

Organization of Sport Tourism Event Tour De Singkarak Contribution Toward Tourist Attraction Improvement in West Sumatera

Retnaningtyas Susanti^{1*}, Tri Kuntoro Priyambodo², Janianton Damanik²,
and John Soeprihanto²

¹(Doctoral Student of Tourism Studies, Gadjah Mada University, Indonesia)

²(Supervisor Team, Tourism Studies, Gadjah Mada University, Indonesia)

Corresponding Author: ¹Retnaningtyas Susanti

Abstract: Sport tourism is a tourism which possesses potential in both demand and supply sides. Directly and indirectly, the potential can be expanded to share benefit with the local area. The direct benefit of sport tourism can be obtained from retribution, while the indirect benefit can be obtained from multiplier effects such as quality improvement of the attractions. The selection of sport, together with tourism, affects the affected object. The affected object of football is the quality of the stadium. West Sumatera Province chooses cycling sport entitled Tour de Singkarak (TdS) as its tourism event mainstay. The affected object of TdS spans over the route used. This research is a case study with assumption that the organization of TdS in West Sumatera can be used to see the success of sport tourism in improving the quality of tourist attractions. The technique of this research is observation, in-depth interview, documentation and secondary data collection. Research location is focused on 4 districts in West Sumatera, they are Padang, Pariaman, Padang Pariaman, and Bukittinggi. This research is expected to explain TdS contributes in improving tourism infrastructure quality in West Sumatera. Tour de Singkarak (TdS) to be beneficial for sport tourism development, local area, and the people themselves in the long term.

Keywords -sport tourism, tour de Singkarak, tourist attraction, infrastructure

Date of Submission: 27-09-2017

Date of acceptance: 12-10-2017

I. INTRODUCTION

I.1. Background

People need tourism to balance their daily routine with how they decide to spend their leisure time. This need leads to the development of tourism industry which then become mainstay in almost every governmental region as their source of income or regional income. Every region tries to develop their potential as tourist attraction. Damanik and Weber (2006: 13) states that tourist attraction is object which have uniqueness, originality, authenticity, and diversity. Today, tourist attraction gets more diverse, one of which is sport tourism which is trending in Indonesia. Sport tourism becomes an attraction for people to watch a sport event.

Sport tourism is an outdoor activity which is done for some time with goal of watching or doing a certain sport (Hinch and Higham, 2001). Sport tourism is a kind of trip to participate in sport, whether for recreation (watching), competition, or visiting historical sport building such as stadium (Hudson, 2002). Stadium with exquisite architecture and had been used for a historical match is one of sport tourist attractions. Similar to Hudson (2002), Pitts (1997) categorize sport tourism into two main categories, they are *sports participation travel* (trip for participating in sport event, whether it is competition or recreational) and *sport spectatorial travel* (trip for watching sport events such as Olympic, World Cup, SEA Games, etc.) The main activity of sport tourism is being a part of the game/match or being spectator of the game/match.

Sport tourism can be developed as an attraction for tourist. Sport events can be categorized according to its scales, such as: big, medium, and small. Big event is a match participated by countries all over the world. Medium event is participated by countries in a certain region, while small event is participated by regions in a country¹. Indonesia has some international scale sport events and was a host for some regional and international

¹Big scale sport events such as Olympic, FIFA World Cup, Formula 1 GP, MotoGP, Paris Dakkar, and Tour de France. Medium scale events such as FIFA Euro, NBA, ASEAN dan SEA Games. Small events such as ISL, Pro Liga Bola Voli, dan PON (Pekan Olahraga Nasional).

events². Each event contributed positive impacts on the main infrastructures (stadium/field/track) and supporting infrastructures (road, transportation, and accommodation). Sport tourism contributes economically and infrastructural for the host. This event can become economic opportunities for big, medium, and/or small local business owner (Higham, 1999; Turco, et al., 2003).

Sport events may impact local tourism marketing process as a medium in presenting their potential (Getz, 1998; Gibson, 1998a). The host markets and creates different imagery of their attractions through sport tourism (Kaplanidou, 2006). Sport tourism does not only possess economic impacts, but also social impacts towards local people. One of which is pride they carry because of their region becomes the host of sport tourism. The focus of this research regarding sport tourism impact is infrastructure development. Each competition has standard infrastructure applied. In racing, the main focus is the standard quality and quantity of the track. Good, safe, and long track is what the race is needed. That is why host will try to establish a new track or improve the existing infrastructure quality.

Tour de Singkarak (TdS) is one of sport tourism³ held by West Sumatera Government since 2009. Cycling race is chosen as an effort to improve tourist attraction in West Sumatera 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 Tour de Java in 1958⁴. Cycling competition initially was held in industrial countries such as England, Netherland, France, and many other European countries. Expansion from those countries to many other, including Indonesia, brought the development of bicycle and cycling race.

TdS is an international cycling race participated by many racers from Asia, America, Australia, and Europe. It is a part of ICU (International Cycling Union) event, top organization of world cycling race. Infrastructures needed for TdS are road, transportations, and accommodation. TdS needs a fine and even road with no holes and no waves. Road condition is categorized into two, they are: steady (asphalt and concrete) and unsteady (BPS, 2014). Other infrastructures needed in organizing Tds are transportations and accommodations. Both infrastructures are needed because Tds is held in some districts which are separated by distance. Racers, committees, and invited guests need infrastructure to go from airport to the districts where the event started and finished.

TdS contribution towards the quality of attractions in West Sumatera cannot be left out from the role of the stakeholders involved. TdS stakeholders is divided into 3, they are: government, private, and community. Government is represented by Department of Tourism, Department of Public Work, and other related departments in the districts and province acting as host. Private consists of sponsoring companies. TdS sponsors is: BNI, Garuda, Daihatsu, Indosat and Semen Padang. Community is a part of the event, they are: ISSI (Ikatan Sepeda Sport Indonesia), UCI (Union Cycling Internationale), ASO (Amaury Sport Organisation), as well as community member around the event tracks.

I.2. Research Focus

Sport tourism shares positive contributions towards regions which can bring opportunities. It can be improved to see the concrete results such as the rise of the number of tourists. The following is the formulation of the problems.

1. What is the contribution of TdS towards tourism infrastructure in West Sumatera?
2. How does TdS impact tourist attractions?

