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Alamat Redaksi:

Pascasarjana Universitas Negeri Padang
Jln. Prof. Dr. Hamka Air Tawar Padang
E-mail : ijthrs@ppj.unp.ac.id
Phone : +62 751 / 081 1664883

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Tour De Singkarak, West Sumatra Event Sustainable Marketing and Tourism

Susanti, Retnaningtyas^{*1}, Fitriana Syahar²

Faculty of Tourism and Hospitality^{*1}, Faculty of Social Science²
Padang State University, West Sumatra, Indonesia
sretnaningtyas@fpp.unp.ac.id, fitriana.syahar@fis.unp.ac.id

Abstrak

Tour De Singkarak is the name of an international bicycle race competition held by the government of West Sumatra Province since 2009 ago. The event was held as one of the West Sumatra government efforts to promote tourism and attract tourist visits. The central government through the Ministry of Tourism and Creative Economy supports the implementation of this grand event. Every year the number of participants and countries participating in this event increases. One of them is influenced by the increasing nominal prize that can be accepted by the participants. The implementation of TDS events cost not a little, in 2013 the TDS budget reached 4.5 billion Rupiahs.

The TDS event was held in West Sumatra to show the world about the tourism potential of West Sumatra. West Sumatra has diverse natural tourism potentials, some of which are part of TDS, among others: Lake Singkarak, Equatorial Bonjol Monument, Harau Valley, Rajo Baso Palace (Pagaruyung), Maninjau Lake (kelok 44), Jam Gadang, Padang Pariaman Beach, Lake Kandis, Lake Kembar, and Beaches on Pesisir Selatan. Most of the TDS stages pass through tourist attractions with extraordinary beauty.

Until the last event in 2013, the TDS event had not been considered to provide a continuous contribution to the 3 main aspects, economic, social and environmental in West Sumatra. It is undeniable that this event increases the attractiveness of tourism in West Sumatra in the eyes of the International, but this acquisition is not sustainable and cannot meet the requirements of sustainability. Attractive packaging must be supported by the best quality, TDS events with the international level are expected to be able to provide long-term impact on economic, social and environmental factors.

Keywords: *Tour de Singkarak, SWOT Analysis, Tourism Promotion, and Sustainable Tourism.*



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1. INTRODUCTION

Efforts to promote tourism potential of a region can be done in various ways, the main goal is to increase tourist visits and add investors who will influence regional income. Regional income can come from various sources, but almost most regions in Indonesia have high income from the tourism sector. In general, the tourism sector is the third largest foreign exchange earner in Indonesia after mining and oil palm resources. Indonesia is a country that has diverse tourism potential, ranging from potential waters (surface and deep sea) and potential on land such as mountains, hills, valleys, as well as potential cultural and historical tourism. Indonesia's tourism potential is not inferior to other countries, both in neighboring countries (ASEAN) and Asia.

There are various ways to do tourism promotion, this can happen because tourism has links with various sectors such as economics, education, sports, and even health. In general, the public already knows the purpose of promotion, which is to introduce a product so that it can be desired and consumed to create economic influence. Advertising is one of the main ways to introduce a product, but tourism has its distinctive characteristics. Tourism is a service product, promotion is carried out not only in the form of advertisements but also "direct" things that make consumers feel the condition of the product. The "direct" thing that makes consumers feel the condition of tourism products is by visiting them. A consumer of tourism products can capture tourism promotion more "feels" by coming directly to visit the intended tourist area.

Consumers of tourism products that come directly to a destination or tourist attraction will have a different sense with consumers who only enjoy promotions from supporting media such as television, internet, films, and print media.

