

THE SOCIAL IMPACT OF TOUR DE SINGKARAK (TDS) SPORTING EVENT IN KERINCI DISTRICT

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Abstract

This study aims to see the social impact of the 2019 Tour de Singkarak (TdS) international cycling sport event in Kerinci Regency. The method used in this study is Qualitative research. Semi-structured interview techniques and documentation studies are used to collect research data. The informants in this study were 5 people consisting of community and government elements who participated in a bicycle racing (TdS) sports event in Kerinci Regency in 2019. The findings in this study show that the international Tour de Singkarak (TdS) cycling event has a social impact on the kerinci community such as: A sense of pride in being part of the Kerinci community, a sense of pride in tourism destinations in Kerinci Regency, wanting to be part of the upcoming Tour de Singkarak event, increasing the number of bicycle communities in Kerinci Regency, increasing public awareness of kerinci tourism in Kerinci Regency. This research was conducted in the study by taking data after the Tour de Singkarak (TdS) event in the 2019-2022 period.

Keyword:

International Sport Event, Social Impact, Tour de Singkarak, Tourism

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Introduction

Over the past few decades, sports have been used as an instrument of development by several countries. Paradigma sport for development (SFD) has received significant attention from many nongovernmental organizations, government agencies, sports practitioners, and sports academics around the world. Sport for development is defined as The use of sports to exert a positive influence on public health, socialization of children, youth and adults, social inclusion for the disadvantaged, regional and state economic development, coaching and intercultural exchanges and as a tool to reduce conflict (Lyras & Welty Peachey, 2011).

It must be admitted that nowadays major sporting events have become one tool for building a brand and strengthening the national identity of a country, strengthening social cohesion and the pride of the people of a nation. Just as the Chinese state built the brand through the 2008 Beijing Olympics (Berkowitz et al., 2007). People have attended sporting events in stadiums or participated in international competitions through the media to celebrate national achievements and historic victories.

In recent years, the Indonesian government has realized how important major sports events are in improving the image of cities and countries, as well as to increase the potential for tourism and investment from the world community

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towards Indonesia. This can be seen from the efforts of the Indonesian government which will organize several major sports events including the 2021 U-20 World Cup but was postponed to 2022 due to the Covid-19 pandemic, the 2022 Mandalika Moto GP, and the Indonesian government's efforts to host the Olympics in 2032.

If you look back, Indonesia has successfully held major sports events several times including the Asian Games IV in 1962, where the 1962 AG was a form of Indonesia's existence in the back of international politics as well as a representation of resistance to western hegemony at that time (Ma'mun, 2019). Furthermore, Indonesia should also be proud because it again hosted the 2018 Asian Games, where the success of the implementation and the success of achievements at the 2018 Asian Games were amid the polarization of society that was divided due to the presidential election at that time.

At the regional or provincial level in Indonesia, several regions have routinely held large international sports events as a brand for the region. Among them are the Bali International Run, Bali International Triathlon, Sail Morotai Festival in North Maluku Province, and the International Tour de Singkarak (TdS) cycling race in West Sumatra Province.

The Tour de Singkarak began to be held regularly from 2009 until the last time in 2019. At the 2019 Tour de Singkarak (TdS) sport event or the 11th time, there was an interesting thing, namely the participation of 2 city districts in Jambi Province, namely Kerinci District and Sungai Penuh City as a buffer in the Tour de Singkarak (TdS) event. Kerinci District and Full River City themselves get their own sections of the 7th and 8th stages of the 2019 Tour de Singkarak (TdS). At the 2019 Tour de Singkarak (TdS) Hundreds of riders competed to be fastest by passing the 1,317.3 Km route in nine stages

This article is a review and collection of research data on the impact of the Tour de Singkarak (TdS) sport event in kerinci. It is hoped that through the results of this study, it will have a significant impact on the development of tourism in Kerinci Regency, especially in the aspect of sport tourism.

Sport Event Tour de Singkarak (TdS)

Sporting events can be part of a tourism product that can be utilized to optimize trade and revenue and to improve the image of the host destination (Kaplanidou et al., 2013). Increased trade, revenue, and improved destination image contribute to the economic and tourism impact, which can be driven by sporting events that attract businesses and residents in the area (O'Brien, 2007). According to (Preuss, 2007) the legacy of sporting events as planned and unplanned structures, positive and negative, tangible and intangible created for and by sporting events that last longer than the event itself. The legacy of sporting events is usually associated with sporting events on a scale that require significant investment in infrastructure and urban development, have international media exposure, and attract a large number of tourists (Thomson et al., 2019).

Getz (2008) states there are several things to note in designing an event; 1). What field is the planned event, 2. Demand and supply from society, 3). Strategic approach used, 4. Frameworks of the tourism event to be held. It is very important to plan a sports event carefully to be able to achieve the success of the event, because in a sports event there will be a lot of impact or effect that will be caused if

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the sporting event is successful. The sporting event itself is of short duration but the changes it brings can have important consequences for the host city. Therefore, the event can be seen as a catalyst for change that regularly brings energy into the political, economic and social systems of the city (Preuss, 2015).

