



Analysis of The Potential of Sport Tourism Towards Economic Improvement of The Local Community Around Jakabaring Sport City Palembang

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ABSTRACT

This study aims to analyze the potential of sport tourism on the economy in Palembang City. Data collection techniques through observation, interviews, field studies and literature studies, where the research subjects involve policy makers, related sports authorities, business actors and the surrounding community. The research method used is descriptive using SWOT analysis. The results of the analysis show that the potential of sport tourism for economic growth is very large starting from the micro, small and medium business sector, the hotel sector, the tourism sector, and the availability of employment. Another opportunity is the right momentum to continue developing athletes and maintaining and improving achievements in existing events, and the success of this event makes Palembang a Sport Tourism city. This is an attraction in itself for national and international sporting events.

Keywords: Sport Tourism, Economy, Tourism, SWOT Analysis

1. INTRODUCTION

The current trend of tourist tendencies is changing from mass tourism to alternative tourism. This change leads to types of tourism activities that are oriented towards sports tourism, nature tourism or local culture with the aim of increasing insight and adventure (dpr.go.id, 2021). Changes in tourist motivation and travel patterns automatically encourage tourist consumption patterns to no longer focus on 3S (Sun, Sea, and Sand), but to develop more broadly into various types of tourism activities that are oriented towards the appreciation of sports, nature or local culture with the aim or motivation of enriching insight, adventure, and the learning process.

The implementation of national multi-event activities is carried out almost every year in this country. Every implementation always encounters various obstacles in the implementation process and coordination in the committee. In accordance with the Government Regulation of the Republic of Indonesia Number 17 of 2007 concerning the Implementation of Sports Weeks and Championships which has regulated various forms of activities in the implementation of multi-events. In this guideline, a model for organizing multi-event sports is prepared which can later be used as a guideline by the committee to implement multi-events in the regions and nationally. Sports championships are a form of sports tourism that aims to increase the number of tourists which has an impact on economic income.

Based on UU Number of 10 in 2009 about Tourism Article 4 letters a, b, c, d, e, f states that tourism aims to increase economic growth, improve people's welfare, eradicate poverty, overcome unemployment, preserve nature, the environment, and resources, and advance culture. From the objectives of tourism, it can be said that tourism must have a positive impact on society and be able to generate existing potential including tourism potential in the village.

Sports tourism has the same goal as tourism in general, namely to get joy and eliminate boredom due to work. Sports tourism that offers challenges, meaning challenges

and competencies that cannot be separated from the characteristics of sports. Sports tourism combines several components including natural resources and local wisdom so as to provide its own characteristics and attractions for tourists. For example, one of the oldest and most famous prestigious sports tourism in the world is the Tour de France which is a bicycle racing event. Offering a winding track with views of old cities and beaches is a characteristic of bicycle racing that has existed since 1903. Gibson (1998) stated that sports tourism is followed because it provides nostalgic and cultural memories such as cities with old buildings, museums or historical cities of the past. On a national scale, the Tour de Singkarak, West Sumatra with its characteristic climbing and winding tracks and natural scenery of rice fields is a high-value selling object. No less interesting is the Tour de Bintan which offers its own natural beauty. These characteristics are a selling point for tourists to be used as a routine destination every year, which is in fact a professional athlete complete with sponsor attributes as. There are two types of tourists involved in sports tourism, namely passive who visit because they want to get new experiences, while active who visit because they are interested in the environment offered and include it in their routine visits (Tomik et al., 2014). In addition to offering competitions and natural scenery, match rewards are one of the factors that attract tourists. If so far the concept of vacation tends not to provide feedback, sports tourism offers more value from an economic perspective so that the purpose of tourism is not only financial expenditure but also increasing finances.