The West Sumatra provincial government in collaboration with the Indonesian Ministry of Tourism and Creative Economy is trying to promote its regional potential by making tourism consumers come directly through an international event. West Sumatra's tourism potential is very diverse, interesting, unique, and of course beautiful. West Sumatra has Lake Singkarak, the second largest lake in Indonesia after lake Toba in North Sumatra. Not only diverse natural attractions, but West Sumatra also has the potential of historical and cultural tourism that is no less magnificent, beautiful, and worth a visit. Not enough one day to enjoy the beauty of West Sumatra's tourism potential, various tourist objects are not worthy of being missed. The enchantment of natural splendor becomes an icon of West Sumatra, therefore the regional government seeks to introduce and sell to the world. Promotional efforts made by the West Sumatra government are to hold events that are of international standard, bring in figures known to the world community and have influence. World leaders can come from various backgrounds, such as education, religion, politics, art, and sports. The government, in this case, promotes promotion by bringing in figures from the world of sports. The sports figure was brought to Sumbar through an event known as the Tour de Singkarak.

Tour de Singkarak, or more commonly called TDS, is an international bicycle race event which is attended by more than 10 countries. Every country in this TDS event sends at least 5 drivers and 10 official teams. In 2013, TDS was attended by 25 teams from various countries, both from Asia, Europe and America. The Provincial Government and the regional government in 17 districts/cities of Sumbar not only issued a budget for State expenditure that was not small enough to be disrupted by this grand event. At least more than 10 billion rupiahs was spent in this TDS event, the main purpose of which was to increase government revenues from the tourism sector.

The grand TDS event is not merely trying to bring in international bicycle racing athletes, but to bring media from various countries. Media is one of the most important parts of tourism promotion, media crews will create news that can be seen or read by the world community, at least following the nationalism they have. The media crew from various countries not only covered the races carried out by athletes, but also the beautiful

natural environment passed by the contestants. On each stage or route that is passed by the participants, there are tourist attractions that are deliberately sold to viewers to bring interest in dating and visiting. As the name implies, tour de singkarak is taken from the name of the largest lake in Sumbar, namely Lake Singkarak.

TDS has been held 4 times since 2009, during its journey, this event managed to increase tourist visits and occupancy of hotels and inns in each stage that was passed. Marie Elka Pangestu as Minister of Tourism and Creative Economy said that TDS has been able to increase at least 10% of visits by both domestic and foreign tourists to West Sumatra for 4 TDS activities. This year is the fifth time TDS has been held, in addition to experiencing an increase in the number of participants from various countries, increasing media partners, and increasing sponsorship of activities, TDS as a sports event has also experienced an increase in "class" or "level" competition. This year's TDS is expected to be able to increase the level of the race to level 2.1 from level 2.2 as the lowest level of the international level bicycle race. This TDS is expected to approach the first level of the world bicycle racing event, Tour de France.

It is not easy to organize multi-purpose international events such as TDS, sports events to introduce and attract tourists. The organization of this event in addition to involving the tourism and related agencies also involved an international event organizer, namely ASO, who was also the manager of the Tour de France activity. TDS evaluation shows that during 4 events, the participants gave a good impression of the potential of tourism in Sumatra, not just to pursue the main prize in the race, but also to enjoy the special offer as a tourist.

The problems in this study are divided into several questions, there are: a) what is the right form of marketing for sports tourism in West Sumatra?, b) what is the form of sustainable tourism from the Tour de Singkarak event?

2. RESEARCH METHOD

This study uses qualitative data collection methods obtained from interviews from several informants, such as representatives of the Department of Tourism, organizers of the Tour de Singkarak event, tourism actors, the community, and tourists. The results of in-depth interviews are supported by secondary data from various sources, such as news in the media, activity reports, and journals related to research issues. Data processing is done simply with a qualitative

descriptive analysis method so that a complete

3. LITERATURE REVIEW

Tourism potential is the main key to growing tourism in a region. Tourism potential can affect tourist visits, but also business opportunities or economic opportunities that affect the community, businessmen and the government. Law No. 10 of 2009 states that tourism potential is a major part of strategic tourism areas that need to be developed because it has an important influence on one or more aspects, such as economic growth, socio-culture, empowerment of natural resources, environmental carrying capacity, and defense and security. Tourism potential consists of everything that has the uniqueness, beauty, and value of the diversity of natural, cultural, and man-made wealth that can be developed as a target or purpose of human visit.