I.3. Research Objectives

Based on the research focus, there are two main focus to be achieved in this research. First, how it is needed to understand what does TdS contributes towards tourism infrastructure in West Sumatera. Secondly, understand the impact of TdS towards tourist attractions. The hypothesis of this research is TdS contributes in improving tourism infrastructure quality in West Sumatera.

²International sport event held in Indonesia were: Tour de Singkarak, Tour de Ijen, Bromo Marathon, Sail Bunaken, Sail Banda, Sail Komodo, Sail Raja Ampat, and Badminton Indonesia Open. Indonesia has been a host for several regional sport event such as Asian Games IV in 1962, SEA Games XXVI in 2011, annual Indonesia Open, and Asian Games XVIII in the coming 2018.

³West Sumatera Province has other annual sport events which are developed as tourist attractions, such as: dragon boat race in Kota Padang, Surfing Competition in Kep. Mentawai, and Paragliding Competition Agam.

⁴This event goes through Bandung-Surabaya-Bandung with 2000 km long track and divided into 18 steps. Source: <http://www.yudhe.com/sejarah-balap-sepeda-di-indonesia/> Retrieved on May 29, 2015 at 10 pm

I.4. Research Significance

The core of this research is how regions, through district government, determine the direction of sport tourism development so it can contribute positively to them. From this research, it is expected that every region can map out their potentials and use a tool, such as sport tourism event, to develop the potentials. It should not only focus in West Sumatera alone, but also all of Indonesia, especially in welcoming Asian Games 2018. Regions participated are expected to maximally make use of this moment to develop their tourism potentials as well as promote them through mass media coverage.

II. LITERATURE REVIEW AND THEORETICAL BASIS

II.1. Literature Review

Sport tourism has been one of the most studied world researchers (Hinch&Higham, 2001, Gammon & Robinson, 2003; Kurtzman &Zauhar, 2003; Zauhar, 2004; Deery, dkk, 2005; Hinch&Higham, 2005; Kurtzman, 2005 dan Weed, 2005, 2009). Most of the researchers define sport tourism as a product of tourism and sport (Kennelly, 2011, p. 18). Hinch and Higham (2001) adds, even though sport tourism uses mixes of tourism and sport, the meaning of both words and the meaning of sport tourism is different.

Some sport tourism definitions have dimension of space, time, and activity. Space is a movement from home environment to the new environment, time is a group of activities done temporarily, while activity is the one related to sport. Event is the main component of sport tourism (Getz, 2003. p. 49). Tourists go on a trip to watch sport event or become a part of the event without economical goal.

Sport tourism consists of two components, product and market. The market is tourists and the product is the event. Sport event is a sport activity done in a certain scale that differs from daily activity consumed by people (Roberts, 2004: 108). Event has relation with duration (short term) and goals (economical, political, and cultural) as its characteristics. The effort to draw attention, promote, and get profit for destinations is a part of sport (Ritchie, 1984: 2).

Table 1. Sport Tourism Definition

Source	Definition
Gibson (1998, p. 49)	Relaxing activity done by going out of one’s daily environment to participate in physical activity, watching, or visiting places related to sport
Standeven&DeKnop (1999, p. 12)	Any active and passive activities related to sport done outside one’s environment and not for commercial activity
Hinch&Higham (2001, p. 49)	A trip outside one’s environment for a certain time and get some experience regarding sport activity
Gammon & Robinson (2003, p. 10-11)	Direct activity (choosing destination to do sport) and indirect activity (doing sport in a destination)
Weed & Bull (2004, p. 5)	Related vacation regarding sport activity, whether as a spectator or participant
Deery& Jago (2005, p. 381)	Sport competition which invite people as spectator and then give out outcomes to individual, community, and country

Source: processed from many sources

Event classification and media coverage give contribution to the infrastructure of the host. The highest the event classification, the broader the media network and the audience. Infrastructure is built not to succeeding the event, but is an impact of the organization of the event. Similar thing happens when England became the host of a sport event. The event was used as a process of economic regeneration (Gratton and Kokolakis, 1997: 13). Economic regeneration process happened because the event draws investation and triggers development, it then creates new employment. Manchester also used this sport event to improve their profile, push regeneration, as well as build social heritage (Carlsen and Taylor, 2003). Matos (2006) states that sport tourism event has a system called “*holy trinity*” which consist economic, infrastructure, and image growth. Sport tourism event affects a region economically through business opportunities and infrastructure improvement which support the match/race and tourism of the host. Economy and infrastructure growth creates an innate image to the host after the sport tourism event. The success of a sport event is measured by the achievement of those 3 factors.

Chen (2008: 1) agrees with Matos (2006), and he adds that those three factors can be achieved because of the tourists. A good image of a place becomes one of attracting factors of tourist. Emery (2002: 317) states that sport event is a promotional effort of the host and an effort to improve a region’s existence. Sport event is held to attract media, tourist, investor, and profitable groups. Media and their coverage of the event is one of the efforts in promoting the potentials of a region so that it draws investors to develop them. Sport tourism event on

several researchs showed positive impacts on the host (Ritchie and Smith, 1991; Chalip, et al.; 2003 Smith, 2005).

There is a difference between the development of infrastructure for event and a common infrastructure development (Andranovich et al, 2001: 165). Both, of course, produce products. The difference is in the goal. In sport tourism case, infrastructure development is set to support the event, while common infrastructure development is set to support people needs. International scale event which involves many participants and committees needs at least accommodation facility which will affect the infrastructure development. The impact of infrastructure development can be seen by people in the long term and tourists who have no relation with the sport. Those people can use the same infrastructure long after the event has done.

II.2. Theoretical Basis

This research comes from a thought that the organizer of sport tourism shares positive contributions towards tourism. The next point is the organization of sport tourism cannot leave out the role of stakeholders. In general sport event, stakeholders are divided into 4 groups, they are: government, organizer, community, and tourist (Suwanto, 1997). UNESCO (2003) divides stakeholder to 4 groups, they are public sector (government), commercial sector (private), organizer (government and private), and community. Ghazali and Chariri (2007) state that stakeholder is an individual or organization which is involved in a cooperation to work for their own work and still provide benefits for the other individual/organization. Stakeholders in an event have roles that are very powerful in the sustainability and the products of the event. The right management is needed to assess the work of the stakeholders, so there are no contribution gap as well as the impacts gained (Ulum, 2009, p. 4).