The tourism industry theoretically has a very large contribution in creating a multi-fold economic impact (multiflyer effect) for the region and the related community (Sunaryo, 2013). The sectors that influence this industry include tax revenue, industry, hotels, restaurants (culinary), trade, construction/buildings, transportation, communication, banks (money changers, tour operations), agriculture and livestock. The growth and development of shops and home industries that sell various types of food and products. Melo & Sobry (2017) explain the various ways the government has done to increase tourist visits to their country, one of which is through sports tourism. This effort is certainly made to boost and increase the economic potential in an area. Wardana, A. P., & Sanawiri (2018) explain the role of sports tourism directly involved in city development, country profiles so as to have a real impact on the economy. Sports tourism offers challenges and competitions by combining various components including natural resources and local wisdom so as to provide its own characteristics and attractions for tourists.

Sports tourism is very likely to develop in Indonesia because the potential for sports tourism in Indonesia has many competitive advantages in offering tourist attractions, including because the tropical climate is conducive to outdoor activities, offering various types of sports activities with the support of its natural wealth, especially the seasons in Indonesia are opposite to world tourism. In addition to economic benefits, the development of sports tourism will help the country to develop sports itself, namely attracting people to participate in sports activities can also create potential athletes in various sports (Soedjatmiko, 2015). One of the potential areas for the development of sports tourism is Jakabaring, Palembang City, which has several sports tourism potentials that are quite competitive to develop. Jakabaring is a well-known area in Indonesia and Asia. In this area there are international standard sports facilities, Jakabaring Sport City [JSC]. Jakabaring was once the location for the 2004 PON XVI, 2011 SEA Games XXVI, and 2018 Asian Games. In addition, Gelora Sriwijaya Stadium is the home base of Sriwijaya FC, which was once the champion of the Indonesian League [2007], as well as the champion of the Indonesian Super League [ISL] in 2009 and 2010. In 2023, the National Student Paralympic Week

(Peparpenas) championship was held in Jakabaring X/2023. A total of 26 contingents from 26 provinces in Indonesia sent their student paralympic athletes to compete to be the best.

Febriani & Maika (2022) said that the sports industry will increase especially in several areas. First, the infrastructure and match organization sector including match tickets. This can provide an opportunity for sports industries to show their quality to the international world, especially the sports industries around Solo. Furthermore, sports training also triggers the sports industry to produce the equipment needed. In addition, the media industry is also growing due to broadcasting rights. The tourism sector has certainly also increased drastically. From the tangible side, the hotel sector is filled with participants ranging from athletes, coaches and officials. Meanwhile, from the intangible in nature side, the icon of the City of Solo will go global. A number of international media will report various interesting things in Jakabaring, so that it can be better known to the world community. Then other impacts that will arise include the opening of employment opportunities. Research related to sport tourism has been carried out, such as research conducted by (Tian et al., 2023) which resulted in Pegasus Stable having an impact on increasing marketing of products, promotional activities are very intensive so as to increase income. These results are in line with the research of Happ et al. (2023) by examining the impact of sports tourism in NTB. The study stated that sports tourism has a positive influence on economic development in NTB. This finding is in line with the findings of Pedauga et al. (2022) which states that there is a relevance between sports activities and the economy, even their research shows that sports tourism events represent 3.1% of the gross domestic regional product in Spain.

2. RESEARCH METHOD

The research method used in this study is descriptive research. The descriptive method is a research method that aims to explain or describe something, such as conditions, situations, events, activities, and others (Sevilla-Liu, 2023). The focus of this study is to see the extent to which the potential of sports tourism (sport tourism) for the economy in the city of Palembang during the National Student Paralympic Week (Peparpenas) X 2023 which took place was able to lift the economy of business actors in the city of Palembang. Data collection techniques in this study consisted of observation, interviews, field studies and literature studies. The object of the research was carried out at the location of the activity in Jakabaring, Palembang City. Meanwhile, the research subjects involved policy makers, related sports authorities, business actors, MSME actors and the Palembang community. The data was processed and analyzed using the SWOT Analysis method. Canaj & Mehmeti (2024) define SWOT analysis as whatever methods and actions are taken, the decision-making process must contain and have principles. developing strengths, minimizing weaknesses, seizing opportunities and eliminating threats.

