



## Role of the Sports Tourism Event Tour de Borobudur for Host City in Government's Perspective

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### Abstract

Tour de Borobudur is a cycling sport tourism activity held in Central Java. This study aims to analyze the role of organizing the Tour de Borobudur for the Host City from the government's perspective, both in terms of economic growth and social legacy. The research method used is descriptive quantitative, using an analytical approach and collecting questionnaire data and interviews with ten respondents from relevant government stakeholders. 90.19% (n=3.6) of informants responded positively, meaning the government regarded an economic increase from organizing the Tour de Borobudur. Promoting local potential, increasing micro, small, and medium enterprises (MSMEs), and rising regional retribution revenue have multiplier effects on the economic sector. Also, 90% (n=3.6) of informants responded positively that these activities can influence social legacies, such as increasing interest in cycling sports and improving communication skills, hospitality & tourist management, and increasing the human side of the community. The government plays a role as a facilitator by providing venues, providing budgets, providing security personnel, and becoming participants or just supporters of Tour de Borobudur. The government considers organizing this competition as a medium for developing sports tourism and increasing regional income through sports tourism.

### How to Cite

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## INTRODUCTION

Nowadays, sports are considered an activity that improves physical fitness and is an effective source of economic income in developed societies (Hadian et al., 2020). The sports industry is one of the essential bases of social progress and plays an essential role in the economic growth of a region (Ginting et al., 2024). One of the industry models that is massively developing into an industry orientation is sports tourism (Rahayu, Chang, et al., 2024).

Sports tourism is a tourist activity that involves fun sports activities without an element of coercion. It is generally carried out in tourist attraction areas (Ketut Sudiana & Danasaputra, 2018) and promotes tourist destinations (Ratnaningrum et al., 2016).

Sports and Tourism are inseparable because both provide benefits and advantages. Implementing sports tourism activities can attract local and foreign tourists (Gozalova et al., 2014). That way, sports tourism activities can spark the emergence of new businesses that will encourage economic improvement in an area (Fourie & Santana-Gallego, 2011).

Tourism management must be done thoughtfully and structured so that local and foreign tourists are interested in participating. Planning and management must be maximized to positively impact tourism development and encourage an increase in regional retribution income (Coutinho Da Silva, 2017).

As a policy maker, the government has a vital role in planning and managing sports tourism. The government must provide active support to encourage the successful implementation of sports tourism (Rahayu, Castyana, et al., 2024). It is necessary to explore what functions the government must carry out to the impact of organizing sports tourism from the government's perspective. The goal is to serve as an evaluation material and a tool for the government to develop and set the following policy. This research aims to explore the role of sports tourism activities more deeply based on the government's perspective.

## METHODS

This research is quantitative descriptive research with an analytical approach. Data is collected through surveys, questionnaires, and interviews. The survey was conducted on ten representatives of government agencies who participated in helping organize Tour de Borobudur

activities and were willing to become informants.

The committee distributed the questionnaire using Google Forms, which contained questions derived from indicators such as the reasons why the government helps organize activities, the form of assistance provided by the government, the role of activities for the people of the area, and the social legacy caused by the existence of these activities. Interviews were also conducted to support the questionnaire data.

The data collected was then processed using Microsoft Excel and displayed using percentages to determine the extent to which this activity has a role for the Host City from the government's perspective. The calculation results show an average validity value of 0.98, which means it is valid for measuring related instruments. The average reliability value is 0.95, meaning the measurement is reliable and consistent.



**Figure 1.** Research Stages

## RESULTS AND DISCUSSION

To obtain information related to Tour de Borobudur's implementation, we interviewed ten informants from government officials. The ten informants interviewed were officials in the Central Java region, namely Temanggung, Wonosobo, Magelang, Surakarta, and Semarang Regency.

**Table 1.** Demographic classification of informants

| Position in Government                                            | Gender | Education | Length of Service in Government |
|-------------------------------------------------------------------|--------|-----------|---------------------------------|
| Tourism Information Manager                                       | Male   | Bachelor  | 13 years                        |
| Head of Administration Subdivision UPTD Tourism Object Management | Female | Bachelor  | 15 years                        |
| Sports Analysis                                                   | Male   | Master    | 9 years                         |
| Secretary of the Department                                       | Male   | Master    | 30 years                        |
| Staff                                                             | Male   | Bachelor  | 13 years                        |

|                                                      |        |                    |          |
|------------------------------------------------------|--------|--------------------|----------|
| SOE Employee                                         | Female | Bachelor           | 31 years |
| Mayor                                                | Male   | Master             | 29 years |
| Village Head                                         | Male   | Bachelor           | 15 years |
| Village Head                                         | Male   | Senior High School | 8 years  |
| Adya Tama Tourism and Creative Economy Junior Expert | Female | Master             | 17 years |

