health-promoting engagement across various domains (e.g., music, outdoor recreation, parenting, and sport-related activities) (Park & Ahn, 2022; Shupe & Gagné, 2016). Serious engagement encompasses not only the duration of involvement but also the meaningful frameworks, social dynamics, and personal significance derived from continuous practice, mastery, and community affiliation (Park & Ahn, 2022; Stebbins & Sachsman, 2017; Won-Ick & Ahn, 2023).

Although this idea is old, it is very useful for modern studies of recreational running. Researchers have found that serious leisure runners have a strong sense of who they are and are committed to the activity for a long time. For the people who were interviewed in Sumedang, jogging has become more than just a hobby; it is now an important part of their routine and identity. The alignment of intent, execution, and self-consistent objectives creates a robust mechanism for individuals to convert motivation into a consistent jogging regimen, thereby increasing the probability of attaining enduring psychological advantages through sustained activity and autonomy-enhancing participation (Wilkowski & Ferguson, 2016).

4.2. Social Dimensions: Identity, Community, and Media

This phenomenon does not transpire in a social vacuum. For a lot of the people who were interviewed, communities like Sumedang Runners are very important. It's not just about running together; it's about building social capital. Palafox et al. (2017) discovered that involvement in recreational running clubs markedly enhanced social capital (bonds and bridges), offering emotional support, information, and a sense of belonging. Participation in sports clubs, running groups, and digitally mediated running communities indicates that club-based running activities foster social connectedness, membership in social networks, and perceptions of belonging, which are components of social capital, manifested as both bonds and bridges (Deelen et al.,

2018; Hutchesson et al., 2020; Palafox et al., 2017). The informant's remarks regarding "mutual support" and "expanding relationships" serve as clear evidence of the development of this social capital. So, running clubs for fun help build bridging social capital by connecting people from different groups (Palafox et al., 2017). This is corroborated by the discovery that Strava-based running and clubs link individuals across networks, enhancing cross-sectoral social connections and the sharing of information and support, which further fortifies the bridging capital dynamics within the running community (Moldovan et al., 2019).

The social aspect of group running, which encourages working together, helping each other, and sharing experiences, fits with the idea of social ownership as a way to keep people involved and improve community health (Rozmiarek et al., 2022). These processes indicate that involvement in a running club cultivates social capital through consistent and significant social interactions within a communal activity sphere (Rozmiarek et al., 2022). The social capital advantages of running clubs correspond with broader research indicating that engagement in sports clubs enhances community, trust, and social resources, which are linked to improved wellbeing and health behaviors, by facilitating regular social engagement and a supportive peer network, thereby contributing to social capital and, consequently, to social wellbeing and health outcomes among club members (Hutchesson et al., 2020; Palafox et al., 2017; Rozmiarek et al., 2022).

Next, the "runner's" identity is built and shown. Symbolic consumption is when you buy clothes that do more than just serve a purpose ("comfort") and also help you feel better about yourself ("boosting confidence"). Clothing can show who you are and how you see yourself, which can help with self-concept, feeling like you belong, and social cues when you run. Studies indicate that fashion engagement and the perceived alignment with clothing selections are associated with individuals' self-perception and social identities, with attire functioning as a symbolic extension of the self and a means of belonging (Kaur et al., 2023). The source says that wearing the "right" running clothes is a way to show that you are a "serious runner" and feel like you belong to the subculture.

Athleisure is the idea that clothes can be both sporty and fashionable, giving people social signals and a sense of belonging to a group in everyday life (Bharti, 2021; Kaur et al., 2023). Clothing that focuses on brands (like team or sponsor logos) strengthens

the sense of identity and connection to a larger community or value system, which boosts motivation and well-being through social identity processes (Nishi et al., 2023; L. Zhang, 2024). "Comfort" is a functional characteristic, yet its impact on psychological states is significant. Contemporary sportswear literature acknowledges that apparel serves both physiological and psychological functions, considering the wearer's mental well-being as a design objective (Nishi et al., 2023). In addition to physiology, proper fit affects body image and self-perception. Wearing clothes that fit well can improve body image and mental health while doing activities, especially for teens who often have body image problems (Prabhakar & Sudhakar, 2021).