3. FINDING AND DISCUSSION

3.1 Findings

Palembang City has been designated as the host of the National Student Paralympic Week (Peparpenas) in Jakabaring X/2023 which will be held on July 29 - August 05, 2023 by competing in 06 sports branches that will be competed, namely para swimming, table tennis, badminton, athletics, chess and bochia sports. The para athletics match will be held at the Gelora Sriwijaya Jakabaring Main Stadium and the Jakabaring Athletic Field, the bochia branch at the Jakabaring Dinning Hall, para badminton at the Dempo Jakabaring GOR, para chess at the Wisma Atlit Jakabaring Hall, para table tennis at the Ranau Jakabaring GOR

and swimming at the Jakabaring Aquatic Stadium. The Peparpenas X/2023 activity was opened directly by the Minister of Youth and Sports at the Palembang Sport & Convention Center, Palembang City. The implementation of all sports competitions is spread across various predetermined locations, as seen in the following table:

Table 1. Identification of Sports Branches

Sports	Venue
Swimming	Aquatic Stadium Jakabaring
Table tennis	Ranau Jakabaring Sports Hall
Badminton	Jakabaring Dempo Sports Hall
Athletics	Jakabaring Athletic Field
Chess	Wisma Atlit Jakabaring Hall
Bochia	Dinning Hall Jakabaring

Source: Data of Jakabaring Sport City Company.

As stated by the Minister of Youth and Sports Dito Ariotedjo who officially opened the National Student Paralympic Week (Peparpenas) X/2023, at the Palembang Sport and Convention Center, Palembang. At the opening ceremony, Menpora Dito was also accompanied by the Governor of South Sumatra Herman Deru. In his opening speech, Menpora Dito said that this multi-sport event played a role in helping Indonesia achieve achievements on the international disability sports stage, such as winning the overall championship three times in a row at the ASEAN Paragames, fifth place at the 2018 Asian Paragames, and most recently at the 2023 Special Olympics World Games Berlin. "These achievements are the result of the accumulated struggles of our athletes since they were young, both at the national and international levels. We greatly hope that the success of senior athletes at the international level can motivate young athletes, especially since the Indonesian government under the leadership of President Joko Widodo provides equal rights for disabled athletes.

Of course, during the event, in the Jakabaring area and its surroundings, many traders (UMKM) were found and attracted many visitors. Still based on the same source of information, it was conveyed that many other UMKM actors (outside Jakabaring) were involved in making souvenirs for the contingent of the National Student Paralympic Week (Peparpenas) X/2023. Meanwhile, in another sector, many hotels in Palembang were also involved as lodging locations for contingents from various contingents during the National Student Paralympic Week (Peparpenas) X/2023. Further information about hotels also has a big impact on an event as big as the National Student Paralympic Week (Peparpenas) X/2023. According to records, there were 230 athletes staying at hotels in Palembang, around 30 officials, then around 450 match officials, and 210 committee members. Based on the interview information above, it can be said that the implementation of the National Student Paralympic Week (Peparpenas) X/2023 in Palembang City has boosted economic growth, especially in the MSME sector. On the other hand, the occupancy rate of hotels in Palembang has increased very significantly.

Table 2. SWOT Analysis

	Internal	Strengths (S)	Weakness (W)
External			
Opportunities (O)		Develop strategies to leverage strengths to take advantage of existing opportunities.	Develop strategies to take advantage of opportunities to overcome existing weaknesses.
Threats (T)		Develop strategies to leverage strengths to avoid threats.	Develop strategies to reduce weaknesses and avoid threats

Source: SWOT Analysis..

The results of the SWOT analysis are as follows:

1. Strength

- a. Everyone is aware of Indonesia's rich and diverse tourism potential. The potential of a tourist area is not called a destination if there are no 3A, namely Attractive, Amenities or facilities, and Accessibilities. For this reason, the government in the next five years is trying to increase tourism promotion by utilizing information technology more strongly. In addition, the government will also develop other types of cultural-based tourism and build a higher tourism brand. Raising the local and national tourism sector in the international arena (Southeast Asian countries). Many local and foreign tourists come and are interested in the products sold. Tourist attractions in Palembang are also widely visited during the match. In addition, it is also supported by the friendly residents of Palembang.
- b. Boosting the economic sector, especially the MSME sector. There are 17 MSMEs involved in organizing the National Student Paralympic Week (Peparpenas) X/2023, ranging from snack suppliers, souvenir makers and official merchandise. The Head of the Palembang City Cooperatives and Small and Medium Enterprises Service, Sulhijawati, said that the Palembang City Government strongly supports the growth and empowerment of MSMEs as stated in one of the missions of the City of Palembang, namely to realize an innovative and creative and highly competitive people's economy in order to realize Palembang Emas Darussalam. The advantages of the National Student Paralympic Week (Peparpenas) X/2023 can increase the creativity of MSMEs, which previously only made products, now they can make more varied products and souvenirs for participants of the National Student Paralympic Week (Peparpenas) X/2023. In addition, another advantage is the increased discipline of MSMEs, because they have to prepare the goods to be sold since morning.
- c. Opening up employment opportunities, including new business actors in the trade/UMKM business sector. The emergence of 760 volunteers in this event should open up employment opportunities, although in the short term, because it is only during the event. The success of the Indonesian Ministry of Tourism and Creative Economy, employing almost 900 creative economy actors in the opening and closing events of the National Student Paralympic Week (Peparpenas) X/2023. Based on data from the Indonesian Ministry of Cooperatives and Small and Medium Enterprises in 2021, it was revealed that the number of MSMEs in Indonesia reached 64.2 million units, with an extraordinary contribution to the Gross Domestic Product (GDP) of 61.07 percent, or equivalent to IDR 8,573.89 trillion. Not only that, MSMEs are also

saviors by absorbing and providing jobs for 97 percent of the total national workforce, which is worth 117 million workers. However, what makes the city of Palembang stand tall above the others is the contribution of local MSMEs that produce superior products: songket. Palembang is recorded to have 121 MSMEs engaged in songket production, which is one of the five manufacturing sectors that are prioritized for development by the Minister of Industry. The growth of the fashion industry throughout 2022 reached 9.34 percent, indicating great potential for the Palembang songket industry.

- d. Increasing hotel occupancy in Palembang City. There are around 9 hotels involved in the activity and all of them are full. According to the GM of Santika Hotel, the National Student Paralympic Week (Peparpenas) X/2023 is also good marketing for Palembang City including in the hotel business. In addition to the soaring occupancy rate, the average selling price (average room rate) is relatively high. Providing a positive impact on tourism stakeholders such as Airlines (flights), tourist destinations to souvenir centers. And it is a challenge in itself to better prepare infrastructure and other supporting facilities.
- e. Improvement of sports facilities and infrastructure, especially to support disabled athletes. The supporting facilities and infrastructure in the Jakabaring Sport City area are all venues in the Jakabaring Sport City area including the accommodation for athletes, namely the Existing Athlete Village. The Existing Athlete Village is an athlete village that was first built during the 2004 National Sports Week, and is still in place and being rehabilitated to support the creation of an international standard athlete village.
- f. Achievements and promotion of Indonesian disabled athletes at the ASEAN country level. According to the Head of Peparpenas Palembang, "The National Student Paralympic Week (Peparpenas) X/2023 provides the widest possible opportunity for athletes who excel in sports to compete according to their respective competencies at the ASEAN level. Of course, this provides promotion to neighboring countries for the achievements of the Indonesian National Student Paralympics. This is supported by gold medals in several specific sports. This gold medal symbolizes the highest achievement in the field of sport. For National Students, the momentum of the Palembang National Student Paralympics can encourage the spirit of equality in achieving achievements, including in everyday life". He further said that from the aspect of the host country, it proves that Indonesia, especially the city of Solo, is an inclusive city for all people, including people with disabilities. Thus, Indonesia is already a developed country when viewed from the benchmark of a strong government. A strong and developed country is one of them from world-class sports achievements, which is able to compete with developed countries.

2. Weakness

- a. Lack of coordination and communication between the committee and fellow teams. As stated by the chairman of Peparpenas Palembang, "The weakness of the National Student Paralympic Week (Peparpenas) X/2023 event may be in terms of the coordination and communication aspects of the committee, which may still be lacking with fellow teams. This can be seen from several things related to miscommunication between fellow field workers involved and overlapping work between volunteers and field workers."