Tabel 2. Sport Tourism Event Stakeholder Analysis

Stakeholder	Role	Motive	Impacts	Resource	Position
Central and Regional Government <i>(Public Sector)</i>	Policy maker	Executing annual work plan	- Supporting existing policy made by central - Forcing stakeholder to participate	Authority	Central government (province and regional)
<i>Private Sector</i>	Policy actor	- CSR - Product Promotion - Sponsorship	Sharing resources	- Money - Transportation	Province capital
Public	Policy objective	- Helping field activity - Successing event	Refusing the event execution policy in their region	Field actor	Every region

Source: Researcher documentation

Sport tourism development has similarities with other tourism products. Sport tourism is one of the special aspects in tourism industry because there must be a special attention in the development. Event in sport tourism shares contribution in sport infrastructures. It affects the creation of a beneficial infrastructures for local community. Sport tourism infrastructures, then, can bring impacts on local economy. Infrastructures can be an opportunity for employment. Impacts of event towards infrastructures is a positive image for the host. Infrastructure development is parallel to image development (Chon, 1990; Echtner & Ritchie, 1991; Fakeye & Crompton, 1991; Gartner, 1993). When the infrastructure is built or fixed and can be used by tourists, therefore an image is built as a uniqueness of the region. A good image of infrastructure can be one of attracting points (Brown, Chalip, Jago, & Mules, 2004; Kim & Chalip, 2004). Ritchie and Smith (1991) states that sport tourism organization increases awareness of destination.

Image concept refers to the perception of someone regarding a certain place or product, the good product to achieve a Customer satisfaction (Supriadi et al. 2017), image is something that is originated from people's impression of a certain destination. It can show up from cultural, natural, social, and infrastructural aspects (Beerli & Martin, 2004). Image can also show up from people's impression of historical, political, economic, and destination social aspects. Gunn (1972) states that image can be formed in 2 ways, firstly,

through someone's experience of listening, reading or watching information regarding the destinations. Secondly, it is an impact of promotional media. Fakeye and Crompton (1991) adds that image can be formed from a mix between one's experience and media's impact, which is directly experiencing the real condition in a destination. There are three types of image, they are cognitive, affective, and combination of both. Cognitive is someone's believe or knowledge about destination. Affective refers to someone's emotion and feeling about destination. The combination of cognitive and affective is someone's believe or knowledge about the real condition of destination which makes him/her emotional. Image from oneself is a psychological and social picture of destination, while image from stimuli is affected by media and personal experience.

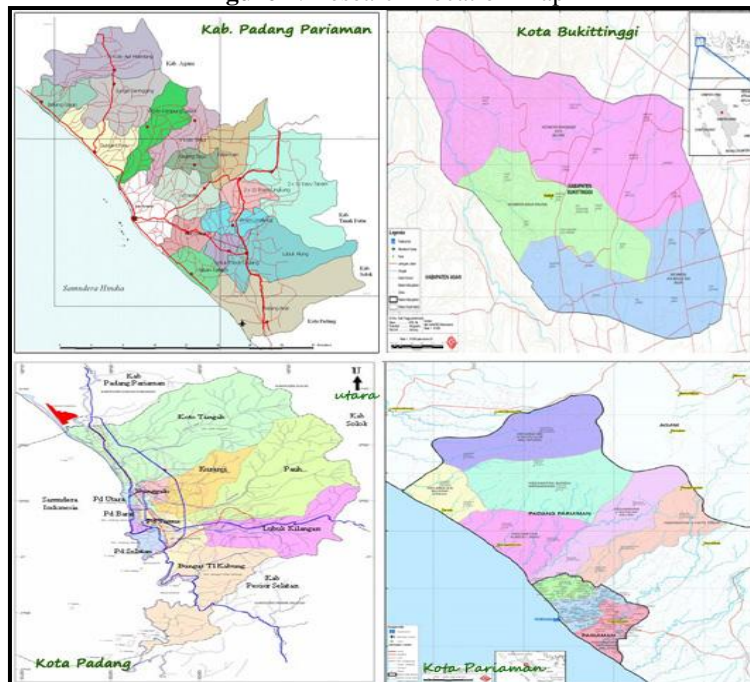
The development of sport tourism event and its contribution towards infrastructure has impact on image. Thus, organization of activity is needed systematically. Sport tourism event contribution towards quantity and quality of road, transportation and accommodation becomes one of the efforts in building host's image. A good image can be felt by tourist directly when they are watching the event in the field or on media. Therefore, it will increase the number of people coming there.

III. RESEARCH METHODE

III.1. Research Location

This research is generally held in West Sumatera Province and some districts specifically. Districts regions which are part of the research are: Kota Padang, Kota Pariaman, Kota Bukittinggi, dan Kab. Padang Pariaman. West Sumatera Province consists of 19 districts with 179 sub-districts, 760 Nagari, 259 administrative villages and 126 villages (BPS, 2015). West Sumatera is located in the west coast of Sumatera Island. It is directly adjacent with Indian Ocean, North Sumatera Province in the west, Riau Province in the north, and Jambi Province in the east.

Figure 1. Research Location Map



Source: Sumatera Barat in Figure, 2014

This location is chosen based on its advance position in tourism, and Kota Pariaman and Kab. Padang Pariaman is chosen because its developing position in tourism. Those four regions become the representation of West Sumatera regarding TdS contribution. TdS is expected to improve the tourism position.

III.2. Data Collecting Technique

This research uses a qualitative approach as an effort to reach the goal. Qualitative research is chosen because the data obtained are information, opinions, as well as impacts that is seen and felt by one or many people. The aim of this qualitative research is to understand the value symbolized in community's behavior according to their own perspective (Sudarto, 1995: 63-64). In this research, qualitative approach is used to see the contribution in TdS organization towards the quality of tourist attractions in West Sumatera Province.

Generally, the data source can be classified into three types, they are: person, document, and place. Person is where researcher ask questions regarding the problem, in this case, they are anyone who is involved in the organization of TdS. Document consists of references, archives, guidelines, decision letter, and accountability report. Place is situation sources where the activity regarding research happens, they are Kota Padang, Kota Pariaman, Kabupaten Padang Pariaman, dan Kota Bukittinggi.

Data expected to be obtain is primary data from the interview with government as the organizer of TdS and stakeholders involved. Primary data is supported with observation result in the field to see the accountability of the information. Primary data will still be supported by secondary data from the TdS organization report by regional government, news in the printed and electronic media, as well as official statistic data from BPS.

