

the Development of Sport Tourism

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THE DEVELOPMENT OF SPORTS TOURISM IN THE LAKE SIPIN REGION OF JAMBI CITY

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Abstract

This research aimed to analyze the development of sports tourism in the Lake Sipin region of Jambi City and the effect of sports tourism development on the environment, economy and social. This research was descriptive research with a qualitative approach. This research used a case study research design to illustrate depth on how the development of sports tourism in the Lake Sipin region of Jambi City. In collecting the data, this research used in-depth interviews, documentation, and observations. The results of this research revealed the following findings: 1) The Lake Sipin of Jambi City was made as a sports tourism destination, especially the water sports; 2) The development of sports tourism in the Lake Sipin region was conducted to facilitate tourists to actively do sports which proven by the construction of various sports facilities that could be used by tourists such as jogging tracks, outdoor fitness, long cliff venues, skateboards and so on; 3) Until now, tourists were dominated by visitors who came to watch the events held in the Lake Sipin region which proven by the number of visitors who came at the event were more than visitors on weekdays; 4) The development of sports tourism in the Lake Sipin region was conducted while maintaining the quality of the environment and natural resources of the lake; and 6) The development of sports tourism in the Lake Sipin region referred to sustainable principles by taking into the tourism development of environmental, economic and socio-cultural aspects.

Keywords: development, lake sipin, sports tourism

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INTRODUCTION

The tourism industry is the largest and most diverse industry in the world (Esmaeili, Ganjuei, & Tehran, 2016). The development of tourism requires the involvement of people's participation and directed to spur the increase of global competitiveness, foreign exchange earnings, and the increase of Indonesia image tourism accompanied by the development of community-based tourism. One form of community-based tourism development is sports tourism. Sports tourism is the activities of individuals and/ or groups of people who participate actively or passively in a sports competition or sports recreation. Sports tourism has developed even become an industry in developed countries can provide a significant influence on national growth. Based on this, being the potential of Indonesia's natural wealth, this sports tourism can have the potential for regional and national economies.

Lake Sipin which located in Jambi City is a destination that allows it to be developed as a means for sports and tourism. Geographically the lake is very possible for the development of sports tourism especially in Jambi City and Jambi Province in general. The location of Lake Sipin is in the middle of the city makes access to the lake easier becoming one of the strongest factors in the development of Lake Sipin as facilities of sports tourism. In addition, the lack of sports and tourism facilities especially that can be accessed by the wider people in Jambi City is also the other superiority that allows the further development of Lake Sipin as a sports and tourism facility.

The results of the researcher's interviews with the tourism department and local people show that Lake Sipin is still not optimal for the development of the sports tourism sector in Jambi City. Until now, the use of Lake Sipin is still limited to the development of rowing sports achievement where the lake becomes the athletes' training facility for rowing sport for both Jambi City and athletes from Jambi Province. However, the results of the interviews also showed the government's intention to make Lake Sipin as a water tourism destination. The information from the Department of Tourism stated that the planning of Lake Sipin tourism destination as superior tourism has been made where sports tourism is one form of

activity that will be held in the Lake Sipin. The researcher conducted a SWOT analysis to see how strength, weakness, opportunity, and threat in developing sports tourism in the Lake Sipin of Jambi City.

Lake Sipin is a lake formed naturally and has a uniqueness that can be the main capital for the development of the region as a sports development facility in Jambi City. The uniqueness factor of Lake Sipin also supported by the location of the lake which is in the middle of Jambi City so it makes the access of the people easier to the area. The lake area which is quite extensive and supported by natural resources in Lake Sipin is very possible to be developed as a tourist destination especially water tourism. The strength is also supported by the government's seriousness, in this case, the government of Jambi Province and Jambi City to develop the region as a water tourism destination in Jambi University. In addition, the lack of natural tourism destinations and the enthusiasm of the people in Jambi Province become one of the opportunities that will encourage the development of sports tourism in the Lake Sipin region of Jambi City. The results of the researcher interviews with the Provincial Youth and Sports Development Office revealed plans to use the Lake Sipin region as a venue for international level boat racing.

