



Can Tour de Singkarak Be Held in Sumedang? An Implementation Study

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Abstract

This study analyzes the readiness of Sumedang Regency in organizing international sport tourism events such as Tour de Singkarak. Sumedang has supporting geographical and cultural potential, but it needs in-depth studies related to infrastructure, government support, and community and private sector participation. The methods used are literature studies and in-depth interviews with the Head of Disparbudpora and the local community. The results of the study show that Sumedang has potential routes for cycling in the Jatigede, Kampung Toga, and Gunung Tampomas areas. However, supporting infrastructure such as roads, public facilities, and accommodation still need to be improved. This event has the potential to improve the local economy through the culinary and accommodation sectors, but sponsorship support still needs to be strengthened. The community welcomed this event, with the hope of improving facilities and training. Environmental sustainability is also a major concern, especially in waste management. In conclusion, Sumedang has great potential as a host for sports tourism events, but requires infrastructure improvements, promotional strategies, and further collaboration between the government, community, and private sector in order to optimize the potential for sports tourism and improve the regional economy.

How to Cite

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INTRODUCTION

The implementation of the Tour de Singkarak cycling event has been proven to support tourism and the local economy in West Sumatra by increasing tourist visits and sales of local products.(Mantu, 2019). However, there has been no in-depth study on the possibility of replicating events such as the Tour de Singkarak in other areas such as Sumedang. This research is important to analyze Sumedang's readiness in terms of infrastructure, tourism potential, and community support as an initial step in adopting a similar event concept. If the implementation of a cycling event such as the Tour de Singkarak is not analyzed carefully before being implemented in Sumedang, the potential for failure can result in financial and resource losses. In addition, the lack of infrastructure readiness and community support can reduce the effectiveness of the event in increasing tourism and the local economy (Naldi & Amelia, 2024). Without comprehensive research, Sumedang's opportunities to strengthen its image as a sports tourism destination could be hampered(Zull et al., 2016)Tour de Singkarak has successfully utilized the natural, cultural and infrastructure potential of West Sumatra to attract tourists and boost the regional economy.(Besra, 2012; Sintia & Rahim, 2022)In Sumedang, even though it has similar potential in the form of natural beauty, unique culture and strategic location, there has not been an international scale bicycle sports tourism event.(Kurnia, 2015)However, supporting infrastructure such as bicycle paths, accommodation facilities, and promotional readiness still require in-depth evaluation. (Bike et al., 2021)This research is urgently needed to compare the needs of implementing events such as Tour de Singkarak with the conditions in Sumedang so that the development steps taken can be right on target. By identifying infrastructure readiness, tourism attractions, and community support, this research can be the basis for mature strategic planning.(Ari Kusuma et al., 2023). The results of this study can also help Sumedang maximize its economic potential through sport tourism events, while minimizing the risk of failure of the event to be run.

In research conducted by(Suci & Indra Heroes, 2015)which discusses how the Tour de Singkarak (TdS) in West Sumatra has contributed to economic growth, infrastructure, and the image of the region. TdS promotes regional tourism through mass media and has become an annual UCI agenda. Accommodation and transportation infrastructure in West Sumatra has developed

as a result of this event. Publication through mass media helps increase the value of the TdS event and introduces West Sumatra to the wider community. Reporters from various countries who cover TdS also help introduce the natural beauty of the region, supporting the image of West Sumatra as a tourism destination.(Susanti et al., 2017). Then in the research conducted by(Susanti, 2015) highlighted that the Tour de Singkarak (TdS) which has been held since 2009 has the main objective of promoting the tourism potential of West Sumatra. Which is also supported by the results of field observations conducted by Susanti. R in 2017 showed that land and coastal tourism (islands) of West Sumatra has developed, each region focuses on its potential. Efforts to advance tourism are supported by promotional activities initiated by the West Sumatra provincial government through the implementation of the TdS event. Although this event increases international appeal, its impact on the economy, society, and environment has not been fully sustainable. This study recommends improving the quality of the implementation to support long-term impacts in promoting sustainable tourism in the region. Research results(Silisna & Susanti, 2020)shows that the successful and consistent implementation of TdS every year for ten years from 2009 to 2018 in West Sumatra has made a significant contribution to the tourist destination. This is due to the strong commitment and serious actions of the central government and local governments at both the provincial and district/city levels to develop sport tourism in tourist destinations in West Sumatra.