In this research, observation is also done to identify potential tourist attractions owned by every region which then linked to the racing tracks, transportations, and accommodations. The observations result is obtained in the form of pictures and field notes which then will become one of the strong data to answer the research problem. In this observation, supporting tools needed are camera and field notebooks.

Interview in this research is done to informants who have connection with the organization of TdS. Informants are chosen to represent related institutions, they are: Head of Tourism Department, Pekerjaan Umum, Perhubungan, Bappeda, chairman of PHRI, hotel/accommodation manager, transportation manager, tourist attractions manager, and community. Informants are chosen because it is perceived that they have information regarding the organization of the event from the beginning until it ended.

Documentation is done by determining material needed, then delivering it to the informants and asking for the documents according to the procedure applied. Generally, documentation effort can be done with no problem if asked formally through permissions. The unobtained documents are strived using other sources as literature review in library or world wide web sources (internet connection).

Researcher did data triangulation after collecting the data as well as tested the credibility of the data obtained from observation, interview, and documentation. The aim of this triangulation was not for seeking truth, but researcher's understanding improvement towards what she has found. Triangulation technique in this research is checking the data obtained from the many data collecting techniques. Observed data is confirmed through interview and documentation, interview result is confirmed through observation and documentation, and documentation result is also confirmed through observation and interview. Related information of TdS is poured into committee documents, however what is written is not always the same as what is done. This triangulation is needed to get the accurate data, corresponding between one source and the other.

III.3. Data Analysis Techniques

Data analysis techniques used in this research are analysis and descriptive methods. According to Arikunto (2005:250), descriptive analysis method is non-experimental research because it is not meant to see the effect of something. With the descriptive research, researcher can describe or picture symptoms happening. Procedures in analyzing qualitative data according to Miles and Huberman (2007: 18) are:

1. Data reduction. It is summarizing by choosing and focusing on the main problem, looking for the theme and pattern resulting in a clearer picture. It makes the process easier for the researcher in collecting more data, if needed. Data related to TdS vary from event planning, organization, and accountability in each information such as human resources involved, budget allocation, and realization. Those data are summarized into 3 groups: before, on the event, and after.
2. Data serving. After the data has been reduced, the next step is to serve them. In a qualitative research, the data is served in a short description, table, inter-category relation, flowchart and any narrative textual description. TdS contribution toward infrastructure is described in a table which consist of short description so that the process is clearly seen and easily understood.
3. Conclusion. The third step in qualitative data analysis is conclusion. In each data group (before, on the event, and after), conclusion is drawn to confirm before leaving for the next step. The example is when the stakeholder allocate budget for physical needs of TdS after the document and interview result are confirmed through observation. Compatibility evidence of plan and application is one of the form of TdS contributions towards tourism infrastructures quantity and quality in West Sumatera.

IV. RESULT & DISCUSSION

IV.1. West Sumatera Tourist Attractions

West Sumatera has landscapes, cultures, and products as main assets of tourism development. There are two tribes in West Sumatera, Minangkabau and Mentawai. Both tribes have their own physical and non-physical uniqueness as attractions for local and international tourists. West Sumatera natural potentials are as beautiful as them. With the right development, they will be as good as the more developed tourist attractions. West Sumatera tourist attractions lie from the bottom of the ocean to the peak of the mountains.

Table 1. West Sumatera Tourist Attraction

Icon	Attraction	Location
Mountains	Marapi Mount	Kota Padang Panjang
	Singgalang Mount	Kab. Agam
	Talang Mount	Kab. Solok Selatan
	Talamau Mount	Kab. Pasaman Barat
Hills	Top of Lawang Hill	Kab. Agam
	Top of Langkisau Hill	Kab. Pesisir Selatan
	Barisan Hill (kelok 9)	Kota Payakumbuh
	Top of Gagoan Hill	Kab. Solok
Lakes	Singkarak Lake	Kota Solok dan Kab. Tanah Datar
	Maninjau Lake	Kab. Agam
	Atas and Bawah Lake	Kab. Solok Selatan
	Talang Lake	Kab. Solok
	Tomosu Lake	Kota Sawahlunto
Valleys	Harau Valley	Kota Payakumbuh
	Anai Valley	Kab. Tanah Datar
	Ngarai Sianok Valley	Kota Bukittinggi
Waterfalls	100 tingkek waterfall	Kota Padang
	Nyarai waterfall	Kab. Padang Pariaman
	Sarasah Donat waterfall	Kab. 50 Koto
Rivers	Jembatan Akar river	Kab. Pesisir Selatan
	Lubuk Minturun river	Kota Padang
	Batang river	Kab. Dharmasraya
	Rimbo Panti river	Kab. Pasaman
	Kuantan	Kab. Sijunjung
Beachs	Air manis beach	Kota Padang
	Tiram beach	Kab. Padang Pariaman
	Gondoriah beach	Kota Pariaman
	Mandeh Island	Kab. Pesisir Selatan
	Siberut Island	Kab. Kep. Mentawai
	Sasak beach	Kab. Pasaman barat

Source: Processed from West Sumatera in Figure, 2015

Cultural attractions which become the part of West Sumatera tourism are Gadang house, Pasambahan dance, and makan bajamba. Gadang house that is managed as attraction is located in Kab. Tanah Datar. The house was the palace of Raja Pagaruyung, Minangkabau tribe's ancestor. In events with tourists, committee usually presents dance performance, then the events will continue with makan *bajamba* or feast with Minangese specialty menu. Historical sites such as Jam Gadang and Jembatan Kelok 9 become the icons of West Sumatera. In recent years, theme park such as Mifan Water Park in Padang Panjang also participates in West Sumatera tourism.

IV.2. Tour de Singkarak

The main goal of Tour de Singkarak is to promote local tourism potentials through mass media coverage. Part of the promotional effort is to increase the quality of supporting tourism infrastructures such as road. In the organization of TdS, route is the most important part. Route determination around tourist attraction is a strategy to combine tourism and sport like cycling. Each year, TdS route gets prolonged. It goes parallel with the growth of tourist attractions number which become the start and finish locations. The start and finish locations are more attracting for people to gather rather than other locations which are only passed by.