A potential needs to be developed in order to be able to be developed and provide significant results for the community, entrepreneurs, and local government. Tourism potential can be divided into several groups, including the potential of natural tourism, the potential of cultural tourism, and the potential of artificial tourism. The potential of natural tourism can be divided into several groups, such as mountains, lakes, beaches, rivers, and valleys. The potential of cultural tourism is divided into several groups, including traditional arts, objects, and customs. Artificial tourism potential also has parts, such as shopping centers, water park, and playgrounds.

Tourism potential can be well developed if it is balanced with tourism object development, tourism travel development, tourism transportation development, and the development of tourism marketing/promotion. Local governments must be sensitive to the potential they have so that they do not become a waste of resources. Tourism potential is all things and events that are regulated and provided so that it can be used for tourism development in the form of atmosphere, events, objects, and services. Tourism potential can also be in the form of diverse natural resources from physical and biological aspects, as well as the wealth of human culture that can be developed for tourism. While tourism resources are interpreted as elements of the natural environment or that have been changed by humans who can meet the desires of tourists (Chafid Fandeli, 2001: 48-57).

Tourism potential is very closely related to tourism marketing. Marketing is an activation process that aims to increase consumer awareness of the products and services offered and make

picture is obtained related to the event.

consumers become loyal customers. One important part of marketing is a promotion, in terms of tourism, promotion is intended to introduce tourism potential to the community. Marketing is the activity of distributing goods or services from the hands of producers to consumers. Marketing tourism is an activity to channel tourism from the hands of producers, it can be in the form of society, government, or private entrepreneurs to consumers or connoisseurs of tourism.

Philip and Duncan mention marketing is a step that covers all steps that are used or needed to place tangible goods into the hands of consumers. According to The American Marketing Association (AMA), marketing is an organization and the creation of a set of communication processes and sending value to consumers, and to regulating relationships with consumers aimed at the benefit of the parties concerned.

[10] mentions marketing is an activation process that is influenced by various social, cultural, political, economic and managerial factors. As a result of the influence of several factors, each individual or group gets the needs and desires by creating, offering, and exchanging products that have commodity value.

[5] Define marketing simply as an effort to regulate beneficial relationships with consumers. The purpose of marketing is to create value for consumers and to capture the value of consumers or get feedback from consumers. Marketing is not only needed by profit organization organizations, but also no profit organizations to increase revenue and efforts to be achieved. Marketing according to [5] can be seen from two perspectives, namely social and marketing managers:

1. Social perspective

Marketing is a process of socializing which individuals are and groups get what they need and want through creation, demand, and freedom in exchanging the value of products and services with others.

2. The marketing manager's perspective

In this case, Marketing managers know and understand consumers well so that products or services that are created right for consumers and sell themselves.

[5] also introduced a new marketing concept, there are:

1. Production Concept

The production concept is the first concept in the business world. In this concept, consumers will choose products that are available and not expensive. Production managers are oriented towards achieving product efficiency, low costs, and distribution.

2. Product Concept

Product concept where consumers will ask for the most quality products have performance or innovative features. Managers who focus on this concept make superior products and continue to improve over time. New products or newly upgraded products are not necessarily successful without the right pricing, distribution, advertising, and sales.

3. Sales Concept

The sales concept sets aggressive sales with promotional efforts, where if not implemented the product will not be sold satisfactorily.

4. Marketing Concept

Marketing philosophy believes that achieving organizational goals depends on determining the needs and desires of the target market and delivering satisfaction more effectively and efficiently than competitors.

5. Social Marketing Concept

Where organizations must determine the target market's needs, wants and interests and give up the coveted satisfaction more effectively and efficiently than competitors in a manner that is nurturing or improving the welfare of consumers and society.

[5] also provide an overview of marketing strategies by using marketing logos and based on that, business units are expected to achieve their marketing goals. [3] provides 3 basic concepts in marketing strategies, namely:

A. Consumer

Pemasaran berawal dari kebutuhan dan keinginan pelanggan serta berakhir dengan kepuasan loyalitas pelanggan. Pemasar wajib memahami siapa saja pelanggannya, preferensi, karakteristik, kebutuhan, dan keinginan, gaya hidup, serta faktor-faktor yang berpengaruh terhadap pola konsumsi mereka.

