



# The Impact of the World Superbike (WSBK) 2022 Event on Tourism Policy in West Nusa Tenggara

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**Abstract.** The islands of Lombok and Bali have been designated as national tourism gateways in the MP3EI (Master Plan for the Acceleration and Expansion of Indonesian Economic Development) Corridor V. The nomination of Mandalika area as a Special Economic Zone (SEZ) has an impact on accelerating the development of the Mandalika area and its surroundings. One of the development is the construction of the Mandalika Circuit which is used as a venue for the International World Superbike (WSBK) event. The existence of WSBK has a positive impact on tourism development, on the island of Lombok in particular and West Nusa Tenggara in general. This study aims at scrutinizing the tourism policies in West Nusa Tenggara related to the event of the Mandalika International World SuperBike (WSBK) and investigating the impact of the WSBK event in increasing the visit of both domestic and foreign tourists to West Nusa Tenggara. This study was conducted using a qualitative descriptive approach to provide an overview of what was studied. The method used in this study was qualitative research with sociological and statutory approaches. The results of this study are the birth of several regional government policies in order to support the implementation of the World Superbike (WSBK) event which has increased the number of tourists visiting West Nusa Tenggara.

**Keywords:** WSBK · Mandalika · West Nusa Tenggara · Tourism

## 1 Introduction

The islands of Lombok and Bali have been designated as national tourism gateways in the MP3EI (Master Plan for the Acceleration and Expansion of Indonesian Economic Development) Corridor V. Lombok Island which is addressed as a thousand mosques island has become one of the national destinations due to its very diverse and potential tourist attractions [1]. Lombok (NTB Province) is one of the provinces in Indonesia that becomes a Tourism Destination Area (TDA) which has a very strategic position called the golden triangle area of tourist destinations, namely Bali in the west, Sulawesi with its Tanah Toraja in the north and Komodo Island in the East [1].

The development of the Mandalika Special Economic Zone (SEZ) has been established through Government Regulation of 2014 Number 52 on June 30th, 2014 [2].

The central government through the Ministry of Tourism has determined 10 priority destinations, namely Mandalika, Borobudur Temple, Labuan Bajo, Lake Toba, Wakatobi, Bromo-Tengger-Semeru, Tanjung Lesung, Morotai, and Tanjung Kelayang. The requirements for SEZ operations have been prepared in the areas such as land, administration, the delegation of authority, supporting equipment, and infrastructures. All SEZ development activities from planning to construction are fully carried out by PT. ITDC (Indonesian Tourism Development Corporation).

Mandalika SEZ has an area of 1034 hectares (ha) in which there is ongoing physical development, such as the construction of the Pullman Hotel and Clubmen Hotel, the construction of a mosque with a large capacity that has reached 90% of completion, and the construction of 7 km road. Meanwhile, the support plan from the local government is the road network, irrigation, and clean water. Various facilities are opened by the government by providing facilities in SEZs which are stipulated through Government Regulation of 2015 Number 96 concerning facilities and services in SEZs, as well as Presidential Decree of 2013 Number 3 concerning National Strategic Projects. The above facilities and conveniences include Corporate Income Tax, the exemption of Tax Income Article 22 concerning Import, Value Added Tax (PPN), and Facilities of Sales Tax on Luxury Goods (PPnBM), Facilities of Import Duties and Excise, Facilities of Tourism Main Activities, Facilities of Goods Traffic, Employment Facilities, Immigration Facilities, Land Facilities, Licensing, and Non-Licensing Facilities [1].

Mandalika has two main natural attractions, namely the beauty of white sand beaches and green hills along the coastline that stretch for 7.2 km. The stretch of white sandy beach with various characteristics makes this uniqueness a beach attraction in the southern part of Lombok Island. Kuta Beach, one of Lombok's icons which has been known internationally for the first time has a pepper-like texture of white sand, giving a strong, firm, and dashing impression. Cultural diversity helps the area to become one of the must-visit destinations. Local wisdom combined with natural beauty makes a perfect combination in elevating the area to become a world-class tourism destination [3].