People also negotiate this identity online. The interviewees' use of the terms "FOMO" (Fear of Missing Out) and "Strava jockeys" shows how strong networked fitness can be. Apps like Strava make a "gamified social landscape" where people can compare and validate their own performance (Bitrián et al., 2020). These apps are often called more than just activity trackers; they are a "gamified social field" where personal performance, social validation, and community norms all work together in a shared digital space. The combination of game design elements (like points, badges, progress systems, leaderboards, and challenges) with social features (like friends, clubs, group events, online communities, and public sharing) creates this field. These elements work together to structure how users compare, validate, and motivate each other to run and do other things (Bitrián et al., 2020; Johnson et al., 2016; Petersen et al., 2020). This is motivating, but it also puts pressure on performance. This shows that the trend in Sumedang is very modern and connected to the global fitness trend.

4.3. The landscape as a place to have fun (sport tourism)

The most interesting thing about this data is that exercise and appreciation of the landscape are linked. The interviewees' preferred locations were determined not by the technical quality of the track, but by the aesthetic appeal of "beautiful views," "green expanses," and "fresh air." This encapsulates the concept of green exercise, which is substantiated by robust evidence indicating that exercising in natural environments, as opposed to artificial ones, yields superior psychological benefits, including stress recovery and mood enhancement (Gianfredi et al., 2021).

Exercising in green open spaces (GSP) can greatly improve both your physical and mental health. GSP

has been identified in diverse study designs and geographic settings as an environment that promotes regular physical activity, enhances health outcomes, and fosters mental and social well-being. The existence and quality of green open spaces, encompassing their accessibility and design, enhance walkability and the propensity of residents to participate in exercise, a phenomenon observed in urban settings and diverse land uses (Akpınar & Cankurt, 2015; Portela-Pino *et al.*, 2021). Additional cross-cultural evidence indicates that individuals are more inclined to participate in physical activity when green spaces are visible, easily accessible, and regarded as safe and appealing (Rigolon *et al.*, 2021). Collectively, these findings imply that green spaces offer practical opportunities for exercise, which is a crucial factor in enhancing physical health (Akpınar & Cankurt, 2015; Rigolon *et al.*, 2021; T. Wang, 2019). A review of the global literature indicates that green spaces enhance physical health by promoting sustainable physical activity and fostering environments that encourage healthier lifestyles, yielding advantages across various age demographics and urban configurations (Gianfredi *et al.*, 2021; Kondo *et al.*, 2018).

The people who were interviewed on purpose used jogging as a way to "explore" Sumedang. This changed running from just a way to stay fit to a type of active sports tourism on a small scale (Fauzi *et al.*, 2025; Higham & Hinch, 2018). The natural surroundings of Sumedang are no longer just a backdrop; they are now an active part of the experience and the main reason for going. These runners are, in effect, "tourists" in their own city, "consuming" the landscape through their bodies. In the real world, contextual facilitators like supportive landscapes, easy-to-reach paths, and social settings that encourage jogging (like running with a group or a buddy system) can boost motivation and adherence by making people feel connected to others and supported by the norm (Bangsbo *et al.*, 2015; Looyestyn *et al.*, 2018).

Also, running through different spaces, like rice fields or city streets, helps you understand them better. The body is not a passive container; it is a receptor surface that determines what is known and how it is learned; movement itself constitutes a form of knowledge (Park & Ahn, 2022). This viewpoint offers a theoretical framework for understanding why running constitutes a continuous sensorimotor interaction with space that can produce spatial knowledge derived from bodily experience. Public spaces give us input from all five senses (sight, hearing, touch, and proprioception) that affects our

recovery, attention, and perception while we're doing something. Environmental factors limit and enhance spatial learning and perceptual processing (Dong *et al.*, 2024). These Sumedang runners don't just look at the scenery; they feel it, which helps them connect more deeply with where they are. The assertion that jogging is "recreational" underscores the significance of the aesthetic and exploratory dimensions alongside the physical advantages.