B. Competitors

Meeting customer satisfaction is not enough. If there are competitors who are able to satisfy customers better, then the customer will switch to the competition. Therefore, every organization must pay attention to competition factors as well. These factors include who are the company's competitors, strategies, weaknesses, self competencies, and their relationships.

C. Company

The company's goals are achieved through efforts to satisfy customers. The method is not solely by emphasizing the aspects of transactions but instead focuses more on aspects of relations. For this reason, strategies, performance, self-competence, resources (human, natural, financial, technological, intellectual, information and time) are needed.

According to Craven quoted from [9], marketing strategy is defined as an analysis of the strategy of developing and implementing activities in the strategy of determining target markets for products in each business unit, setting marketing objectives, and developing, implementing, and managing marketing program strategies, positioning market designed to meet the desires of target market consumers.

Good marketing is one of the steps taken to get profits as expected in a sustainable time. The de Singkarak tour event is expected not only to be able to attract tourists when the activity takes place, but it is prolonged in a certain period of time. West Sumatra has attractive tourism potential and is able to attract tourists, its natural potential is the most beautiful among the other regions around it. The concept of sustainable tourism itself basically includes 3 things, namely economic, environmental, and social. The economic concept refers to a longer turnaround of money between tourists and tourists (people, those who sell tourism services).

The most basic definition of sustainability is that in the global context every economic and social activity should improve, not damage, environmental conditions (Newman and Kenworthy, 1999). Brundtland Report (quoted by Newman and Kenworthy, 1999) suggests four principles that form the basis of an approach to global sustainability that must be applied simultaneously, namely:

1. The elimination of poverty, especially in the third world, is important not only for humanitarian reasons but also for environmental issues.
2. Developed countries must reduce their consumption of natural resources and the production of their waste.
3. Global cooperation in terms of environmental issues is no longer a voluntary choice (soft option)

In principle, there are three main dimensions of sustainable development, namely environmental, social and economic. The following are the main problems that exist in each of these dimensions. Changes towards sustainability can be carried out only by

community-based approaches that involve the local culture seriously.

In the environmental dimension, the theme or main problem is climate change. For the past 50 years, it has been proven that global warming that we are currently feeling is happening mainly because of our own actions. Changes in the use of other natural resources also contributed to the increase in the amount of CO₂ in the atmosphere: 15% by deforestation and burning of forests and land to be converted (for example from protected forests to production forests) (WRI 2000, TIME Magazine 2006). The preservation of ecosystems and biodiversity threatened by human hands is also another ecological problem. Each year 6000 species of extinct animals, consisting of 13% of poultry, 25% of mammals, and 34% of fish (WRI 2000). The loss or extinction of biological diversity does not only mean invaluable natural resources that can be used for medicines and recreation areas are lost but also threatens the sustainability of the ecosystem as a whole, threatens the ability of natural resources to provide production (economic functions) and regulatory function.

In the social dimension, the problem is the growth of the world's population. In the past hundred years, population growth has increased rapidly, especially in developing countries [14] It is estimated that the world's population will rise to 7, 8 billion people by 2025, of which 6, 7 billion people live in developing countries. The increase in population is partly due to several factors, such as low levels of education, inadequate social security in the country concerned, culture and religion/belief, urbanization, and discrimination against women. The above factors give rise to uncontrolled population growth, poverty, and lack of water which certainly leads to the problem of malnutrition in humans.

In the economic dimension, the problem is global change and globalization. Advances in technology, communication and telecommunications and transportation have increasingly supported the flow of globalization so that economic relations between countries and regions are very easy. Advanced societies are people who are able to keep up with global developments, this is shown among others by increasing employment that is able to support economic turnover. Communities are required to be able to meet their needs by utilizing their potential. Globalization forces local potential to be juxtaposed with foreign potential that enters through technological progress.