TdS is initiated back in 2009, the start point was in Taplau Beach in Kota Padang and the finish point was in Lake Singkarak in Kab. Solok. That first year, the distance was only 464,7km. However, there were many attractions passed, such as: Taplau Padang beach, Lembah Anai waterfall, historic site Jam Gadang, Arang city tourism, Lake Kembar, and Lake Singkarak. The route was determined according to the suitable attractions by each areas. Years after, different start and finish points were chosen. It was in the governmental district's yard. The reason for the determination was to introduce the new governmental office. Start and finish points in the governmental office were held in several periods, they were: Kantor Bupati Padang Pariaman (2013-2015); Kantor Bupati Limapuluh Koto (2014-2015); Kantor Bupati Pasaman Barat (2014-2015); Kantor

Bupati Dharmasraya (2013-2014); Kantor Bupati Solok Selatan (2013); dan Kantor Gubernur Sumatra Barat (2013-2014). Major tourist attractions in 2009-2015 TdS can be seen in table2.

Table 2. Tourist attraction on TdS 2009-2015

Location	Tourist Attraction	Periode
Kab. Pesisir Selatan	Pantai Carocok	2012 - 2015
Kab. Pariaman	Pantai Gondorih	2010 - 2015
Kab. Sijunjung	Desa Wisata	2015
Kab. Dharmasraya	Sport Center	2015
Kota Sawahlunto	Taman Wisata Kandi	2009 - 2015
Kota Payakumbuh	Ngalau Indah	2011 - 2015
Kota Bukittinggi	Jam Gadang	2009 - 2015
Kab. Tanah Datar	Istana BasoPagaruyung	2009 - 2015
Kab. Pasaman	Tugu Equator	2013 - 2015
Kab. Agam	Taman Lawang	2014 - 2015
Kota Padang	Pantai Padang	2015
Kota Solok	Taman Kota	2014
Kab. Solok	Danau Singkarak	2009 - 2015
Kota Padang	Taman Budaya	2009 - 2015
Kab. Limapuluh Koto	Lembah Harau	2011 - 2012
Kab. Padang Pariaman	Lap. Golf Lembah Anai	2012
Kab. Sijunjung	Silokek Pasir Putih	2014
Kab. Solok Selatan	Danau Kembar	2009 and 2011
Kab. Agam	Danau Maninjau	2010

Source: Researcher's Data

Tour de Singkarak participants are mostly foreigners who have participated in other international cycling events. Racers from each team can be from several countries. The numbers of countries which become parts of TdS were increasing in 2009 to 2015, however, the number of teams and participants fluctuated. The highest number of participants was in 2015, while the lowest was in 2011. TdS report showed that the average numbers of participating teams are 21. The lowest number happened in 2013 with only 14 participating teams. In other years, there are 20-25 teams participating. The average numbers of participants are 135 people. Highest number was in 2014 with 160 people, and the lowest number was in 2010 with only 109 people.

The participants of Tour de Singkarak in 2009 to 2015 tended to fluctuate. The influencing factors were athletes' achievement and the date of the event. National and local participants were dropping because of the athletes' achievement which has not met the TdS's standard qualification. The criterion of national participants is achieving the highest point of national events such as Speedy Tour d'Indonesia and Tour de Banyuwangi Ijen. One of the passing teams and become the part of TdS in 2009-2015 is Pegasus Cycling Team, KFC Jakarta and Banyuwangi Road Cycling Club. Pegasus Cycling Team Indonesia is the official representation of Indonesia for several international cycling events such as Tour de China and Tour de Langkawi.

To increase the quality of TdS, committee invited international teams who have been listed in UCI and even have presented in the Tour de France for the past two years. There is no direct impact for West Sumatera people, but it impacts the event itself. The quality of participants in Tour de Singkarak becomes the focus of the committee in national level (Karma Event) and international event (Amaury Sport Organization).

Participants' experiences in TdS become a useful promotional effort for West Sumatera. They will not stop and enjoy the view, but they will only pass and record the memory. In other moments, participants have the chance to enjoy the natural and cultural attractions of West Sumatera. They are presented with Tari Piring performance, Makan Bajamba culture, and environmental activities such as turtle hatchling release and mangrove planting. The one thing which makes TdS as a 'huge party' in West Sumatera is the enthusiasm of audience to see the race. In each sets, especially in the grand opening, grand start, finish, and grand finish locations, the locations are always full of people. For people of West Sumatera, watching TdS is an entertainment because it is something that does not happen every day. Event promotions nearing the date attract people to come and prepare themselves to watch the participants.

IV.1. Tour de Singkarak Impacts to Tourism Infrastructures

Contribution is a gift or payment given by an individual or organization for a certain goal. TdS's contribution is gift to increase the quantity and quality of infrastructures such as road, transportation, and accommodation in West Sumatera. This first part is discussing the contribution of TdS towards road infrastructure before and after the event. The second part is discussing the contribution of TdS towards the

quantity and quality of transportation as an alternative in tourism. The third part is discussing the contribution of TdS towards the quality of road infrastructure which becomes the local tourism supports. The last part is the conclusion of positive contribution from TdS towards local tourism infrastructure.

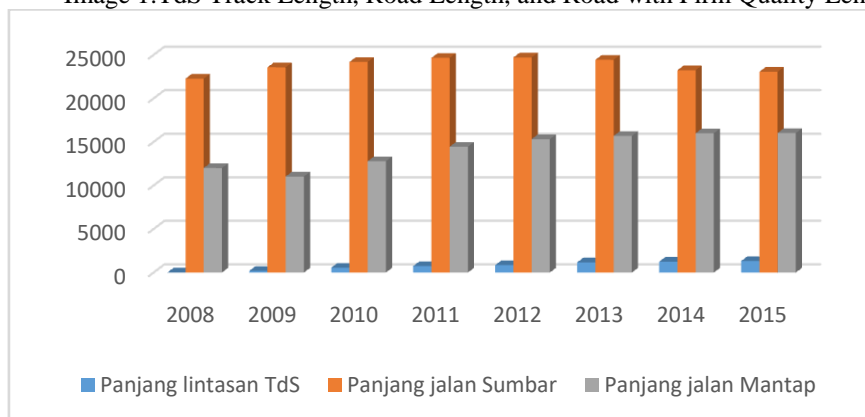
Quantity is used to define the road length, the number of transportation, and the number of accommodation. Quality is used to define the condition of the road whether its firm or not and the transportation whether they use taximeter and air conditioner for buses. Firm road is road where the planning can be estimated according to the technical standard and is categorized to be good and moderate (Department of Public Work, 2005). Not firm road is road where the planning cannot be estimated according to the technical standard and is categorized to be slightly damaged and damaged.