The Mandalika development is one of the National Strategic Projects that get special attention from the central government. The construction of the Mandalika circuit is one of the government's programs which is the target of hosting the 2022 MotoGP and WSBK. Mandalika is also one of the candidates for the 2022 MotoGP and WSBK events. Finally, the government has decided that the 2022 MotoGP and WSBK will be held at the Mandalika Circuit. The influence of the stipulation of the WSBK event in the Mandalika Lombok area has an impact on the enactment of local government regulations to support the implementation of the WSBK 2022. This is certainly a directive from the central government to support the implementation of the international event. The implementation of the international event has an impact on the increasing number of visits to the island of Lombok in particular, both domestic and foreign tourists. From this description, the writers look at the impact of the World Superbike (WSBK 2022) on Tourism Policy in West Nusa Tenggara.

## 2 Results and Discussion

### 2.1 West Nusa Tenggara Provincial Government Regulation on the Event of WSBK Mandalika

The word policy is frequently used and intended to mean certain program's objectives, decisions, laws, proposals, benchmarks, and major purposes [4]. A policy is generally made to select and indicate the most important choices to strengthen life, both for government and private organizations [5]. According to Ealu and Prewit, a policy is an applicable provision that is characterized by consistent and repeated behavior, both of those who make it and those who obey it (regarding the policy) [4].

According to Goeldner and Ritchie in M. Liga Suryadana, tourism policy is a regulation, rule, guideline, direction, and development/promotion target as well as strategy that provides a framework for making individual and collective decisions that directly influence tourism development, both in long term and in everyday activities at a destination.

The principle of tourism policy is to ensure that a country and region get the maximum benefit from the social and economic contributions of tourism. The ultimate goal of tourism policy is to increase the progress of a country or region and the lives of its citizens. According to Biederman, the importance of implementing tourism policies is as follows [6]:

“Tourism policy defines the planned direction and purpose by a particular county, region, locality, or destination in developing or promoting tourism. The main principle for any tourism policy is to ensure that the country (region or locality) will benefit from the economic and social contribution of tourism.”

As a system consisting of sub-systems or elements, the components of the policy can be observed from two perspectives, namely the policy process and the policy structure. In the policy process, there are stages of identification of problems and objectives, formulation, implementation, and evaluation of the policy. Judging from the structure, there are five elements of policy; the first is the purpose of the policy, the second is the problem, the third is the demand, the fourth is the impact, and the fifth is the medium or tool of policy [7].

Community participation is mandatory in the formulation of a policy in a democratic country. Even in the context of regional autonomy, community participation is guaranteed through Law Number 32 of 2004 concerning Regional Government. The policy is a direction or demand in the implementation of a governmental activity that is expressed in a general statement regarding the goals to be achieved, guiding the actions of the implementers, both within the government and outside the government [7]. According to Akehurst, the definition of tourism policy is as follows:

“A strategy for the development of the tourism sector by setting goals and guidelines as a basis for doing what needs to be done. This means identifying and agreeing to objectives; establishing priorities; placing in community context the rules of national governments, national tourist organizations, local governments,

and private sector businesses; establishing possible coordination and implementation of agreed programmers to solve identified problems, with monitoring and evaluation of these programs” [8].

From the above definition, there is an emphasis on the coordination of the various organizations and agencies involved in providing services, planning, developing, and managing tourism.

There is also a definition of tourism policy from Tarafa Shuraiki:

Defining tourism policy as a public policy... means that it is formulated by the public sector, which comprises central government and local authorities (general government), together with the nationalized industries or public corporations [9].

According to Ahmed & Krohn, tourism policy is an important area for study because of its practical and theoretical importance. Tourism, due to its practical significance as international travel, requires government cooperation in, among others, bilateral airline negotiations, decisions about the provision of facilities and services, interactions with other sectors, use of publicly ‘owned’ resources such as national parks as attractions, issuance of tourist visas, and funding of particular destinations’ marketing [1].

Historically speaking, the development of world tourism policy began with the development of the tourism industry itself. In the 1980s there was a paradigm shift from mass tourism to alternative tourism. Since then, the industry entered the era of globalization, suprasegmental, new technology, and increasing social and ecological awareness and responsibility [9].