Weaknesses of Lake Sipin to be developed as a tourist area in the development of sports tourism especially due to the lack of sports facilities and other supporting infrastructure in the region is flooding in the rainy season. To anticipate the flooding that often happens in the Lake Sipin region, the government of Jambi Province has built flood gates and dredged the bottom of the lake. On the other hand, the obstacles to transportation are a factor that can stunt the development of the area. In addition, the marketing support by the government that has not been optimal and lack of involvement of the private sector also become a stunt for the tourism development especially sports tourism in the Lake Sipin region of Jambi City.

The research of sports tourism analysis in Jambi City needs to be thoroughly studied and identified the weaknesses and the

strength of the potential sports tourism location. This analysis is expected to help in the development of the sports tourism sector in Jambi City. The development of sports tourism also makes opportunities for athletes who are certainly involved in tourism sports to develop and practice in to improve general sports achievements in Jambi City. Seeing the importance of sports tourism development in supporting the development of sports on the other hand and the development of tourism potential become a reason for the researcher to be interested in developing research about it. In this research, the research focused on the development of sports tourism entitled "The development of sports tourism in the Lake Sipin region of Jambi City". The research formulations are as follow:

1. How is the development of sports tourism in the Lake Sipin region of Jambi City?
2. What is the impact of the development of sports tourism on the environment, economy and social in the Lake Sipin region of Jambi City?

THEORETICAL STUDY

The Concept and Development of Sports Tourism

According to Delphy, one of the earliest definitions of sports tourism that is still relevant today is "a journey to participate in sports activities, a journey to observe sports, and a journey to visit sports attractions" (Neirotti, 2004). Then, Gibson emphasized that this idea define sports tourists motivation as "watching sports events, visit the attractions related to sports and active in sports participation" (H. Gibson, 2016). Seeing the complex nature of sports tourism, Weed and Bullen: the definition of sports tourism by emphasizing that it is a social, economic, and cultural phenomenon that arises from the unique interaction of activities, people and places (Weed & Bull, 2004). Fullerton dan Mertz stated that sports tourism games or events that represent the [main] product in the sports market and have contributed to the emergence of sports events as an important tourism segment (Fullerton & Merz, 2008).

Gibson classified that sports tourism into active sports tourism activities, events, and nostalgia (H. J. Gibson, 2016). Meanwhile, Higham and Hinch in Shipway have proposed a fourfold classification of sports tourism as (i) spectator events; (ii) participation events; (iii) active engagement in recreation; (iv) sports heritage and nostalgia. The first two elements focus on the scheme of *spectator events* and *participation events* that will be the main framework for exploring the sustainability of sports tourism (Shipway, 2018).

Sustainable Sports Tourism Developments

The sustainable tourism is defined by UNWTO as tourism that takes full account of current and future economic, social and environmental impacts, addressing the needs of visitors, the industry (tourism), the environment and host communities (ILO, 2015). Meanwhile, referring to Law No. 10 of 2009 about tourism, the performance of tourism development should not only be evaluated based on its contribution to economic growth, but also on its contribution to improving people's welfare, reducing unemployment and poverty, preservation of natural resources and the environment, cultural development, improvement of the nation's image patriotism, national identity and international unity and friendship.

18 METHODOLOGY

This research was qualitative research with a case study approach, where the researcher described how the development of sports tourism in the Lake Sipin of Jambi City (Muazza et al., 2019; Sulistiyono et al., 2017). A case study approach is an approach used in qualitative research where the researcher investigates a bound system (a case) or a double-bound system (cases) over time through detailed and in-depth data collection that involves many sources of information (such as observations, interviews, audiovisual material, and documents and reports), and reports the case descriptions and case-based themes (Creswell, 2007). This

research was conducted to describe in-depth the development of sports tourism in the Lake Sipin region of Jambi City.

The informants of this research were: Mr. H. Syarif Fasha, M.E as the Mayor of Jambi City, Mr. Rindang Aprianto SH as the Head of Culture and Tourism Office of Jambi City, Mr. Sundari, SE as the Head of Tourism Sector Development of Jambi City, Mr. Amril as the Head of Section Head of Corporation and Inter-Institutional Relations at the Culture and Tourism Office of Jambi Province, Mr. H. Baharuddin, SE, MM as the Head of Section of Sports Culture of the Youth and Sports Department of Jambi Province, Mr. Ridho as the Head of the Housing and Settlement Sub-Division of Jambi Provincial Development Planning Agency, Mr. Tagon, the Chairman of the Lake Sipin Sub-District Tourism Awareness Group in Jambi City, and Mr. Raden Husin as Head of RT 32 Legok Village also as the chairman of Sadar Wisata Lestari Group in the Lake Sipin Region of Jambi City.