A firm road is road where the surface is level, not wavy, and there is no damage. A moderate road is road where the surface is not very firm, not wavy, and there are no damages. A slightly damaged road is road with wavy surface, and there are several visible damage and patches. A heavily damaged road is road where the surface is heavily damaged (wavy, big holes, torn, as well as foundation damage or collapsed). Repairing process cannot be executed right away. It should be in accordance with the activity. One of the activity which affects the acceleration of repairing process of damaged road is TdS. Timetable and route of TdS cannot be confirmed early in the year, however, the preservation budget by BPJN, Dinas PrasjalTarkim, and Department of Public Work can. TdS contributes to improve the road quality by accelerating the repairing process by parties involved, especially district/state. It, then, becomes a priority.

Tour de Singkarak contributed in the quality of tourism structures in West Sumatera, “such as high quality roadaround tourist attraction” (Interviewee Mr. Santosa). The prolonged track used in the event each year is parallel to the increasing quality of the road because there is a need of a firm road. A leveled and no holes’ road is categorized to be a firm road. It is categorized into road with firm quality. Parties who contributed in this firm road are provincial government of the Department of Road Infrastructure and Spatial Planning as well as state government of the Department of Public Work. Road with state authority is the responsibility of central government through B2PJN (Balai Besar Pelaksanaan Jalan Nasional) wilayah II. Preservation of road is related to its length. The longer the road, the bigger the responsibility of the government. Longest road in the province is the district road, then followed by national road, and the shortest is province. In 2015, the length of district’s road 22.247,78 km, national road is 1.448,55 km, and province road is 1.254,83 km (BPS, 2016). From the length, the quality of the longest road is the province’s authority, which is 89,36% (1.121,43 km), then national’s authority with 84,50% (1.224,08), and district’s authority with = 59,02% (13.131,76 km). Head of PrasjalTarkim Sumbar states that in 2016, the firmness of national road decreased. Kab. Padang Pariaman became one of the areas with this problem. District road length in 2015 was 2.127,75 km and the firmness was 64,72% (BPS, 2016). This condition would increase if preservation is not applied according to the age of the road. Therefore, district needed additional budget for this program.

TdS started with 188 km track in 2009, then in 2015, the length increased to 1.317 km. “This track lengthening grew together with the growth of route and districts’ participation in each period” (Interviewee Mr. Dedy). In the its first year, the participants of TdS were only 4 districts. The number of participants increased in 2015 to 18 districts. The length of the track increased to 551,7 km in 2010, this 363,7 km escalation was higher than the year after. Total length of TdS track ranging in 2009-2015 was 6.077,2 km, it was 26,36 % of the total 24.973,58 km length of West Sumatera road in 2015 (BPS, 2016). The percentage of TdS track to West Sumatera road is still quite small, which is 5,72 %. This percentage can increase if the length of TdS track is prolonged. The main factor affecting this condition is the program implemented by BPJN, Dinas PrasjalTarkim Provinsi, and Dinas PU Kabupaten/Kota to set up TdS track according to UCI.

Image 1. TdS Track Length, Road Length, and Road with Firm Quality Length



Source: processed from BPS Provinsi Sumatera Barat 2008-2015 data

Percentage of TdS track to firm road in West Sumatera is 8,43 % of 15.467 km (BPS, 2015). “TdS can contribute to the quality of firm road optimally when the length of the track is prolonged” (Interviewee Mr. Fiton). TdS is a cycling event adopting the successfulness of Tour de France (TdF). TdF track in 2015 spread \pm 10.000 km which was divided into 22 points. The need of firm track and the provision effort by related department are direct contribution in the implementation of TdS. Road infrastructure with firm condition will not be the main priority without TdS.

Department of Public Work in each region has routine road preservation program for the preparation of TdS. TdS event in 2009–2015 used the routine preservation budget from the Department of Public Work. In the first year, 2009, the used route is the main road where most of it were in a good condition, therefore no major refinement needed. Prolonged track in the following years showed that the track gets diverse, including alternative route. Alternative route in several districts is in a quite bad condition, therefore periodical preservation is needed. Prolonging route that is passing tourist attractions also needs additional preservation, thus, regional government through Department of Public Work allocated specific budget.

Head of Department of Public Works of Kab. Padang Pariaman states that, “to this day, the impact of TdS is delivered through the priority mentioned before. For additional budget, however, from the central (government), there is none” (interviewee: Mr. Rahim). Every year, tourist attractions passed by participants are increasing. This impacts the quality of road to the attraction positively. “Nipah-Teluk Bayur road is now officially opened. Then there is Mandeh road stretch for 43 km. The Nipah-Teluk Bayur one stretches for 6,1 km. The recently finished Alahan Panjang-Pasar Baru road stretches for 69 km. It’s just need to be paved.” (interviewee: Mr. Dedi). Alahan Panjang-Pasar Baru becomes a mainstay route of TdS because it offers beautiful landscapes of mountains and lakes in Kab. Solok. Nipah-Teluk Bayur is the mainstay road in Kota Padang. It acts as the main access for Kab. Pesisir Selatan-Padang by rerouting from the bypass which still under construction. TdS only uses those route in a short amount of time, but people as well as tourist can use the firm road for a year.

TdS contribution towards road quality in West Sumatera impacts the time needed to reach several attractions, such as Tiram Beach in Kab. Padang Pariaman. The distance between province’s capital to the beach is 35 km, while from Kab. Padang Pariaman the distance is 20 km. Tiram beach can be reach through the coastal road of Kota Pariaman and Ketaping Beach Minangkabau International Airport. The access to Tiram beach through Ketaping from Kota Padang is quite easy. The road is straight and can be passed using private transportation such as motorcycles or cars. However, the time needed is quite long for 35 km distance because almost 35% of the road or 10 km is imposed to holes and dust. The 35 km distance which generally can be reached in 30 – 45 minutes, takes at least 60 minutes to reach. The speed of the vehicle impacts the traveling time because drivers cannot speed up their vehicles in damaged road. Long road with many holes is one of the reasons tourists are not coming back. Damaged road does not only bother the comfortability of travel for tourists, but also dangerous for the passer-bys. This condition changed post 2013 TdS. TdS contribution towards road infrastructure can be seen by the less time needed to reach Tiram beach from province’s capital. It now takes 30 minutes to reach 35 km (interviewee: Mrs. Titi).

