

Sport Tourism Development in Lake Sipin Region in Jambi City

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ABSTRACT

Lake Sipin, located in Jambi City, is a possible destination to be developed for sports and tourism. This study aims at analyzing the development of sports tourism in the Lake Sipin area. This research is qualitative research with case study design. The results showed that Lake Sipin was currently developed as a leading tourist destination in Jambi City. Lake Sipin is also a place for organizing sports events both at regional and national levels. The development of sports tourism in the Lake Sipin area is carried out through events such as traditional rowing boat races and junior rowing national championships. The development of sports tourism in the Lake Sipin area is also carried out through events involving the community to actively participate in recreational sports activities such as fishing competitions and traditional boat competitions. The development of Lake Sipin as a means of sports tourism is carried out with due regard to social, economic and environmental aspects. Socio-cultural aspects, for example, by preserving cultural heritage in the Lake Sipin area. Economic aspects, for example, by paying attention to the livelihoods of people in the Lake Sipin area, especially cages. Environmental aspects include controlling the cage so that it does not damage the lake's ecosystem and handling waste entering Lake Sipin from household waste, hospital waste, and small industries.

Keywords: Sport tourism, development, Danau Sipin

1. INTRODUCTION

Today, sports tourism is receiving extensive attention from the government, private party, tourism industry, sports industry, academics, and the wide community. It is increasingly significant because the development of sports tourism requires high-quality and reliable human resources in arranging a variety of sports activities as a worth-selling tourist attraction because it has economic values and brings the benefits for a country or region.

The development and management of a sports tourism destination need cooperation between parties both from the government and private sector. The comprehensible and structured establishment plan and grand design of tourism development will be able to build and advance the tourism industry, especially sports tourism. It will give an impact on various groups including domestic/foreign tourists, athletes, managers/tour guides, surrounding communities, and, of course, the regional assets. The development of sports tourism utilizes local resources and shapes the complex dynamics of community life [1]. Gonzalez-garcia, Anozan and Alguacil stated that specifically, the activities of sports tourism progressively affect the development of

community-based tourism in particular cities that become tourist destinations [2].

Lake Sipin, located in Jambi City is a prospective destination to be established as a destination for sports and tourism. Geographically, the lake is very potential for the development of sports tourism in Jambi City in particular and the Province of Jambi in general. Lake Sipin is located in the middle of the city making it easier to access. It has become one of the beneficial factors in developing Lake Sipin as a destination for sports tourism. Moreover, the lack of sports and tourism facilities, particularly those that can be accessed by the wider community in Jambi City, is another advantage that allows the further development of Lake Sipin as a sport and tourism facility.

Research on the analysis of the potential for sports tourism in Jambi City needs to be thoroughly studied. It is also important to identify the weaknesses and strengths of the location of potential sports tourism. This analysis is expected to assist in the establishment of the sports tourism sector in Jambi City. The establishment of the sports tourism sector also opens up opportunities for athletes who are indeed involved in the sports sector to continue to develop and practice to

improve the general sports achievements in the Jambi city.

Considering the importance of the development of sports tourism in supporting the potential sports and tourism development is the reason for the researcher's interest to develop research on this matter. In this study, the researcher focused on the development of sports tourism by using the research title of "Development of Sports Tourism in the Lake Sipin Region of Jambi City".

The research problems are:

1. How is the development of sports tourism in the Lake Sipin area of Jambi City?
2. How is the development of sports tourism in the Lake Sipin, Jambi City as seen from the socio-cultural, economic, and environmental aspects?

2. LITERATUR REVIEW

A. Concept and Development of Sports Tourism

Gibson divides the domain of sports tourism as active sports tourism, sports tourism of events, and nostalgic sports tourism [3]. Sports tourism based on events related to that of tourist attractions. The main decision for sports tourists to travel is to pursue interesting sporting events. Thus, event-based sports tourists either take part in sports or watch sporting events, or both [4].

Gibson classifies sports tourism into active sports tourism activities, events and nostalgia [3]. Meanwhile, Higham and Hinch in Shipway have proposed four classifications of sports tourism including (i) spectator events; (ii) participatory events; (iii) active involvement in recreational sports; and (iv) sports heritage and nostalgia. The first two elements of the events focusing on the scheme, the spectator and participatory events, will be the main framework for exploring the sustainability of sport tourism [5].

According to the above definition, it can be seen that sports tourism is aimed at travelers who want to see or witness a sports party in a particular place or country or participate in sports activities themselves. This tourism aims to meet the satisfaction of doing the preferred sports activities like fishing, hunting, deep-sea diving, skiing, hiking, boating, and others.