Tour de Singkarak (TdS) is one of the international cycling sports events organized by the West Sumatra Provincial Government since 2009. Bicycle racing was chosen as one of the efforts to increase tourist attractions in West Sumatra because of the history of this sport itself. Cycling has long been known in Indonesia, even the first cycling race in Asia was held in Indonesia through the Tour de Java in 1958 (Susanti et al., 2017). Cycling competitions were originally held in industrialized countries such as the United Kingdom, the Netherlands, France, and many other European countries. The expansion from these countries to many other countries, including Indonesia, brought about the development of bicycle racing. The Tour de Singkarak (TdS) is inspired by cycling events that are widely held by countries in the world, one of which is held in Europe, namely the Tour de France which has been held for more than 1 century (Suci & Indra Pahlawan, 2015). The Tour de Singkarak (TdS) is an international cycling event participated by more than 10 countries. Each Country in the eventt tour de singkarak (TdS) sends at least 5 drivers and 10 official teams (Susanti, 2015).

Holy & Indra Hero (2015) said that the Tour de Singkarak (TdS) is a program of activities from the Indonesian Ministry of Tourism and Creative Economy in collaboration with the West Sumatra provincial government, regencies/cities, and the PB ISSI organization. The implementation of the Tour de Singkarak (TdS) is supported by the International Cycling Union (ICU) which is an international cycling organization, and the Amaury Sport Organization which is an organization that manages various international sports in Europe. Furthermore (Suci & Indra Pahlawan, 2015) said that the initiator of the Tour de Singkarak (TdS) was Sapta Nirwandar who at that time served as deputy Minister of Tourism and Creative Economy. The use of the name from the Tour de Singkarak (TdS) uses the name of the largest lake in West Sumatra which is surrounded by two regencies, namely Solok and Tanah Datar.

In its implementation starting from 2009 to the last 2019 the implementation of the Tour de Singkarak (TdS) has always received very extraordinary interest, both from participants of the Tour de Singkarak (TdS) and from the Sumatera Barat community in particular. This can be seen from the increasing number of participants both internationally and nationally, and also the number of prizes that drivers compete for in the Tour de Singkarak (TdS) always increases from year to year.

The tour de Singkarak (TdS) from year to year can be seen in the table below:

Table 1. Tour de Singkarak (TdS) 2009-2019

No	Tahun	Waktu	Etape	Jarak Tempuh (Km)	Peserta/Tim	Hadiah	Kabupaten
1	2009	6 hari	4	462	15 Int, 10 Nas	Rp. 800 Jt	4
2	2010	6 hari	6	551,7	12 Int, 10 Nas	Rp. 800 Jt	6

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3	2011	6 hari	7	818,5	13 Int, 11 Nas	Rp. 800 Jt	12
4	2012	7 hari	7	818,5	16 Int, 9 Nas	Rp. 1 M	14
5	2013	8 hari	7	1.026	21 Int, 6 Nas	Rp. 1,2 M	16
6	2014	9 hari	9	1.250	16 Int, 4 Nas	Rp. 1,3 M	18
7	2015	9 hari	9	1.341	19 Int, 5 Nas	Rp. 2.5 M	18
8	2016	9 hari	8	1.100	19 Int, 6 Nas	Rp. 3 M	17
9	2017	9 hari	9	1.097	19 Int, 6 Nas	Rp. 2,3 M	18
10	2018	8 hari	8	1.267	21 Int, 5 Nas	Rp. 2.3 M	16
11	2019	9 hari	9	1.317	18 Int, 6 Nas	Rp. 2.3 M	16

Source: Data processed from multiple sources

Methods

This study uses a qualitative design (qualitative research) with a case study method. According to (Fraenkel et al., 2009) qualitative research is a research study that investigates the quality of relationships, activities, situations, or materials. This type of research emphasizes a larger holistic description and describes in detail everything that happens in the activity. Furthermore (Creswell, 2009) states the main characteristics of qualitative research, is to explore the problem and develop a detailed understanding of the central phenomenon, literature review plays a small role but justifies the problem; states general and broad research objectives and questions for participants' experiences, collects word-of-mouth data from a small number of individuals so that participants' views are obtained, analyzes data for descriptions and themes using text analysis and interprets the broader meaning of findings, writes reports using a structured structure emergent and flexible and evaluative criteria, and include reflexivity and subjective bias of the researcher

Participant

Participants in this study were 50 people, the selection of participants was based on the people who participated and were involved in the 2019 tour de singkarak (TdS) sporting event in Kerinci District.

Population & Sample

The population in this study was 250,259 people, which is the total number of people in Kerinci District. The sample in this study was 50 people who were involved and participated in the 2019 tour de singkarak (TdS) sporting event. Sampling in this study used the snowball sampling technique.