The researcher used a triangulation source to obtain data validity. The researcher used various sources of information data by examining the evidence of the different sources through in-depth interviews about the development of sports tourism in the Lake Sipin of Jambi City. Besides, the researcher also used other methods of data collection besides in-depth interviews which were a documentation method in form of photographs and masterplans for the development of the Lake Sipin tourism area and participatory observation to enrich the research data as a result of the determined theme. The data that have been collected and written entirely into transcripts for further was conducted by organizing and processing the data (organize, arrange, group, code, and categorize) then formulating the themes. The steps of data analysis were: organizing data, grouping by categories, theme-ing, and answers, examining assumptions or problems that exist against the data, looking for an alternative explanation for the data, and writing the research results (Abrar et al., 2019; Habibi et al., 2018; Hadiyanto et al., 2017; Mukminin & McMahon, 2013; Mukminin, Ali, & Ashari, 2015; Mukminin et al., 2017; Syaiful et al., 2019).

RESULTS AND DISCUSSION

Spatial Analysis of Sports Tourism Development in the Lake Sipin Region of Jambi City

The development of sports tourism in the Lake Sipin region is adjusted to the natural characteristics of the region. Lake Sipin is currently used as a tourist destination, especially for water sports. The utilization of Lake Sipin for water sports attractions has been conducted by the government and local people by organizing various events such as traditional boat races, national rowing championships between PPLP and Junior level, fishing competition and others. Various events held in the Lake Sipin region certainly increase the number of visitors coming to the area as spectators. However, the government is trying to make visitors who come to the Lake Sipin region does not only become spectators at the event but also become actively participate in sports activities. This is by the definition of sports tourism itself which is visits to watch the sports events or to be active as participants in sports activities ((Neirotti, 2004) dan (Gibson, 2016)).

The organizing of traditional boat races events and ornamental boat events prove the development of sports tourism in the Lake Sipin region of Jambi City. In this context, sports tourism is sports tourism in the event category. The result of the research observation at the organizing of traditional boat race and ornamental boat event is there are thousands of people from Jambi and out of Jambi come to the Lake Sipin to watch the events held around the Lake. Thus, people who come are sports tourists with the motivation to watch sports events (Gibson, 2016).

Hinch dan Higham stated that the development of sports tourism in a certain region can be analyzed with a spatial approach by linking the region of sports development and the characteristics of the region. According to Hinch and Higham, based on the characteristics, the development of sports

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tourism consists of two parts; they are the development of tourism in the peripheral location and the development in a central location. The development of peripheral location is conducted in the natural area by utilizing the natural resource of the area, while the development of tourism in a central location with the aim of constructing facilities is for the concentration of sports such as sports stadiums and fitness centers (Hinch & Higham, 2004).

Lake Sipin of Jambi City is a naturally formed lake and located in Batanghari River basin. From its characteristics, the lake is a region that has characteristics as a peripheral location. The peripheral location is an area that becomes a development location of sports tourism which naturally formed. According to Hinch and Higham, the characteristics of sports tourism in peripheral locations are conducted based on the natural resources base of the region (Hinch & Higham, 2004). This research found that the development of sports tourism in the Lake Sipin region was conducted with the purpose to facilitate the visitors to actively do sport. However, until now, sports facilities that can be used by people so that they can actively do sports are still limited to sports besides water sports. Meanwhile, the natural resource of the main lake is the lake environment that can be used for water sport tourism attractions. As a result, the visitors who come to the Lake Sipin are still dominated by tourists who come to watch the events held in the area. The tourists who come to the events are more than the tourists on weekdays.

The efforts to develop the Lake Sipin region as a sports tourism destination are also conducted by prioritizing the quality of the environment and available natural resources. This can be seen from the government's efforts to maintain the authenticity of the lake so that the facilities and infrastructure built around the lake do not change the uniqueness of the lake itself. The government is also concerned about the environmental aspects in development efforts so that the environmental quality is maintained. Although the region is used as a tourism destination, even the development of the region as a tourism destination can improve the quality of lake environment which is currently experiencing damage due to aquaculture of cages and pollution of household waste and rubbish which carried by tributaries that flow into Lake Sipin.