This study is unique in its comprehensive analysis of the possibility of implementing a large-scale cycling event, such as the Tour de Singkarak, in the Sumedang area. Although the Tour de Singkarak has successfully become a model for sport tourism events in Indonesia, studies on the adaptability of this concept in other areas are still very limited. Sumedang, with its geographical, cultural, and strategic potential in West Java, offers unique opportunities that have not been widely explored. Different from previous studies that focused more on the success of the Tour de Singkarak in West Sumatra, this study focuses on analyzing the readiness of new areas with their specific challenges, such as infrastructure, community participation, and tourism promotion. This approach provides a scientific contribution in understanding how an event can be replicated in different locations, especially in the context of sports tourism development in Indonesia. Furthermore, this study also combines an evaluation of economic and social potential, which inclu-

des long-term benefits for local communities. By using comparative analysis methods and field studies in Sumedang, this study is expected to provide new insights into the adaptation strategy of tourism event models in areas with different characteristics. The results are not only useful for the government and event organizers, but also serve as an important reference for the development of sports tourism in other regions in Indonesia. Therefore, this study offers a new perspective that is relevant to support innovation in promoting sports-based tourism at the national level.

METHODS

This study uses a qualitative approach with literature study and interview methods to examine in depth the phenomenon being studied. Literature study is a data collection method that involves the analysis and review of books, literature, notes, and reports that are relevant to the problem being investigated. (Habsy et al., 2023; Pusparani, 2021) This method is used to collect data and sources related to the research topic being studied. Literature studies are conducted by analyzing academic sources, such as journals, books, and research reports, that are relevant to the topic to build a theoretical foundation and research context. Meanwhile, interviews are used as a primary data collection method, involving informants who have direct knowledge or experience related to the research issue. The combination of these two methods allows for comprehensive data mining, while providing a richer and more contextual understanding of the phenomenon being studied. This design also supports data triangulation to increase the validity and reliability of research findings.

Participants in this study were selected using the purposive sampling method with the snowball technique. Purposive sampling is a sampling technique in which researchers select individuals based on certain criteria that are relevant to the research objectives. (Bawono et al., 2023; Fadhillah1) et al., 2024; Sawiji et al., 2022). According to Sugiyono (2015), purposive sampling is "taking samples of data sources with certain considerations, for example the person is considered to know the most about what we expect." in this study the data source is the head of the Department of Tourism, Culture, Youth and Sports who collects data about sport tourism events that have been implemented and various data related to this, then asks for recommendations from other individuals to be interviewed regarding matters that could not be explained previously.



Figure 1. Literature study research procedure

The sampling procedure in this study used a combination of purposive sampling methods and snowball techniques. Purposive sampling was carried out by selecting participants based on certain criteria that are relevant to the research objectives, as stated by Sugiyono (2009), that purposive sampling is a sampling technique with certain considerations. After the initial participants were selected, the study was continued with the snowball technique, where the selected participants were asked to recommend other individuals who had similar characteristics or were relevant to the study. Neuman (in Nurdiani, 2014) explained that the snowball technique is a method that identifies, selects, and takes samples through a network or chain of ongoing relationships. This approach allows researchers to gradually expand the scope of the sample by ensuring the suitability of participant characteristics to the research objectives.

In the development of sports tourism, the organization of a cycling event in an area does not only depend on the availability of adequate routes, but also on aspects of infrastructure, security, international participation, and environmental awareness. According to Gibson (1998), sport tourism is a combination of sports activities and tourism experiences that can provide economic and social impacts for an area. Therefore, in evaluating Sumedang's readiness to host a cycling race, it is important to consider various dimensions, such as route quality, government and sponsor support, and supporting facilities for tourists.

The research procedure begins with the preparation stage, namely identifying the prob-

lem, compiling a theoretical framework, and determining key informants for interviews. The next stage is the implementation of in-depth interviews, which are conducted in a semi-structured manner with interview guidelines compiled based on the research objectives. Interviews were conducted with key informants who have direct relevance to the research issue, such as the Head of the Tourism, Culture, Youth, and Sports Office. In parallel, a literature study was conducted by collecting and analyzing academic sources, such as journals, books, and policy documents, to build a theoretical foundation and provide context for the primary data obtained. The data collected from these two methods were then analyzed qualitatively with a thematic approach to identify patterns, relationships, and meanings that support the research findings.

Data analysis in this study was conducted using NVivo software to facilitate the organization, coding, and interpretation of qualitative data. NVivo was used to systematically identify the main themes that emerged from the interview data, thus supporting the validity of the analysis. In addition, this study also applied the data triangulation method to increase the validity of the research results. Triangulation was carried out by comparing the findings from in-depth interviews with the results of documentation studies from relevant previous articles. This approach allows researchers to test the consistency of data from various sources and gain a more comprehensive understanding of the phenomena being studied.