- b. Weak coordination to maximize the role of MSMEs themselves. As conveyed by Rasidah (Entrepreneur), "the weakness is probably the coordination to maximize the role of MSMEs themselves, so only the agency is involved there, the committee does not understand at all that there are MSMEs selling and maybe I'm sorry to say mangan mangan dewe (eat by themselves), not included in one chain like that, if for example there are souvenirs, there transportation is provided, facilitated, yes MSMEs at least get a minimum of one box of snacks a day, Well this might be an input for the next National Student Paralympic Week (Peparpenas) event".
- c. Weaknesses in physical facilities and infrastructure in several venues. As conveyed by one of the visitors to the National Student Paralympic Week (Peparpenas) X/2023, "weaknesses in physical facilities and infrastructure in certain venues could be a weak point in the level of readiness for the event."

3. Opportunities

- a. The National Student Paralympic Week (Peparpenas) X/2023 provides opportunities for economic growth. An opportunity for MSMEs to be part of the event, so that they can increase their income. The committee has involved MSMEs to participate. It was stated that there were around 17 MSMEs involved in the event. Rasidah (Entrepreneur) said that the National Student Paralympic Week (Peparpenas) X/2023 provided many opportunities, from Palembang Preneur has prepared everything related to transactions in hotels, then Palembang souvenir actors, especially from the office have also helped. So there are many opportunities for MSMEs. Of course, the National Student Paralympic Week (Peparpenas) X/2023 opens up business opportunities to continue to grow with the potential for shopping by participants and people involved in the event. So that in the future, the National Student Paralympic Week (Peparpenas) X/2023 will be good marketing for the City of Palembang, including the hotel business.
- b. Opportunities to develop national sports potential specifically for student athletes. The country has the opportunity to improve achievements and prestige in the field of sports in the eyes of the international community or especially Southeast Asian countries. This was proven at the National Student Paralympic Week (Peparpenas) X/2023 event, Palembang managed to win many medals. The chairman of the National Student Paralympic Week (Peparpenas) X/2023 Palembang said that the success of the National Student Paralympic Week (Peparpenas) X/2023 event in Palembang proved that "Palembang is very friendly to students in terms of sports supporting facilities and infrastructure.
- c. Opportunities to promote local and national tourism and culture to tourists. So that it can increase the number of tourist visits, both domestic and foreign, which must have the opportunity to develop the hospitality sector, creative economy and UMKM of the Palembang community.

4. Threats

- a. The National Student Paralympic Week (Peparpenas) X/2023 event in Palembang was not carried out optimally because Palembang was just starting to rebuild after Covid-19 and there were concerns that participants would be exposed to Covid-19.
- b. External security threats. As a control measure, joint security has been carried out between Korem and the Palembang City Police. Security is carried out strictly and closely starting from accommodation, movement to the venue of the activity. The

Police Chief also said that security is carried out both openly and secretly, including the establishment of a command center established at the Jakabaring Stadium.

- c. There are concerns about budget deviations and misappropriation considering that this activity is funded by the APBN. As a control step/strategy, it is to conduct an audit and the results are informed to the public.

3.2 Discussion

The National Student Paralympic Week (Peparpenas) X/2023 event in Palembang is one of the national sports championships that has significantly increased the development of tourism in the city of Palembang. This condition indicates that a sporting event can become sport tourism in the region. This is in line with the findings of research conducted by (Febriani & Maika, 2022). Increasing hotel occupancy is one indicator of tourism development as an impact of this event. National and regional sporting events such as the National Student Paralympic Week (Peparpenas) X/2023 must be seen as a potential for the country's economic growth. Sports tourism has had a real impact on economic development, especially the micro, small and medium business sector.