According to Fayos-Sola, the development of world tourism policy has undergone three distinct generational stages [9]:

1. The paradigm of mass tourism policy  
This generation is based on the maximum targeted number of tourists, the maximum targeted income, and creation of jobs in the tourism sector.
2. The paradigm of tourism policy for social welfare  
This period began in the 1970s when economic crises hit the world, including fluctuating economic growth and a long period of recession. During this period, the social, economic, and ecological impacts of tourism had begun to be realized, while the focus on economic growth through tourism development had begun to be redefined. The role of tourism had shifted to achieving social welfare, not just economic growth.
3. The paradigm of integrated (holistic) tourism policy  
In this period, it has begun to be realized that the competitive side plays a decisive role in the tourism industry. Partnerships between the government, the private sector, and non-governmental organizations are given more emphasis to encourage inter-sectoral symbiotic relationships.

Tourism development requires systematic policies and planning. Generally, strategic planning in tourism development consists of the following stages:

1. Deciding what activities to put in, depending on the mission of the organization.

2. Determining the organizational goals to be achieved, which are the main goals of the organization.
3. Gathering information and knowledge as a basis for making decisions.
4. Analyzing information, especially relating to the strengths, weaknesses, opportunities, and challenges of the organization.
5. Determining specific goals that determine the activities required to realize organizational goals.
6. Determining the strategy in realizing the goals that have been decided.
7. Distributing resources to each action program to impact the strategy taken.
8. Implementing the plan.
9. Controlling and monitoring the results and making improvements if required.

From several definitions above, the formulation of tourism policies can be concluded as demands and directions in the implementation of programs of the government, private sectors, and the tourism sector groups to realize community welfare.

The following is the regional government's policy in the form of Governor's Regulation of 2022 Number 9 concerning the Implementation of Accommodation Business Services. The basic considerations are as follows: First, the implementation of an appropriate and effective accommodation service business during international events is part of the sustainable development of West Nusa Tenggara tourism to achieve a just, prosperous, and equitable community welfare in accordance with the regional development vision; Second, that in order to maintain the conduciveness and balance of the accommodation service business climate that can generate the community's economy, it is necessary to regulate the implementation of the accommodation service business.

The scopes of the Governor's Regulation are as follows:

1. Zoning of accommodation-service-business rates.
2. Determining the upper limit of accommodation-service-business rates.
3. Implementing accommodation service businesses; and
4. Guiding and supervising.

The zoning of the accommodation-service-business rates in accordance with the Regional Tourism Strategic Area (KSPD) of the West Nusa Tenggara Province includes:

1. KSPD Kuta Mandalika and its surroundings, including the tourism areas of Gili Gede, Gili Nanggu, Bangko-Bangko, Selong Belanak, Sade, Kute, Gili Indah as tourism areas for beaches, underwater, marine-based sports, and culture;
2. KSPD Mataram Metro and its surroundings, including the tourism areas of Mataram City, Islamic Center, Loang Baloq, Mayura Park, Sekarbela, Narmada Park, Suranadi, and Lingsar as cultural, religious, culinary, shopping, and MICE (The Meetings, Incentives, Conventions, and Exhibitions) tourism areas;
3. KSPD Senggigi-Tiga Gili and its surroundings, including the tourism areas of Batulayar, Batu Bolong, Senggigi, Tiga Gili, Sendang Gila, Senaru, and Segenter Traditional Hamlet as tourism areas for beaches, underwater, marine-based sports, culture, religion and culinary;