The development of sports tourism in the Lake Sipin region does not only focused on water sports which is a type of sports that is by the regional characteristics. The government is preparing various other sports venues around the Lake Sipin region besides water sports. This certainly shows that the development of the Lake Sipin region as sports tourism destination does not only utilizes the natural features of the region, but there are also efforts to develop the region as a center for sports development that becomes the characteristics of tourism in the central region (Hinch & Higham, 2004).

The researcher found that the provision of sports facilities in the Lake Sipin region was still limited to the sports facilities besides water sports such as jogging track, and outdoor fitness. Meanwhile, the visitors who come to the Lake Sipin are certainly those who are interested in enjoying the quality of the natural resources of Lake Sipin. Therefore, the provision of sports facilities should not only be limited to jogging tracks and outdoor fitness, but also the needs for water recreational sports such as banana boat, swan boats, jetski, and others that can be used by visitors.

The condition that affects the provision of facilities, especially the water sports facilities due to the unclear management of the Lake Sipin as a tourism area. The government plans the management of the Lake Sipin to be managed by a certain agency formed by the government. The agency formed by the government is in the form of a work unit that will be responsible for the government of Jambi City. The government hopes that the management of Lake Sipin as a tourism area can be additional revenue from the tourism sector.

The researcher hopes that the management of Lake Sipin which organized by the government can involve people especially people around the Lake Sipin region. The management that involves the people is in the context of providing recreational water sports that can be used by the visitors who come. The people are allowed to provide water sport recreational facilities for the visitors and collect fees from the use of the facilities. To help people to provide various facilities, the government can do this by providing access to funding through small loans. The small loans are certainly accompanied by guidance from the government so that the provision of facilities is in accordance with the need of the region and can be a livelihood for people around. Therefore, for the researcher, the work unit that suitable to manage the Lake Sipin tourism area can be in the form of a government-assisted cooperative whose members are people who live around Lake Sipin.

1 The Development of Sustainable Sports Tourism in the Lake Sipin Region of Jambi City

The development of sport tourism does not only consider one aspect, but also the other aspects which relate to tourism. Healthy sport tourism from the economic side ideally supports and enhances the social/ cultural dimension of people. The success of economic also provides support for natural environment preservation especially the natural environment that relates to types of sport tourism activities. Besides, social and cultural practices in sports tourism must have positive strength in function with the natural environment preservation (Thomas Hinch & Higham, 2004).

The researcher found that the development of sport tourism in the Lake Sipin region concerned with the aspects of economic, socio-cultural, and environmental. Lake Sipin that has been a cage aquaculture area will be used by the government as a tourism area. The cage aquaculture that has exceeded the capacity of the area make several environmental pollutions derived from the animal feed as well as the occurrence of lake silting because of the animal feed is discharged into the lake becomes sediment. However, the government does not necessarily eliminate the cage culture, the efforts are more likely to be made to discipline the cage culture by the capacity of the region.

The development of the Lake Sipin region as a sports tourism destination also triggers the growth of new economic resources for people. The government is trying to make the Lake Sipin region not only as a tourism destination but also a source of livelihood for people around the Lake Sipin. The government incessantly introduced Lake Sipin as a tourism destination starts from making people realize the importance of the program for improving the economy of people around the lake. By developing Lake Sipin as a tourism destination especially sports tourism destination, provides an opportunity for people to switch their livelihood because the income from fish farming through cages currently provides a relatively minimum source of income.

With the development of the lake region, of course, it makes people around the lake can find other alternatives besides fish farming using cages. The development of sports tourism in social and cultural aspects especially by making the Lake Sipin region as a place for sports events invites the public's enthusiasm for rowing itself. The potential of Batanghari river coastal communities who accustomed to living by boat has become a potential for the development of rowing sports achievements. People's enthusiasm to be rowing athletes makes sports achievement coaching will be sustainable and Jambi will always be chosen into rowing championships at national and international level.