RESULTS AND DISCUSSION

The following are the results of an interview with the Head of Disparbudpora, Mr. Bambang Riyanto, which has been analyzed using Nvivo software:

Route

- a. Path Prediction(Code: Route – Path Prediction)
“The routes that can be used for bicycle racing in Sumedang include the Jatigede area, hilly roads, and main roads connecting tourist areas. The route length can reach 100-150 km with a variety of challenging terrain.”
- b. Trail Quality and Condition(Code: Route – Line Quality)
“The condition of the trail is adequate for cycling activities, but some segments need improvement, especially in hilly areas and main access to tourist destinations.”

Tourism

- a. Number and Variety of Tourist Attractions(Code: Tourism – Tourist Attractions)
“The race route can pass through several leading tourist attractions such as the Jatigede Dam, Kampung Toga, and Mount Tampomas, which have diverse cultural and natural attractions.”
- b. Supporting Facilities(Code: Tourism – Facilities)
“Facilities around the route such as accommodation, restaurants and parking areas still need to be improved, although some standard facilities are already available at key locations.”
- c. Tourist Satisfaction Level(Code: Tourism – Tourist Satisfaction)
“The level of tourist satisfaction is quite good, especially because of the friendliness of the people and the natural beauty of Sumedang, but the infrastructure still needs to be improved to make the tourist experience more optimal.”

International Participation

- a. Number of Events and International Community Participation(Code: International Participation – Events and Participants)
“Currently, Sumedang has not held many international scale events, but the international community has been involved in several cultural and sporting activities.”

Cooperation with Government and Sponsors

- a. Support from the Government(Code: Cooperation – Government Support)
“The Sumedang Regency Government strongly supports sports tourism through infrastructure development and promotion of sports-based tourist destinations.”
- b. Cooperation with Sponsors(Code: Cooperation – Sponsor)
“Cooperation with private sector sponsors is still in the development stage, and currently we are exploring opportunities for cooperation with national companies.”
- c. Government policy(Code: Cooperation – Tourism Policy)
“We have a strategic policy for the development of priority tourism areas and integrated promotion involving local and national stakeholders.”

Security and Infrastructure Readiness

- a. Availability of Security Facilities(Code: Security – Event Security)
“Local scale events already have a fairly

good security system. For international events, additional security personnel and more sophisticated monitoring technology are needed.”

- b. Availability of Supporting Infrastructure(Code: Security – Supporting Infrastructure)
“Public facilities such as public toilets and rest areas already exist in several locations, but need to be improved to meet international standards.”

Environmental Concern

- a. Waste and Garbage Management(Code: Environment – Waste Management)
“Waste management is carried out through cooperation with the cleaning service, but for large events a more efficient and integrated system is needed.”
- b. Environmental Conservation Program(Code: Environment – Nature Conservation)
“We have greening and environmental education programs that can be integrated into event management.”

Quality of Bikes and Equipment

- a. Quality of Bicycles Used by Participants(Code: Bicycle – Quality Standard)
“Bikes used in local events generally meet national standards. For international events, participants usually bring bikes that meet world racing federation standards.”
- b. Bicycle Technology and Specifications(Code: Bike – Technology and Specifications)
“The bicycle technology used by international participants is very advanced, including the use of lightweight materials, advanced transmission systems and aerodynamic designs.”

Documentation Study Results

The implementation of the Tour de Singkarak event has great potential to promote regional tourism and culture, improve the local economy, and international image.(Marta et al., 2024; Nugroho, 2019; Rawe et al., 2021)Careful planning for an event requires good coordination, attention to detail, and adequate infrastructure. Government support, sponsor involvement, and the local community are also important for the success of the event in Surabaya, which has the potential to be a MICE destination with modern facilities and full support from the local government.(Lecture, nd; Yasmin et al., 2023)Tour de Singkarak has been held consistently since 2009

in West Sumatra and has developed into a permanent event attended by many districts and cities every year. Tour de Singkarak is one of the potential sports tourism that has a positive impact on the development of regional tourism.(Mantu, 2019; Nugroho, 2019)is a successful example of collaboration between local governments, related ministries, and the private sector in utilizing sports tourism as a regional development strategy. This event not only attracts participants from various countries, but also introduces tourist attractions in West Sumatra to a wider audience, creating a significant economic impact through increased tourist visits and tourist spending.