4. KSPD Rasimas-Sembalun and its surroundings, including the tourism areas of Benang Stokel, Gili Sulat, Sembalun, Mount Rinjani, Otak Kokoq as agro, mountainous, and culinary tourism areas;
5. KSPD Alasutan and its surroundings, including the tourism areas of Agrotamasa, Bedil Island, Bungin Island, as coastal, agro, cultural, and culinary tourism areas;
6. KSPD Pototano-Maluk and its surroundings, including the tourism areas of Pototano and Maluk as coastal, marine-based sports, culture, and culinary tourism areas;
7. KSPD Batu Hijau-Dodorinti and its surroundings, including the Batu Hijau and Dodorinti tourism areas as the mountain, mining, cultural, and culinary tourism areas;
8. KSPD SAMOTA (Saleh Bay-Moyo-Tambora) and its surroundings, including the tourism areas of Ai bari, Moyo, Batubulan, and Tambora as natural tourism areas, and Saleh Bay as a coastal, underwater, marine-based sports, culture and culinary tourism area;
9. KSPD Hu'u and its surroundings as coastal, underwater, marine-based sports, and culinary tourism areas;
10. KSPD Teluk Bima and its surrounding, including the tourism areas of Lawata Beach, Amahami, Kalaki, Pulau Goat, Wadu Pa'a, and Asakota Fort as tourism areas of beaches, underwater, marine-based sports, history, culture, and culinary arts;
11. KSPD of Waworada-Wane Bay and its surroundings, including the tourism areas of Waworada Bay, Baba Beach, Sera Nae Beach, Rontu, Wane, Woro, and Marada Beach as coastal, marine and special interest tourism areas; and
12. KSPD Sape-Sangiang Island and its surroundings, including the tourism areas of Sangiang Island, Ular Island, Gili Banta, Kelapa Island, Bajo Island, and Papa Beach as marine, special interest, underwater, nature and culinary tourism areas, as well as Uma Lengge Maria and Sambori as cultural tourism areas.

Stipulation of the Upper Limit of Accommodation-Service-Business Rates at International Events considers: First, the location of International Event activities; and second, zoning in accordance with the KSPD of West Nusa Tenggara Province. While the location of the International Event includes: a. main location of the activities; b. the sub-main location of the activities; and c. the activity-supporting locations.

The upper limit of the accommodation-service-business rates at the main location of the activities is maximum of 3 (three) times the normal rate. Meanwhile, the upper limit of the accommodation-service-business rates at the sub-main location of the activities as referred to is maximum of 2 (two) times the normal rate. The upper limit of the accommodation-service-business rates at the activity-supporting locations is maximum of 1 (one) time the normal rate. Whereas the increase in the upper limit of the accommodation-service-business rates is followed by the improvement of service quality.

The accommodation business has the following provisions: First, the accommodation service entrepreneurs sell products in the form of rooms directly to tourists or through a travel agency. Second, entrepreneurs must provide facilities to local travel bureaus in the form of:

1. Normal rates of rooms during international events or based on the agreement stated in the agreement/cooperation contract between the entrepreneur and the local travel bureau; and
2. Ten percent of the total number of available rooms.

## **2.2 The Impact of WSBK Mandalika on the Increasing Visits of Tourists to West Nusa Tenggara**

Mandalika is one of the super-priority destination developments marked by the construction of various tourist places. The most famous of them is the construction of the Mandalika Circuit. The construction of the circuit began at the end of 2019 with a total construction cost of 1.1 trillion rupiahs. The length of the Mandalika circuit is 4.3 km, with a capacity of 200,000 people. On November 12, 2021, the circuit was inaugurated by President Joko Widodo, so that it can operate as it should. This development aims to make Mandalika one of the venues for international racing sports, such as the WSBK and MotoGP events [10].

Having been almost 25 years of waiting, Indonesia is again holding a MotoGP racing event (formerly known as the Grand Prix 500 or GP500). The 2022 MotoGP racing event in Indonesia was held at the Mandalika International Circuit, Central Lombok, West Nusa Tenggara (NTB) on 18–20 March 2022. In 1996 and 1997 Indonesia also had the opportunity to host the most prestigious motorcycle racing event. At that time, the GP500 racing event was held at the Sentul Circuit, Bogor, West Java, on April 7, 1996, and September 28, 1997. The MotoGP Mandalika 2022 racing event was enthusiastically welcomed by the people of Indonesia. Many Indonesians welcomed the arrival of MotoGP racers at Soekarno-Hatta International Airport (13 Vol. XIV, No. 6/II/Puslit/March/2022). Likewise, President Joko Widodo enthusiastically welcomed this racing event by welcoming a group of racers at the State Palace. The high enthusiasm of the Indonesian people can also be seen in the number of tickets to watch live which have been sold out as of March 16, 2022 [11].