Instrument

This research uses semi-structured interview instruments and documentation studies. The research compiled 10 lists of semi-structured questions to get accurate and comprehensive results

Procedure

The steps in this research are, first the researcher prepares the research instrument, the second researcher prepares permission to conduct research at the

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Kerinci Regency Kerinci National Police Agency, the third researcher conducts interviews with the sample, and the fourth researcher analyzes the research data.

Data Analysis

Data analysis in this study using software Atlas Ti qualitative data analysis version 22.

Results

Based on the results of research conducted with interview techniques and documentation studies, research findings were obtained, namely the social impact of the Tour de Singkarak Sport Event conducted in Kerinci Regency, namely: the International Tour de Singkarak (TdS) cycling event has a social impact on the Kerinci community such as; A sense of pride in being part of the Kerinci community, a sense of pride in tourism destinations in Kerinci Regency, wanting to be part of the upcoming Tour de Singkarak event, increasing the number of bicycle communities in Kerinci Regency, increasing public awareness of tourism in Kerinci Regency, increasing public interest in international sports events.

Discussion

In accordance with the statement (Hinch & Higham, 2001) that There are 3 domains related to sport tourism namely typical events, outdoor recreation (Adventure), and sport tourism related to health and fitness. Further (Hinch & Higham, 2001) states the typical event area (*hallmark event*) is the most direct link to sports such as national championship competitions, and major international sporting events.

Susanti (2015) stated that at the time of organizing the Tour de Singkarak (TdS) event various events and mainstay tourist attractions of each region in West Sumatra were displayed to support activities to promote tourism potential in West Sumatra. The Tour de Singkarak (TdS) event is expected to provide information to the international world about the tourism potential of West Sumatra. With the holding of the Tour de Singkarak, it is also expected to be able to create positive economic, social, and environmental dimensions among the people of West Sumatra.

With the success of the Tour de Singkarak (TdS) sports event in Kerinci Regency in 2019, Kerinci Regency is better known at the local and global levels in terms of its tourism, both tourist destinations and sport tourism. this means that the Kerinci Regency government has succeeded in building a positive "Global Perception" towards tourism in Kerinci Regency. Just like what China did to build a global perception of its country through the 2008 Beijing Olympics (Berkowitz et al., 2007). The success of Kerinci Regency in building a global perception related to tourism is marked by the increasing number of local and foreign tourists visiting Kerinci Regency and people who like social media tourism in Kerinci Regency.

In addition, another social impact is the instigation of the government and the people of Kerinci Regency to create their own sports events whose scope is national as an arena for membranding tourism through sport tourism in Kerinci Regency. After the 2019 Tour de Singkarak (TdS) event, the Kerinci district government has held 2 national sports events with the theme of kerinci mountain bike in 2021 and also the grand fondo mountain bike which will be held on February 25-27, 2022.

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In the concept of branding theory of a country or region, (Anholt, 2005) said that there are several indicators that can be used to measure the brand equity of a country or region called "nation brand hexagon". Furthermore (Anholt, 2005) said the 6 indicators used are: 1. Tourism, 2. Exports, 3. Government, 4. Investment and Immigration, 5. Culture and heritage, 6. People / communities.



Fig 1. Nation Brand Hexagon (Anholt, 2005)

Looking at what the branding theory above conveys, it can be concluded that what the Kerinci Regency government has done has been successful, to membranding Kerinci Regency through its tourism with the Tour de Singkarak (TdS) sports event in 2019.

In the paradigm of sport for development, sports are used as an instrument to provide development impacts for the region or host sports event organizers. Any sporting event can have a positive impact on key infrastructure (stadiums/pitches/tracks) and supporting infrastructure (roads, transport, and accommodation). Sport events contribute to the economy and infrastructure for the host, sporting events can be an economic opportunity for local entrepreneurs large, medium and small. (Gibson, 1998) states Sporting events can influence the marketing process of local tourism as a medium in displaying their potential. Examining the tourism impact of sporting events is much more difficult to evaluate than spending on infrastructure or organizing committees, thus a more refined measurement model is needed (Preuss, 2011).

According to (Girginov & Hills, 2008) in sports events a can be identified six tangible and intangible impacts of organizing sporting events namely: a). economic impact, b). cultural considerations, c). social impact, d). sports heritage, e). political impact, f). the educational value of the Olympic Games. Further (Pentifallo & VanWynsberghe, 2015) states each major sporting event has an economic, tourism/commercial, physical/infrastructure, socio-cultural, psychological, and political impact.

Conclusion

With the implementation of the 2019 Tour de Singkarak (TdS) in Kerinci District, it has had an extraordinarily positive social impact on the people of Kerinci District and its local government. With this, it proves that sports activities can have a social impact on individuals and society in accordance with what is conveyed by experts



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