Sustainable tourism is very appropriate to be applied in West Sumatra, Tour De Singkarak can

be part of the program. The TDS event involved 18 districts/cities in 2013. Eighteen districts/cities were represented as the stages (routes) as follows:

- Bukittinggi-Bonjol
- Padang Panjang-Istano Basa, Tanah Datar
- Payakumbuh-Danau Singkarak
- Sijunjung-Pulau Punjung, Dharmasraya
- Sawahlunto-Muara Labuh, Solok Selatan
- Pariaman-Painan
- Padang Pariaman-Padang Circuit

4. RESULT AND DISCUSSION

The Tour de Singkarak route reaches a length of around 2000 km, with travel times divided over several days. During several days of TDS events, various parties and various mainstay tourist attractions of West Sumatra were empowered to support activities promoting the potential of West Sumatra tourism. The TDS event is expected to further increase the knowledge of the wider world about West Sumatra's tourism potential. In the concept of sustainability, TDS is expected to be able to create positive economic, social and environmental dimensions among the local community. Economically, TDS is expected to be able to open business opportunities and employment opportunities for the people who are able to drive the economy bigger. The opening of the prospect of developing tourism potential will automatically bring economic influence to the surrounding communities and become a business opportunity for investment from various parties. The government as the main executor of TDS activities must be able to control economic development in the TDS region so that when the event is held again at a later moment, the resources already owned and the implementation will support the achievement of the main objectives of the activity.

In the environmental dimension, TDS that cross regions with stunning natural resources becomes a form of indirect bond that requires the government to protect the area. The beautiful natural environment is the potential for the surrounding communities to get business opportunities through the tourism sector. For the wider community, natural resources, a protected environment will be able to reduce the influence of climate change, will help minimize the process of global warming, as well as the main one, become a mainstay of tourism activities. One of the most interesting tourist attractions for the world community is a beautiful, healthy and awake environment. The natural environment in the West Sumatra region that TDS goes through must be managed to be greener, healthier, and

more attractive so that at the next event opportunity, the participants and tourists will not be disappointed and even more interested in enjoying other areas that are not crossed by TDS.

The economic and environmental dimensions will then influence the social dimension, where people can have an increasingly advanced life with globalization around them through the tourism sector. The community can have a broader relationship, not only limited to the surrounding community but with communities throughout the world who carry out tourism activities. The TDS event has at least succeeded in introducing 20 foreign countries to the general public in particular and Indonesian society in general. It is hoped that this is not only limited to knowing the State and the colors of the flags of the TDS participants, but it is hoped that opportunities for wider cooperation with the countries of origin of the participants can be created. For the community itself, social sustainability is how their original life can be aligned with the developments that occur in the environment around them, including in facing the arrival of foreign tourists with their culture and attitudes.

Sustainable tourism is not something that is grandiose and impossible, with serious and full of confidence, everything that can last longer and be beneficial to society and the environment can be created. West Sumatra with its natural potential that is still maintained, is expected to develop tourism with the principle of sustainability. Governments, business people and communities need to work together to achieve sustainability goals which will eventually return to each of these parties. People get income that is recycled, business people are able to get profits, and the

government gets taxes from every activity carried out.

5. CONCLUSION

Sustainable tourism is a concept that can be applied to various aspects of human life, one of which is in the tourism sector. Tourism as a primary need of society, in general, becomes one of the objects that require extra management so that sustainability can be created in it. The sustainability of tourism is marked by the preservation of current economic, environmental and social potential to the future. Sustainable tourism can be started and is something that is impossible if good and positive cooperation are created between interested parties, especially in providing the best for society and the environment.

The TDS event is one form of tourism activity intended to create sustainable tourism in West Sumatra. The hope of this event is to promote the tourism potential of West Sumatra as well as to manage and maintain the potential that is partly a natural resource so that it can be enjoyed by present-day tourists, but tourists in the future, while providing economic guarantees to the community and tourism entrepreneurs to benefit in the future now and in the future. West Sumatra's natural environment that has been introduced to the wider community through TDS events can create a sense of belonging or a sense of belonging to the community and business people who believe that this potential can provide big benefits for them, not in the interim, but sustainable. Sustainable tourism development is the responsibility of all parties that are related to the industry.

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