Sport tourism has grown rapidly in recent decades, with global trends showing an increasing interest in sports-based tourism. A study by Kusumayani et al. (2023) stated that the development of sport tourism-based tourism destinations requires integrated planning, including promotion, natural resource management, and infrastructure development. In addition, a study by Kersulić et al. (2020) emphasized the importance of considering environmental sustainability in the implementation of sports tourism events to minimize negative impacts and ensure long-term benefits. This is in line with the practices implemented at the Tour de Singkarak, where waste management and environmental preservation are important aspects considered by the organizers.

Sumedang, with its natural beauty, cultural richness, and untapped potential for sport tourism, has a great opportunity to adopt a similar event implementation model. However, the main challenges that must be overcome include infrastructure readiness, accessibility, and experience in organizing international scale events. Based on existing studies, collaboration between local governments, local communities, and the private sector can be the key to success in optimizing this potential. With strategic planning and a data-based approach, Sumedang has the opportunity to become a sport tourism destination that is able to compete at the national and international levels.

Results of interviews with the community

Local communities in the Sumedang Regency sport tourism area generally welcome the potential for holding international-scale cycling events such as the Tour de Singkarak. Several residents living around the Jatigede and Toga Village areas said that their area has natural attractions that support sport tourism activities, but there are still obstacles in infrastructure. One resident around Jatigede stated that road access to the

tourist area still needs to be repaired, especially at several points that are often damaged due to high rainfall. In addition, the availability of public facilities such as toilets and rest areas for tourists and event participants is still very limited.

In addition to the infrastructure aspect, the community also highlighted the economic potential that can be increased through sports tourism events. A small business owner in Kampung Toga said that large-scale sports events can help increase the income of local people, especially those in the culinary and lodging sectors. "If there is an international event in Sumedang, many tourists will definitely come. This can be a great opportunity for us who have food stalls or lodging businesses," said one of the stall owners around the tourist destination. However, he also hopes that there will be training for the local community so that they are better prepared to provide services to international tourists.

On the other hand, several people who are members of the cycling community in Sumedang consider that the route in their area is quite challenging and suitable for international scale racing. They emphasize that the selection of the route must consider the safety and comfort factors of the participants. A member of the local cycling community explained that several paths in the hills have beautiful views but need improvement to be safer for professional cyclists. In addition, they hope for support from the government in providing special bicycle lanes and improving supporting facilities around the sports tourism location.

The community also expressed their hope that environmental sustainability would be a priority in organizing sport tourism events. One of the residents around the Jatigede Dam said that large events often leave a lot of trash if not managed properly. Therefore, he hopes that the organizing committee can implement a more effective waste management system and invite the community to participate in maintaining environmental cleanliness. Awareness of the importance of nature conservation must also be instilled in participants and tourists who come to Sumedang.

Overall, interviews with local residents showed that they were very enthusiastic about the opportunity to organize an international-scale sport tourism event in Sumedang. However, infrastructure readiness, community involvement in economic activities, and security and environmental aspects need to be considered so that this event is not only successful in its implementation, but also provides long-term benefits for local residents. With support from the government and

cooperation from various parties, Sumedang has the potential to become a competitive sport tourism destination at the national and international levels.

CONCLUSION

Based on the research results, it can be concluded that Sumedang Regency has great potential to organize international-scale sport tourism events, such as the Tour de Singkarak. This potential is supported by natural beauty, challenging cycling routes, and cultural attractions that can be developed as sports tourism destinations. However, infrastructure readiness is still a major challenge, especially related to road conditions, public facilities, and accommodation that do not fully meet international standards.

Government support in developing sports tourism in Sumedang is quite good, but still needs to be strengthened in terms of cooperation with the private sector and sponsors. Community involvement is also an important factor in the success of this event, considering its positive impact on the local economy. The local community showed high enthusiasm for the potential of this event and hoped for improved facilities and training for local business actors so that they can play an active role in supporting sports tourism.

In addition to infrastructure and economic aspects, environmental sustainability is also a major concern in organizing this event. Waste management and environmental preservation must be a priority so that the event can run sustainably without damaging the local ecosystem. Therefore, a mature planning strategy is needed to ensure that the sport tourism event in Sumedang can provide long-term benefits for the region and local communities.

Thus, in order for Sumedang to optimize its potential as a sports tourism destination, it is necessary to improve infrastructure, strengthen cooperation between the government and the private sector, and have a more effective promotional strategy to attract international participation. If these steps are implemented properly, Sumedang has the potential to become one of the leading sports tourism centers in Indonesia.

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