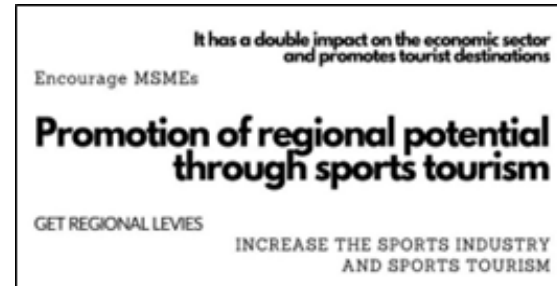
Based on the information provided by related informants, data was obtained, which was then processed and resulted in the following data analysis results:

**Table 2.** The role of Tour de Borobudur for the local economy from the Government perspective

| Description                                                                                               | Average | Percentage |
|-----------------------------------------------------------------------------------------------------------|---------|------------|
| Tour de Borobudur can attract tourists to come                                                            | 3.7     | 92.5%      |
| Tour de Borobudur can be a platform to promote local MSMEs                                                | 3.6     | 90%        |
| Tour de Borobudur can provide new opportunities for the empowerment of local MSMEs                        | 3.6     | 90%        |
| Tour de Borobudur can increase people's purchasing power for local MSMEs                                  | 3.6     | 90%        |
| Tour de Borobudur can attract investors to invest in the Mr/Ms government area                            | 3.6     | 90%        |
| Tour de Borobudur can create jobs for local communities                                                   | 3.6     | 90%        |
| Tour de Borobudur can open opportunities to improve/enhance local infrastructure in Mr/Ms government area | 3.6     | 90%        |
| Tour de Borobudur can increase the economic status of the Mr/Ms government area                           | 3.6     | 90%        |
| Percentage of positive answers                                                                            |         | 90.19%     |

The percentage of positive answers was 90.19% (n = 3.6). It shows that the government feels that there has been an increase in the economy by holding the Tour de Borobudur. The results

of interviews that have been conducted with relevant government stakeholders support the statement that shows that the implementation of the Tour de Borobudur has an impact on increasing the economy, as seen in the following **Figure 2**.



**Figure 2.** Benefits of Tour de Borobudur according to the government

In addition to the economic impact, the organization of Tour de Borobudur also creates a social legacy. Based on the survey conducted, the social legacy impacts regarded are:

**Table 3.** The role of Tour de Borobudur in creating a social legacy based on the government's perspective

| Description                                                                                           | Average | Percentage |
|-------------------------------------------------------------------------------------------------------|---------|------------|
| Tour de Borobudur become a medium to improve the communication skills of the community with tourists  | 3.6     | 90%        |
| Tour de Borobudur become a medium to improve the hospitality skills of the community towards tourists | 3.6     | 90%        |
| Tour de Borobudur become a medium to improve the management skills of the community                   | 3.6     | 90%        |
| Tour de Borobudur become a medium to improve the human side of the community                          | 3.6     | 90%        |
| Tour de Borobudur become a medium to increase the desire to exercise from the community               | 3.6     | 90%        |
| Percentage of positive answers                                                                        |         | 90.19%     |

A total of 90% (n=3.6) of all answers given by respondents from government stakeholders were positive answers. It shows that the government positively impacts the social legacy of organizing Tour de Borobudur. The result is rein-

forced by the results of interviews that have been conducted with related parties and can be seen in the **Figure 3**.



**Figure 3.** The positive value of Tour de Borobudur

The organization of sports competitions is the intervention of many parties, including the government. Good cooperation is very influential in the implementation of sports competitions. In its implementation, the organizing committee needs help from other parties to run the competition smoothly (Woratschek et al., 2014).

In organizing the Tour de Borobudur, the local government performs its functions as it should. Based on the results of interviews with relevant stakeholders, the role played by the government is:



**Figure 4.** Role and form of government assistance

Based on the results of interviews conducted with relevant stakeholders, the reasons for the government's role in assisting the implementation of Tour de Borobudur are as **Figure 5**.



**Figure 5.** Reasons why local governments assist in the implementation of activities

The picture above shows several reasons why the government supports the implementation of Tour de Borobudur, from carrying out obligations because it has been appointed as the host to seeing the opportunity to develop the community's potential through this activity.