TdS also contributes in the improvement of road quality in Kota Pariaman, one of which is the road to Gondorih beach as Kota Pariaman’s mainstay. “It used to be pathway. After Gondorih beach has improved, the road got also improved. In 2011, the road to Kata beach has been widened. It is called lapen in the city, in the district, it is called burda. Those lapen and burda are the types of surface. Fortunately, Pariaman is a coastal area. We built that bridge not only constructively, but also designed it artistically so people can *selfie* or such. If we build typical bridge, we checked the strong construction.” (interviewee: Mr. Mulyawan).

V. CONCLUSION

Department of Public Work in each area has routine and periodical road preservation program from APBN and APBD, however there are no specific budget for TdS route preparation. TdS execution in 2009-2015 used routine preservation budget of Department of Public Works. In its first year, in 2009, the route used was the main road which was considered in a good condition, so the repairmen did not take much. The improvement of route in following years showed that route used got more diverse, including alternative roads. Alternative roads in several state/district were in a quite bad condition, so they needed periodic preservation. TdS contributed positively towards the quality improvement of road infrastructures with firm condition in West Sumatera. Firm road is when the road does not need any special preservation. Its physical characteristics are there are no holes wider than 1 meter and there are no cracks or waves longer than 100 meter.

Department of Public Work program is determined early in the budget year, while change of preservation program cannot be executed in the ongoing year. However, TdS can contribute to give changes in the existing programs. Department can change the preservation program accordingly to TdS needs. In conclusion, TdS contributes positively towards the quantity and quality of roads in West Sumatera. Roads which

are not included in the department's plan can be prioritized because TdS does not only pass main road with firm quality, but also roads which support tourism even though they are not in a good quality.

Tour de Singkarak contributed towards the enhancement of tourism infrastructure quality such as road in West Sumatera. Since its implementation in 2009-2015, there were quality and quantity enhancement of the road, especially in the TdS track. This quality enhancement is judged by the firmness of state road, province road, and district road. The increasing length of TdS track, automatically, increases the length of the road with firm quality because TdS requires firm route as its track. TdS contribution towards other road quality can be seen from the process of management regarding to related department. Road that is used as TdS track gets priority to be refined before the event takes place. Road to the attraction areas will have direct impact to the tourists will to visit, and even revisit. The problem in West Sumatera to date is the lack of quality access, thus tourist visitation is low. The enhancement of infrastructure quality of the road increases tourist visitation, especially in tourist attractions which become the part of the start and finish points of TdS.

ACKNOWLEDGEMENT

I would like to acknowledge to the Dean of Faculty of Graduate School, Gadjah Mada University for the financial support, because this paper is part of the research grant competition funded in 2017.

REFERENCES

- [1] Damanik, J. dan Weber. HF. *Perencanaan Ekowisata*. Yogyakarta: Andi. 2006, 46-47.
- [2] Hinch, T., dan Higham, J. *Sport tourism: A framework for research*. International Journal of Tourism Research 3. 2001, 45-58.
- [3] Hudson, S. *Sport and adventure tourism*. The Haworth Press, New York. 2002, 2.
- [4] Pitts, B.G. *Sport tourism and niche market*. Journal of Vacation Marketing 1. 1997, 31-50.
- [5] Chalip, L., Green, C., dan Hill, B. *Effects of sport event media on destination image and intention to visit*. Journal of Sport Management 17. 2003, 214-234.
- [6] Higham, J. *Commentary-sport as an avenue of tourism development: An analysis of the positive and negative impacts of sport tourism*. Current Issues in Tourism 2 (1999) 82-90 Deery, M., dan Jago, L. *The management of sport tourism*. Sport in Society, 8 (2). 2005, 378-389.
- [7] Turco, D.M., Swart, K., Bob, U., dan Moodley, V. *Socio-economic impacts of sport tourism in the Durban Unicity, South Africa*. Journal of Sport & Tourism, 8. 2003, 223-239.
- [8] Getz, D. *Trends, strategies, and issues in sport-event tourism*. Sport Marketing Quarterly, 7 (2). 1998, 8-13.
- [9] Gibson, H. *Active sport tourism: Who participates?* Leisure Studies, Sport Management Review 17. 1998a, 155-170.
- [10] Kaplanidou, K. *The impact of sport tourism event image on destination image and intentions to travel: A structural equation modeling analysis*. Department of Park, Recreation and Tourism Resources, Michigan State University. 2006, 183-206.
- [11] BPS. 2014. *West Sumatera in Figure*. BPS Press: West Sumatera
- [12] Hinch, T., dan Higham, J. *Sport tourism: A framework for research*. International Journal of Tourism Research, 3. 2001, 45-58.
- [13] Gammon, S. & Robinson, T. *Sport and tourism: a conceptual framework*. Journal of Sport Tourism, 8 (1). 2003, 1-26.
- [14] Kurtzman, J., dan Zauhar, J. *A wave in time, the sports tourism phenomena*. Journal of Sport & Tourism, 8. 2003, 35-47.
- [15] Zauhar, J. *Historical perspective of sport tourism*. Journal of Sport Tourism, 9(1). 2004, 5-101.
- [16] Deery, M., dan Jago, L. *The management of sport tourism*. Sport in Society, 8 (2). 2005, 378-389.
- [17] Hinch, T. dan Higham, J. *Sport, tourism and authenticity: European sport management quarterly. Special Issue Sports Tourism Theory and Method*. 5 (3). 2005, 243-256.
- [18] Kurtzman, J. *Economic impact: Sport tourism and the city*. Journal of Sport & Tourism, 19 (1). 2005, 47-71.
- [19] Weed, M. *Sports tourism theory and method, concepts, issues and epistemologies*. European Sport Management Quarterly 5 (3). 2005, 229-242.
- [20] Weed, M. *Progress in sport tourism research? A meta-review and exploration of future*. Tourism Management 30 (5). 2009, 615-628
- [21] Kennelly, M., *Developing sport tourism: A multiple case study of interaction between Australian National Sport Organization and a sport tour operator*. Dissertation: Department of Tourism, Leisure, Hotel, and Sport Management Griffith Business School, Griffith University. 2011, 27.
- [22] Getz, D. *Sport event tourism: planning, development, and marketing*. In Hudson (ed). *Sport and Adventure Tourism*, Binghamton: Haworth Press. 2003, 49.