The changes in people's behavior are one of the positive effects of sports tourism development. This is like what Hinch, et. al have stated that the development of sports tourism that utilizes the local resources and forms the dynamic of complex people's life (Hinch, Higham, & Moyle, 2016). Meanwhile, Gonzalez-Garcia, Ano-Sanz, and Alguacil stated that

specifically, sports tourism activities increasingly influence the development of community-based tourism in certain cities that become tourist destinations (González-garcía, Año-sanz, & Alguacil, 2018). People's behavior tends to actions against the law which triggered by economic factors. With the development of the Lake Sipin region, it makes economic opportunities for people around the lake so they will far from a crime. One example can be seen in Tanjung Belimbing area which located in the Lake Sipin region. It was known as a Narcotics village, but now it has been transformed into a tourism area. The tourism area was built independently by people through tourism awareness groups of the area.

CONCLUSIONS AND RECOMMENDATIONS

The government is trying to make the Lake Sipin region a sports tourism destination, especially water sport. The development of sport tourism in the Lake Sipin region is held through some events such as traditional rowing boat races and a national championships. The development of sports tourism in the Lake Sipin region is done through events that involve people to actively participate in recreational sports activities such as fishing competitions and traditional boat races. The facilities and infrastructure are built in the Lake Sipin region to support the development of Lake Sipin as a tourist destination such as parking facilities, shelters, recreation areas, pedestrian bridges, jogging track, prayer rooms (mushola), toilets, docks, fishing grounds, and so on.

The development of sports tourism in the Lake Sipin region is conducted to facilitate visitors to actively do sport that proven by the constructions of various sports facilities that can be used by people such as jogging tracks, outdoor fitness, long cliff venues, skateboards and so on. The sports facilities provided by people to actively do sport are still limited to sports except for water sport that becomes a natural resource owned by the Lake Sipin region. The researcher did not find any water sports facilities that can be used by people so they can actively do the water sport activities in the Lake Sipin region. Until now, tourists are dominated by visitors who come to watch the event organizing in the Lake Sipin region. This is proven by the number of visitors who come to the event are more than the visitors on weekdays.

The development of sport tourism in the Lake Sipin region is done by keep maintaining the quality of environment and natural resources owned by the region. The development of sport tourism in the Lake Sipin region does not only use the concept of utilizing natural resources. This was revealed from the construction of sports facilities except for water sport. However, the construction of sports facilities was done on the edge of the lake and does not damage or interfere with the natural features and function of the lake itself. The construction of these sport facilities complements the function of the region in the development of sports tourism so the visitors are not only fixated on events or water sports activities. The development of sport tourism in the Lake Sipin region refers to sustainable principles by paying attention to the aspects of the environment, economic, and socio-cultural in tourism development. On the economic side by increasing people's income around the region with many visitors who come especially when the sporting event organizing in the Lake Sipin. The growth of culinary businesses that become Lake Sipin sports destination. People around the Lake Sipin region have realized the economic potential that can be developed in the region such as boat tours, culinary trade, a banana boat, and other with the development of Lake Sipin as a tourist region can contribute to the development of the people's economy in Jambi City. On the socio-cultural side with changes in people's behavior especially the cage culture and the behavior related to environmental sustainability around the Lake Sipin region. In addition, the development of the Lake Sipin region is also done by considering the environmental aspects like handling waste that enter the Lake Sipin region and controlling the cage culture that has exceeded the capacity limit of the region and does not interfere with environmental sustainability around the region.

For local governments to strengthen the coordination among institutions in developing the Lake Sipin region as a sports tourism destination so that all institutions have the same vision and mission in developing sports tourism in that region. For local governments to clarify the planning of developing Lake Sipin region as a tourist destination by including the aim of developing sports tourism in the development of the region. For local governments to conduct regional development continuously not influenced by political factors that often make the development policies stalled because of the change of local government leadership. For local governments to prepare the support of facilities and infrastructures that truly able to support the development of Lake Sipin region as a tourist destination so that the region can attract several visits both from Jambi Province and out of Jambi Province.

For local governments to increase people's involvement in the development of sports tourism in the Lake Sipin region so that the development of sports tourism empowers the community which will directly affect people's life. For local government to carry out more intense promotion so that the Lake Sipin region becomes more well-known by people in Jambi Province and out of Jambi Province. The promotion can be done through print media, electronic media, social media and national and international events in the Lake Sipin region.

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