Tour de Borobudur is a cycling competition that is one of the most considerable sports tourism activities in Central Java. The cycling route in this competition passes through several cities and regencies in Central Java, namely Wonosobo, Temanggung, Magelang, Semarang Regency, and Surakarta.

Organizing sports tourism activities requires collaboration from all parties, including academics (Rizki Dailami & Tjarsono, 2017). Related studies have previously discussed the role of Tour de Borobudur from the government's perspective. However, the research results are limited to Tour de Borobudur's role in creating a social legacy.

This research focuses on analyzing the role of organizing Tour de Borobudur for the Host City from the government's perspective, starting from the impact regarded from economic factors and social legacy to analyzing what roles and forms of assistance the government provides to support the implementation of Tour de Borobudur.

A total of 10 respondents from various government stakeholders in related areas were involved in this study. From the results of surveys and interviews conducted, 90.19% of positive answers stated that the organization of Tour de Borobudur succeeded in having a positive impact on economic growth in Central Java.

Respondents stated that this sports tourism activity was able to attract tourists. This activity also provides new opportunities for the empowerment of MSMEs, the promotion of local MSMEs, and the increase of people's purchasing power in MSMEs. The organization of Tour de Borobudur has succeeded in attracting investors and opening many new jobs for local people. Infrastructure improvements and upgrades are also regarded.

The results of interviews with relevant respondents show that organizing the Tour de Borobudur can be a medium for promoting local potential through sports tourism. This activity also provides additional income through regional retribution revenue. The increase in the sports industry and tourism from this activity has affected the economic level of the area. Tourism and sports are inseparable because both provide benefits and advantages (Susanto et al., n.d.).



Also, 90% of respondents gave positive answers regarding the social legacy in the surrounding community due to organizing the Tour de Borobudur. This sports tourism activity is a medium for learning and improving the community's communication, hospitality, and tourism management skills toward tourists. The community's humanitarian side in the organizing area also increased. In addition, this activity is also a medium to increase the desire to exercise in the surrounding community.

One role and assistance the local government provides for organizing Tour de Borobudur activities is facilitating cycling competition venues. The government also provides administrative support by providing budget and security personnel to stand guard. Related government stakeholders also mentioned that the government participated in and supported the event.

The implementation of sports competitions results from cooperation between organizations and the government, both local and central governments. One crucial role of the government in organizing sports competitions is as a facilitator (Sukarmin et al., n.d.). This means that the government can provide excellent service to support the smooth running of activities. The support that can be provided is very diverse, such as providing activity venues and assigning security personnel so that activities can run smoothly.

Sports competitions have the potential for lucrative profits. Organizing a sports competition is a strategic effort to bring in state revenue and income for the region that organizes the contest (Singcram & Thanaiudompat, 2023). Sports competitions can be very effective promotional media to attract foreign and local tourists (Kristiana & Nathalia, 2019).

The competition-based sports industry has strong potential to drive community economic growth, for example, by utilizing cultural tourism destinations as a medium for creative economy-based sports promotion (Rawe et al., 2021). This situation can happen because people who come to participate in or watch sports competitions can not only follow sports competitions but can also visit and travel to the local area. People who watch from other locations can add value by increasing exposure through media coverage.

Another benefit is community empowerment (Ulya et al., n.d.). Organizing sports competitions provides opportunities for communities and governments to interact with tourists. It can be a valuable experience to improve the area's human resources quality.

## CONCLUSION

The government sees that the Tour de Borobudur organization positively impacts the community's economic growth and social legacy. Promotion of local potential, improvement of MSMEs, and increased regional levy revenue are a series of multiplier effects on the economic sector that are regarded. The influence of social legacy includes (1) Increasing public interest in cycling, (2) Improving community communication skills, hospitality, and tourist management, and (3) Increasing the human side of the community. The local government functions as a facilitator by providing venues, providing budgets, providing security personnel, and acting as supporters and participants in organizing the Tour de Borobudur. The government considers the organization of this activity to be a medium for developing sports tourism and increasing regional income through sports tourism.

The results of this study can be a basis for relevant stakeholders, such as the central and local governments, sports event organizers, and tourism offices, to develop and prepare future sports tourism policies. The recommendations of this research are expected to encourage the government to support the organization of the Tour de Borobudur so that it consistently has a positive impact on economic growth and social legacy for the community in the implementation area.

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