B. Sustainable Sports Tourism Development

The development of sports tourism as told by Hinch and Higham does not only pay attention to economic aspects alone but is performed by taking into account the balance of objectives that are obtained on the social, economic, environmental aspects. Tourism development is performed by considering aspects of sustainable development. A good sports tourism economy should ideally contribute and enhance the

social and cultural dimensions of the community. It must also play the same role in the context of the natural environment, especially in many types of sports tourism activities. Furthermore, the social and cultural practice of sports tourism must function as a positive force associated with the natural environment. These three factors are determinants of the success of sustainable development in the development of sports tourism [6].

UNWTO defined sustainable tourism as tourism that takes full account of current and future economic, social and environmental impacts, addressing the needs of visitors, industry (tourism), the environment, and the host community [7]. Meanwhile, referring to Law No. 10, 2009 on Tourism, the performance of tourism development should not only be evaluated according to its contribution to economic growth, but also that of improving people's welfare, reducing unemployment and poverty, preservation of natural resources and the environment, cultural development, improvement of the country's image, patriotism, national identity and international unity and friendship.

This research aimed to examine the development of tourism in the Lake Sipin area of Jambi City, an area with natural resources that can be developed as a tourist destination as well as sports development. Therefore, the development of tourism in this study cannot be separated from the development of the region as the subject of this study. According to Hinch and Higham the development of sports tourism can be analyzed using a spatial approach of development that has to do with the place of the implementation of sports tourism [6]. Meanwhile, in the development of tourism, three main elements must be met, namely the existence of tourist attractions, facilities and infrastructure, and the linkage system. According to Soekadijo, the linkage system is a supporting facility of transportation, accommodation, and marketing [8]. Hinch and Higham stated that the development of sustainable sports tourism requires a balance between social, economic, and environmental goals [6]. The development of sports tourism in a certain location as done in this study, requires analyzing the impact of the development of sports tourism on these three factors. Good sports tourism from an economic perspective ideally supports and enhances the social/cultural aspects of the community. Economic success must also provide support for the preservation of the natural environment, particularly the natural environment related to other types of sports tourism activities. Furthermore, social and cultural practices in sports tourism must function as positive forces in relation to the preservation of the natural environment [6].

3. METHODS

This paper used descriptive research with a qualitative approach, where the researcher describes the development of sport tourism in Lake Sipin, Jambi City. Moleong stated that descriptive research is “research that contains data excerpts to illustrate the presentation of research reports” [9].

This study used a case study research design. It is a qualitative research approach where the researcher investigates a bound system (a case) or a double-bound system (cases) over a period through the collection of in-depth and detailed data that contain many sources of information (for example, observations, interviews, audiovisual material, and documents and reports), and report case descriptions, and case-based themes [10]. This research was conducted to show deeply the development of sports tourism in the Lake Sipin area of Jambi City.

The informants in this study were the Head of the Jambi City Tourism and Culture Office, the Head of the Jambi Provincial Youth and Sports Department, the Head of Achievement Sports Development Division of Jambi City Youth and Sports Office, the Head of the Jambi Provincial Tourism and Sports Service Office, the Head of the Water Resources Department of the PUPR Office Jambi City, the Head of the Jambi Lake Sipin Tourism Awareness Group, the Head of the Jambi Province Paddle Sports Association, and Trainers and Athletes in the National Championships inter-PPLP, Junior and Age 15 National Championship in 2019 at Lake Sipin, Jambi City.

Research data collection was conducted through documentation and in-depth interviews with research informants. Furthermore, to test the validity of the data, the researcher used a triangulation technique. This technique aimed to increase the credibility and validity of findings. The researcher used source triangulation to use multiple sources or participants to receive data accuracy.

The data that has been obtained was translated and written entirely into transcripts for further arranging and processing data (organize, sort, group, code, and categorize) and then formulate themes. After the data pattern categories are comprehensibly drawn, the researcher tests the data against the assumptions established in this study. At this phase, the categories that have been gained through the analysis are reviewed according to the theoretical basis that has been described. Therefore, it can be matched if there are similarities between the theoretical basis with the results achieved. In this study, the writing used is the percentage of data gained of writing research data according to in-depth interviews and observations with the subject. Firstly, obtain the data from the subjects,

read repeatedly so that the author understands the problem, then analyzed, so that an overview of the experience of the subject is received. Lastly, overall interpretation is performed, which includes the overall conclusions from the research results.