As stated by Rasidah, an entrepreneur, the advantages of the National Student Paralympic Week (Peparpenas) X/2023 can increase the creativity of MSMEs, which previously only made products, now can make more varied products and souvenirs for participants of the National Student Paralympic Week (Peparpenas) X/2023. MSMEs learn to improve the quality of their products, so that they are worthy of being souvenirs for visitors to this event. In addition, another advantage is the increased discipline of MSMEs, because they have to prepare the goods to be sold since morning. And there is a time schedule for displaying their merchandise from the event committee. This is in line with what was conveyed by Sari Rina, the owner of a stand in Jakabaring, "I am very helped by this event, it increases turnover, goods can be sold above the daily price, only the quality is different. I was overwhelmed working on orders, considering the workforce, capital that I don't have and limited time". It is clear that sport tourism in Palembang has the potential to increase the economy, especially MSMEs in the city of Palembang. In previous studies, in general, the results of the study focused more on whether or not there was potential for sport tourism (sports tourism) on economic value and economic development globally. As the results of the study by Lalu Moh & Anam, (2024), which stated that the touch of sports tourism would be beneficial in the development of tourism in West Nusa Tenggara so that it would have an impact on economic, social and cultural development, so that it could increase progress for the region. In addition, in the study by Sanusi (2020), it was stated that Beach Volleyball, Rowing and Dragon Boat are sports that have the greatest potential as sports tourism. Compared to previous studies, this study has a novelty, namely in the micro, small and medium enterprise (MSME) sector. In this research, it can be seen to what extent the position of MSMEs is in the National Student Paralympic Week (Peparpenas) X/2023 in Palembang City through a SWOT analysis. From the analysis, the strengths or advantages of the National Student Paralympic Week (Peparpenas) X/2023 event include: 1) introducing the local and national tourism sector including increasing tourist visits. 2) increasing the income of the MSME sector. 3) increasing hotel occupancy. 4) opening up employment opportunities, 5) efforts to improve and repair sports facilities and infrastructure, especially for disabled athletes and 6) achievements and promotion of Indonesian student athletes at the ASEAN country level. In terms of weaknesses, they include; 1) lack of coordination and communication between the

committee and fellow teams, 2) Weak coordination to maximize the role of MSMEs themselves, 3) Weaknesses in physical facilities and infrastructure in several venues. Furthermore, regarding opportunities and strategies in utilizing and taking opportunities, they include; 1) The National Student Paralympic Week (Peparpenas) X/2023 provides opportunities for economic growth, so that the committee or related authorities collaborate with various MSMEs, hotels and other stakeholders. As a result, economic turnover or income increases, 2) Providing opportunities to continue to develop the potential of athletes, so that the achievements and prestige of the Indonesian nation in the ASEAN countries are maintained and increased. The strategy is that the government always collaborates with the National Student Paralympic Week (Peparpenas) X/2023 and provides serious attention in the form of both moral and material support in preparing potential athletes, 3) Opportunities to promote local or national tourism and culture to tourists. Opportunities to promote local or national tourism and culture to tourists. The strategy is to insert cultural elements and uniqueness at the opening and closing ceremonies of the event, put up various billboards, tourism promotion flyers. And regarding threats, the following are strategies to overcome these threats including; 1) There is interference from several participants who are exposed.

4. CONCLUSION

Every major event must require very thorough preparation. Of course, the activity must not fail to have a positive impact on the country. Palembang has just hosted the National Student Paralympic Week (Peparpenas) X/2023, where the city of Palembang is the location for the event. Based on the results of the analysis, the National Student Paralympic Week (Peparpenas) X/2023 has had a very large impact and opportunity for economic growth, starting from the micro, small and medium enterprise (MSME) sector, the hotel sector, the tourism sector, and the availability of jobs. Another opportunity is the right momentum to continue developing athletes and maintaining and improving achievements in the next event. Meanwhile, the problem of Covid-19 is still one of the threats in the implementation of the biennial event. On the other hand, the potential for external security threats has also been well anticipated, as evidenced by the successful implementation of the National Student Paralympic Week (Peparpenas) X/2023 in the city of Palembang. As stated by the chairman of the National Student Paralympic Week (Peparpenas) X/2023 that Palembang was able to achieve four successful targets, namely successful achievement targets, implementation targets, administration targets, and economic targets. This research certainly still has limitations and shortcomings. In the future, this research still needs to be developed and improved. The potential for holding national events is very large in Indonesia in the future, so it is hoped that this research can be a reference and comparative measure in seeing the potential for sport tourism.

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