4.4. Policy Effects of the Infrastructure Gap

Everyone who was interviewed (100%) agreed that the most important issue was the big difference between how popular the trend is and how few facilities there are. People keep complaining about the "muddy," "dusty," and "smoky" tracks, as well as the lack of basic amenities like toilets, lighting, and luggage storage. This shows that public space planning is not working.

The built environment is widely acknowledged in public health and urban planning literature as a significant determinant of population physical activity. It is an environment designed to facilitate movement and to reduce barriers to using space for activities supporting higher levels of physical activity across diverse populations (Bonaccorsi *et al.*, 2020; Smith *et al.*, 2017). This review underscores that the relationship is most pronounced for activities reliant on the built environment (e.g., walking for transportation, utilitarian and recreational walking) and for goal-oriented rather than incidental activities, with leisure-time physical activity frequently exhibiting stronger correlations with built environment attributes than total physical activity (Barnett *et al.*, 2017; Rhodes *et al.*, 2018).

Facilities that are not good enough, safe, or pretty are major environmental barriers. The current trend in Sumedang is based only on intrinsic and social (grassroots) motivation, but these environmental barriers could make it hard to keep going. The literature on the built environment shows that parks, open spaces, and outdoor recreation opportunities are important factors in PA. But just having them there isn't enough if there aren't many of them or they aren't well cared for (Salvo *et al.*, 2018; Y. Wang *et al.*, 2016). When parks or recreational areas are inadequate, poorly designed, or lacking in facilities, prospective users are less inclined to translate environmental opportunities into sustainable physical activity (Dédèlè *et al.*, 2024; Y. Wang *et al.*, 2016).

The people who were interviewed had hopes that were both practical (like improvements to the track) and symbolic. The demand for official running

events and Car Free Day (CFD) was a call for institutional recognition and legitimacy. The government needs to turn its recognition into urban design rules and money to make pedestrian networks, parks, and public spaces better so that activities like running are easier, safer, and more fun (Desapriya et al., 2023). They want the government to see what they do as a real and important part of city life. Governance agendas can take advantage of these benefits by including outdoor activities in community programs and primary prevention strategies, which is in line with global health recommendations (Desapriya et al., 2023). In cities, outdoor activities take place in an environment that includes safety and air quality concerns. Evidence of air pollution exposure during outdoor exercise highlights the necessity for policies that enhance air quality and safeguard individuals exercising outdoors, while reconciling the promotion of physical activity with the protection of environmental health (Buonanno et al., 2016; Shi et al., 2021). Government recognition must guarantee the implementation of safeguards (air quality monitoring, pollution mitigation strategies, safe hour regulations) to optimize benefits and mitigate risks (Shi et al., 2021).

The local government missed out on this chance. Sumedang has two important resources: (1) a highly motivated workforce (a community of runners) and (2) natural resources (a beautiful landscape). But data shows that there isn't enough infrastructure to connect these two assets. The local government is at a very important point. If there isn't a strategic investment in good recreational sports infrastructure (like turning the Cigugur track into a real tartan track, making sure the restrooms are clean, and making sure the paths are safe), this excitement could

die down. Instead, Sumedang can make its potential as a local sports tourism destination official by responding to the clear "demand" from its residents. This will improve public health and the city's image.

5. CONCLUSION

This study demonstrates that jogging in Sumedang has transformed from a mere physical activity into a lifestyle, a manifestation of identity, and a sustainable form of sports tourism. Jogging not only helps you get in shape and speed up your metabolism, but it also helps your mental health, emotional control, and making friends. This activity is a way to think about yourself, meet new people, and learn about the local culture and natural environment. Phenomenological findings identify five principal themes: (1) the progression of motivation from external influences to the internalization of health and well-being values; (2) the redefinition of jogging as a social necessity and aspect of identity; (3) an appreciation of the natural landscape that transforms jogging into a personal tourism experience; (4) the disparity between trend growth and the availability of public facilities; and (5) community aspirations for recognition and institutional support from the government. This study conceptually affirms that jogging in Sumedang can serve as a foundation for the advancement of community-based sports tourism and environmental sustainability. The government can make the most of this potential by providing infrastructure, promoting public physical activity, and making policies that support both human capital (the running community) and natural capital (the beauty of the landscape).

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