4. RESULT AND DISCUSSION

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

Today, the government of Jambi City is intensively making Lake Sipin become a tourist icon in Jambi City. According to information from the Head of the Tourism and Culture Office of Jambi City, since 2017, Lake Sipin was intended to be built by the government of Jambi City. However, because it collided with ownership problem of assets in the form of land, then in 2018, the development of Lake Sipin to become a tourist icon in Jambi City started. It is planned that the entire facilities at Lake Sipin have been completed by 2021. One of the facilities includes a jogging track built to form the letter U in accordance with the shape of the lake. Later, there will be a floating stage, toilets, relaxing places, floating restaurants, boardwalks, stands and so on.

Although the facilities in Lake Sipin is still not completely established, the area is now starting to be used as a venue for various events, especially sports tourism events. Boat races that used to be usually held on the Batanghari River, are now starting to be held at Lake Sipin. On June 30, 2019, the traditional boat and ornamental *ketek* competition held. It was held in the context of the 618th anniversary of Jambi City Selecting Pusako Batuah and the 73rd Anniversary of the Jambi City Government.

The implementation of the traditional and ornamental boat race shows the seriousness of the Jambi City Government in developing sports tourism in the Sipin Lake area. It was also stated by the Head of the Jambi City Tourism and Sports Office that the development of Lake Sipin was indeed aimed at developing sports tourism. He revealed that the development of sports tourism helps two goals to be achieved, namely using the Lake Sipin as a tourist destination in the Jambi City and promoting sports, especially rowing.

The event of the traditional boat race and decorative motorboat proves the development of sport tourism in Lake Sipin, Jambi City. In this context, sports tourism refers to sports tourism in the event category. The results of the observation of researchers during the traditional boat race and the decorative motorboat are thousands of people both from within the City and from outside the City of Jambi come over to take part in watching the live events held in the Lake Sipin. Thus,

the people who come are sports tourists with motivation to watch the sporting events [11].

The event of the traditional boat race and decorative motorboat as stated by the Head of the Destination Division of Jambi Province Tourism and Culture Office involved the community both as the organizing committee and as the participants. This event aims to promote Lake Sipin as a venue for a tourist icon of Jambi city to the people around the City of Jambi and the local or international tourist. The sports activities held by involving the people as participants of the competition, and they become actively involved in it. This means, in addition to sports tourism in the event category, with the event of the traditional boat race and decorative motorboat, the people actively participates in organized sports activities [11].

Lake Sipin also became the venue for the National Rowing Championships among PPLP held on July 24-26, 2019 and continued with the Junior Rowing National Championships held on July 27-29, 2019. The Jambi Province Youth and Sports Department held the National Rowing Championships among PPLP, while the Jambi Province of the Indonesian Rowing and Canoeing Association (PODSI) organized the Junior Rowing National Championships and U-15. The results of an interview with the Head of the Sports Culture Division of the Youth and Sports Department of Jambi Province said that the event of the National Championship among PPLP, Junior National Championship, and U-15 aims to introduce Lake Sipin as a potential tourist destination to the community, both communities in Jambi Province and communities outside Jambi Province. It is expected that through the championship, everyone will know that Jambi Province has a lake that has enough potential to serve as a venue for the National Rowing Championship.

However, the natural resources of Lake Sipin have limitations for the event of the rowing championship in the senior category. The shape of Lake Sipin, which resembles the letter U makes a straight track for rowing is limited which can only be as far as 1000 meters. As stated by The coach of the Southeast Sulawesi team who revealed that for the venue of Junior National Championships, Lake Sipin was sufficient and acceptable, but the Senior National Championships cannot use it especially in rowing category which requires a trajectory as far as 2000 meters.

Besides boat racing events and rowing championships, Lake Sipin also held a venue for fishing events. The Lake Sipin Tourism Awareness Group organized the fishing event where the participants were open to the community. According to the Leader of the Lake Sipin, Tourism Awareness Group revealed that the enthusiasm of the community to participate in this

fishing competition was great. This can be seen from the number of participants who took part in the competition exceeding the expected quota of participants. As a result, the number of participants who join the fishing competition limited by the committee.

Based on the description that has been explained, it can be seen that in terms of sports attractions, there are many activities which can be held as sports attractions in Lake Sipin, Jambi City. However, the main attraction that held mainly was rowing which became the mainstay of Jambi Province in every national championship. But, there are still many inadequate supporting facilities and infrastructure of sports tourism. The government plans to build it, especially the Government of Jambi City.