- [23] Roberts, K. *The Leisure Industries*. London. Macmillan Palgrave. 2004, 108.
- [24] Ritchie, J.R.B. Assessing the impacts of hallmark events: Conceptual and research issues. *Journal of Travel Research*, 23 (1). 1984,2-11.
- [25] Gibson, H. Sport tourism: A critical analysis of research. *Sport Management Review*1. 1998, 45-76.
- [26] Standevan, J. dan DeKnop, P. *Sport tourism*. Champaign, IL: Human Kinetics. 1999, 25.
- [27] Weed, M. dan Bull, C. *Sport and tourism: participants, policy and providers*. Oxford: Elsevier Butterworth-Heinemann. 2004, 10.
- [28] Deery, M., Fredline, L., & Jago, L. A framework for the development of social and socio-economic indicators for sustainable tourism in communities. *Tourism Review International*, 9 (1). 2005, 69-78.
- [29] Gratton, C. dan T. Kokolakis. *Economic Impact of Sport in England 1995*. London: Sports Council. 1997, 67.
- [30] Carlsen, J. dan Taylor A. Mega-events and urban renewal: The case of the Manchester 2002 Commonwealth Games. *Even Management*, 8 (1). 2003, 15–22.
- [31] Matos, P., *Hosting mega sports events – a brief assessment of their multidimensional impacts*. The Copenhagen Conference Onthe Economic and Social Impact of Hosting Mega Sport Events.September, 2006.
- [32] Chen, N. *What economic effect do mega-events have on host cities and their surroundings? An investigation into the literature surrounding mega-events and the impacts felt by holders of the tournaments*. Dissertation, University of Nottingham. 2008.
- [33] Emery, P.R. Bidding to host major sport event: The local organizing committee perspective. *Journal of Public sector management*, 15(4). 2002, 316-335.
- [34] Ritchie, B. dan Smith, B. The impact of a mega-event on host region awareness: A longitudinal study. *Journal of Travel Research*, 30 (1). 1991,3–10.
- [35] Chalip, L., Green, C., dan Hill, B. Effects of sport even media on destination citra and intention to visit. *Journal of Sport Management*, 17. 2003, 214–234.
- [36] Smith, A. Reimagining the city: The value of sport initiatives. *Annals of Tourism Resarch*, 32, 2005, 217-236.
- [37] Andranovich, G., Burbank, M., Matthew, J. dan Heying, C.H. Olympic cities: lesson learned from mega-events politics. *Journal of Urban Affairs*, 23 (2), 2001, 113-131.
- [38] Suwanto, Gamal. *Dasar – Dasar Pariwisata*. Yogyakarta: Penerbit Andi. 1997, 22.
- [39] UNESCO. *Convention for the Safeguarding of the Intangible Cultural Heritage*. UNESCO Publishing, Paris. <http://unesdoc.unesco.org>. 2003.
- [40] Ghozali, I. dan Chariri, A. *Teori Akuntansi*. Fakultas Ekonomi: Universitas Diponegoro Semarang. 2007, 25.
- [41] Ulum, Ihyaul. *Intellectual Capital: Konsep dan Kajian Empiris*. Graha Ilmu, Yogyakarta. 2009, 4.
- [42] Chon, S., Weaver, A., dan Kim, Y. Marketing your community: Citra analysis in Norfolk. *The Cornell Hotel and Restaurant Administration Quarterly*, 31(4), 1991, 24–27.
- [43] Echtner, C.M., dan Ritchie, B. The meaning and measurement of destination citra. *Journal of Tourism Studies*, 14 (1), 1991, 2–12.
- [44] Gartner, W.C. Image formation process. *Journal of Travel and Tourism Marketing*, 2 (3), 1993, 191–215.
- [45] Brown, G., Chalip, L., Jago, L., & Mules, T. The Sydney Olympics and brand Australia. Inside Morgan N., Pritchard A., & Pride R. (Eds.), *Destinations branding: Creating the unique destination proposition*. Oxford, UK: Elsevier Butterworth-Heinemann. 2004, 163–185.
- [46] Kim, N., dan Chalip, L. Why travel to the FIFA World Cup? Effects of motives, background, interest, and constraints. *Tourism Management*, 25, 2004, 695–707.
- [47] Ritchie, B. dan Smith, B. The impact of a mega-event on host region awareness: A longitudinal study. *Journal of Travel Research*, 30 (1), 1991, 3–10.
- [48] Beerli, A. dan Martin, J. Factors influencing destination citra. *Annals of Tourism Research*, 31 (3), 2004, 657–681.
- [49] Gunn, C.A. *Vacationscape: Designing tourist regions*. Austin: Bureau of Business Research, University of Texas. 1972, 85.
- [50] BPS. *West Sumatera in Figure*. BPS Press: West Sumatera. 2015.
- [51] Sudarto. *Metodologi Penelitian Filsafat*. Jakarta: Raja Grafindo Persada, 1995, 63-64.
- [52] Arikunto, S. *Manajemen Penelitian*. Jakarta: Rineka Cipta. 2005, 5.
- [53] Supriadi B, ,W. Astuti, and A. Firdiansyah, “Green Product And Its Impact on Customer Satisfaction,” *IOSR J. Bus. Manag.*, vol. 19, no. 8, p. 1 9, 2017.
- [54] Milles, M. dan Huberman M. *Analisis data kualitatif, buku sumber tentang metode-metode baru*. Jakarta: UI Press. 2007, 24.

- [55] Departemen Pekerjaan Umum, Teknik Pengelolaan Jalan. Balai Bahan dan Perkerasan Jalan-Puslitbang Prasarana Transportasi, Bandung. 2005, 16-17.
- [56] BPS. West Sumatera in Figure. BPS Press: West Sumatera. 2016.

Retnaningtyas Susanti. "Organization of Sport Tourism Event Tour De Singkarak Contribution Toward Tourist Attraction Improvement in West Sumatera." *IOSR Journal Of Humanities And Social Science (IOSR-JHSS)* , vol. 22, no. 10, 2017, pp. 01–13.