At the Mandalika Circuit, Indonesia also held a World Superbike (WSBK) motorcycle racing event in November 2021. According to the Indonesia Tourism Development Corporation (ITDC), the motorcycle racing event has created a multiplier effect on the economy of Lombok Island. This paper discusses the economic impact of the 2022 MotoGP event in Indonesia, both in the short and long term. In 2021, there were at least six multiplier effects from the WSBK motorcycle racing event.

1. First, the increase in local revenue (PAD) of Central Lombok Regency;
2. Second, the increase in hotel occupancy rate from 15 to 95% and the increase in hotel business turnover from 15 to 85%;
3. Third, the increase in vehicle-rental-business turnover from Rp. 10 million to Rp. 15 million per month to almost Rp. 70 million;
4. Fourth, the opportunity to introduce the products of micro, small, and medium enterprises (MSMEs) to the world;
5. Fifth, the creation of job opportunities that absorb around 1475 local workers;
6. Sixth, the increase in the number of airplane passengers arriving at Lombok Airport up to about 50% compared to that before the event.

**Table 1.** Tourist Visits Rate and Average Length of Stay in 2015–2019

Indicator	Year				
	2015	2016	2017	2018	2019
Tourist Visit	2,210,527	3,094,437	3,508,903	2,812,379	3,706,352
Overseas	1,149,235	1,404,328	1,430,249	1,204,556	2,155,561
Domestics	1,061,292	1,690,109	2,078,654	1,607,823	1,550,791
Average Length of stay (Night)	2.82	2.02	2.64	1.5	2.05

It showed that the implementation of the 2021 WSBK has created a large multiplier effect on the economy in West Nusa Tenggara, including the effect on tourism, namely the increase in the number of tourist visits.

In this case, the NTB Provincial Tourism Office as the executor of regional household affairs and tourism development is responsible for the development and development of NTB tourism. Apart from the state of NTB tourism which has been struggling from the impact of the Lombok earthquake in 2018, the tourism sector by the Tourism Office continues to make efforts to design improvements and restoration of the creative and tourism industries in NTB. Currently, tourism development has a significant contribution to regional economic development, increasing community welfare and regional income. The success of this tourism development is shown by the increase in tourist arrivals. Both overseas and domestic as shown in the following [12] (Tables 1 and 2).

The data above shows the increase in the number of tourist visits to West Nusa Tenggara and generally to Indonesia. The impact of WSBK event has a positive impact on tourism in general in West Nusa Tenggara. Minister of Tourism and Creative Economy Sandiaga Uno explained the positive impacts of the Mandalika World Superbike (WSBK) on tourism, including the increase in tourist arrivals, transportation services turnover, hotel occupancy, airplane traffic, and creation of new jobs [13].

### 3 Conclusion

The WSBK event which was held at the Mandalika circuit had an impact on the issuance of Governor Regulation of 2022 Number 9 concerning the Implementation of Accommodation Business Services to regulate the implementation of WSBK, especially in the accommodation sector. In addition, WSBK also had an impact on the increase in the number of tourist visits, both overseas and foreign.



**Table 2.** Number of Tourist Visits to West Nusa Tenggara up to Quarter IV 2022

MONTH	OVERSEAS	DOMESTIC	NUMBER	REMARKS
JANUARY	683	68,176	68,859	
FEBRUARY	641	67,420	68,061	
MARCH	703	66,420	66,932	
TOTAL I	2,027	66,229	203,582	
APRIL	771	201,825	70,102	
MAY	777	69,331	70,779	
JUNE	697	70,002	89,219	
TOTAL II	2,245	88,522	230,100	
JULY	797	227,855	58,677	
AUGUST	1,010	56,742	57,752	
SEPTEMBER	1,104	78,919	80,023	
TOTAL III	2,911	193,541	196,452	
OKTOBER	1,033	94,382	95,515	
NOVEMBER	3,121	59,304	62,425	
DECEMBER	553	50,318	50,871	
TOTAL IV	4,707	204,104	208,811	
TOTAL up to	11,890	827,325	839,215	

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