The development of sports tourism can succeed and it is not only supported by the presence of tourist attractions and facilities or infrastructure. Linkage system support which consists of transportation, accommodation, and marketing factors is a factor that determines the success of the development of sports tourism in Lake Sipin, Jambi City. Based on the interview with the Head of the Tourism and Culture Office of Jambi City, revealed that the location of Lake Sipin in the center of the city made public access to the lake easier, so the transportation has not become a hindering factor in the development of sports tourism. The accommodation factors such as hotels and restaurants are many and can be easily found around Lake Sipin. Meanwhile, the government carefully considered the marketing factor, one of which is by organizing events using Lake Sipin as the venue

The Development of Sports Tourism in Lake Sipin Based on the Social, Economic and Environmental Aspects.

The development of sports tourism does not only pay attention to the economic aspects, but it is done by considering the balance of goals to be achieved on the social, economic, and environmental aspects [6]. This is also consistent with the statement of International Labor Organization (ILO) which mentioned that tourism that takes full account of current and future economic, social and environmental impacts, responds to the needs of visitors, industry (tourism), the environment and the host community [7].

Thus far, Lake Sipin has become the main source of livelihood for the communities around Lake Sipin. There were still many floating net cages for fish farming that became the main livelihood of some people in the Lake Sipin area until the event of the National Rowing Championship in July 2019. This condition illustrates that there is still no synchronization between the government and the people around Lake Sipin in relation to the use of Lake Sipin as a tourist destination.

The results of interviews between the researchers and the community in the Lake Sipin area revealed that there are no alternative sources of livelihood as a substitute for fish farming. This is the main reason for the community to refuse their floating net cages being demolished. Because there is no alternative source of livelihood, most people are still very dependent on cage culture.

The Leader of the Lake Sipin Tourism Awareness Group revealed that the cage culture is the people's main livelihood, and it has been running for decades. However, the yield of cage culture itself is decreasing compared to a few years ago. This is because of pollution from waste such as household waste, small industrial, and hospitals that enter Lake Sipin. The pollution greatly affects the condition of the water in the lake so it makes the living space of the fish increasingly decreases.

Based on the results of interviews with the Head of Water Resources Division of PUPR Jambi City, stated that the development plan of tourism in Lake Sipin done by paying attention to the economic, social and environmental aspects around the Lake Sipin. On the environmental aspect, for example, by controlling the cages and waste entering Lake Sipin. The Head of the Department of Tourism and Culture of Jambi City revealed that there was no intention of the government to eliminate cages entirely, they only controlled it so the number of cages did not damage the ecosystem in Lake Sipin. However, due to the absence of a substitute solution for the livelihoods of people who have cages make the community is still not willing their cages eliminated under a government decree.

The results of interviews with the Head of Water Resources Division of PUPR Jambi City also revealed that there is a plan to clean Lake Sipin by dredging. Until now, cages have been an obstacle to the construction of Lake Sipin.

The development of sports tourism in Lake Sipin also influences the economic conditions of the community. This was revealed in the results of interviews with several community members who sell around Lake Sipin. Since Lake Sipin become a tourist destination, many people visit Lake Sipin, thereby increasing revenue for traders in the area, especially with the event of traditional boat races and National Rowing Championships.

On the socio-cultural aspect, Lake Sipin is part of the National Strategic Tourism Area (KSPN) of Muara Jambi. Therefore, according to the Head of the Tourism and Culture Office of the Jambi Province, the development of tourism in Lake Sipin was part of the development of the KSPN of Muara Jambi. According to the Leader of the Tourism Awareness Group of Lake

Sipin revealed that there are cultural reserves that must be protected, namely the former temple ruins on the shores of the lake. The Tourism Awareness Group in Lake Sipin initiated the preservation of cultural heritage by making monuments that show places that have a historical value around the area of Lake Sipin

5. CONCLUSION

Lake Sipin is currently developed as a leading tourist destination in the city of Jambi. Lake Sipin has also become a place for organizing sports events both at regional and national levels. Some events such as traditional rowing boat races and junior rowing national championships have done for the development of sports tourism in Lake Sipin. The development of sports tourism in Lake Sipin is also done through events involving the community to actively take part in recreational sports activities such as fishing competitions and traditional boat races.

development of Lake Sipin as a means of sports tourism is carried out by considering the social, economic and environmental aspects. Socio-cultural aspects, for example, by preserving cultural heritage in Lake Sipin. Economic aspects, for example, by paying attention to the livelihoods of people in the Lake Sipin, especially cage culture. Environmental aspects include controlling the cage so it does not damage the ecosystem of the lake and dealing with waste entering Lake Sipin from household waste, hospital waste, and small industries waste.

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