

Integrating Sport and Tourism to increase Socio Economic Advantages: The Perspectives on the 18th National Sport Game Event 2012 in Riau, Indonesia

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ABSTRACT

Although literature on sport tourism has existed and sport tourism is acknowledged as one of the fastest emerging sectors that continues to develop, only few authors have examined or discussed sport tourism development and future trends in Indonesia. This paper aims to introduce and strengthen national sport games in Indonesia with multi-sport events as the event that might both attract tourists and support tourism development in Indonesia. It is a fact that sport tourism event is being realized as triggering commercial activities providing socio economic benefits to host community. The study provides perception and insights with an awareness of sport tourism development during the national sport game 2012 in Riau, Indonesia. The study introduce communities with an awareness of the diversity of sport tourism events as a leisure activity and introduce the sport tourism development within a sport context and tourism context. This research involves a mixed methods approach, combining quantitative and qualitative research techniques. Questionnaire survey on the field and on-site observations were used to provide evidences of sport tourism event in Riau, Indonesia. Likert scales were used in the questionnaire to generate numerical indicators of the level of importance that respondents attached to their responses. The study confirmed that sport tourism events, development, trends and opportunities have been neglected but rapidly increased in the growing market in Indonesia. Therefore, future significant liaison amongst the agencies responsible for sport and tourism policies is urgently required to meet the need of strategic plan and development of sport tourism in Indonesia.

Keywords: sport tourism, socio economic advantages, National Sport Game Event

1.0 Introduction

The globalization of sport tourism has fundamentally changed the competitive conditions in the sport tourism events. This has influenced sport industry strategies issues to overlook in both the strategic management of the sport tourism events. Sport and tourism are now among the developed world's most sought-after leisure experience and are highly valued and regarded due to the fact that tourism is a trillion dollar industry and sport is a multi-billion dollar industry and has become a dominant force in the lives of millions of people globally (Ritchie and Adair, 2002; Kurtzman and Zauhar, 2005). However, it is not the same case in Indonesia where sport tourism is not yet regarded as an industry. Further, sport and tourism in Indonesia do not appear to be integrated yet and operational agendas tend to be separated either focused on sport or tourism with no integration of the two. This paper develops a theoretical framework to understand how sport and tourism are integrated into one package for sport tourism attraction in the host region. For the study purposes, the 18th National Sport Game Event 2012 in Riau, Indonesia is taken as a case study to introduce the event that can develop both sport and tourism in ways that brings spectators, visitors, players, event managers and officials to pool in the host region. The sport game event 2012 in Riau has created socio economic advantages before, during and after the event for both local communities and regional development. This preliminary research on sport tourism in Indonesia is aimed to:

1. Introduce and raise awareness on the national sport games in Indonesia with multi-sports event that might develop both sport and tourism to attract people to the host region.

2. Draw attention of sport event stakeholders to realize and understand the integration of sport and tourism as triggering commercial activities providing socio economic advantages to host region.
3. Identify socio-economic advantages of sport event that might give contribution to host community and regional development within the area.
4. Examine the perceptions of the sport event stakeholders with respect to socio economic advantages leveraging potential with regard to hosting sport tourism.

The research objectives were based on the assumption that sport tourism events render positive change to the host community through benefits rather than losing out on any advantages. The survey on sport tourism stakeholders' perceptions determined the views and ideas regarding sport tourism events becomes a critical tool for sport tourism development in Indonesia for the future of sport tourism events.

2.0 Theoretical Reviews

2.1 Definition of Sport

Although sport is a part of a broad range of activities that is called leisure, many leisure researchers however would argue that it is impossible to have an objective definition of a leisure activity since it depends crucially on the perceptions of the individual participant. The argument is that the same activity can be leisure to one person and non-leisure to another (Gratton and Taylor, 2002). The European Sport for All Charter (Council of Europe, 1980) divides sport into four broad categories:

1. Competitive games and sport which are characterized by the acceptance of rules and responses to opposing challenge;
2. Outdoor pursuits in which participants seek to negotiate some particular 'terrain' (signifying in this context an area of open country, forest, mountain, stretch of water or sky); the challenges derive from the manner of negotiation adopted and are modified by the particular terrain selected and the conditions of wind and weather prevailing;
3. Aesthetic movement which includes activities in the performance of which the individual is not so much looking beyond himself and is responding to the sensuous pleasure of patterned bodily movement, for example dance, figure-skating, forms of rhythmic gymnastics and recreational swimming;
4. Conditioning activity, i.e. forms of exercise or movement undertaken less for any immediate sense of kinesthetic pleasure than from long-term effects the exercise may have in improving or maintaining physical working capacity and rendering subsequently a feeling of general well-being.

2.2 Definition of Tourism

Tourism has been defined as "the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destination, and the facilities created to cater to their needs" (Mathieson and Wall, 1982:1). Tourism is also described as an inherently spatial concept with various overlapping dimensions (such as economic, environmental and social) and, as such, it is best viewed from a broad perspective (Wall, 2003). Debates have also emerged on whether or not tourism is an industry (Smith, 1994, Leiper, 1983, Davidson, 2005). However, tourism is certainly as a huge phenomenon involving millions of people who spend massive amounts of money. It is a growth industry in numbers and spending and is extending into the most remote parts of the world. It is a major element of the economy in many countries. As one of the world's largest industries, it is increasingly promoted as an engine for development and poverty alleviation (Litchfield, 1988). Tourism generates employment and income for residents of destination areas and is often

perceived as a means of heritage and environmental preservation, and a stimulus for the creation of infrastructure, inter-cultural communication and even political stability (Andriotis, 2005, Squire, 1996). While tourism has demonstrated potential for creating jobs to benefit destination communities and, less clearly, environmental protection, there are a number of conditions under which these potentials can be used more effectively. Successful tourism development is best achieved with collaboration of all stakeholders, including governments and intergovernmental bodies, the private sector, related industries, destination communities and NGOs. A major goal for tourism development should be to increase the utilization of tourism resources whilst protecting the natural environment and cultural heritage, improving economic well-being and maintaining the social and cultural integrity of destinations.

2.3 Sport Tourism: How Sport and Tourism are Integrated

Sport tourism has been defined as all forms of active and passive involvement in sport activity, participated in casually or in an organized way for noncommercial or business and commercial reasons, that necessitate travel away from home and work locality (Standeven and DeKnop 1999:2). Many scholars examined sport tourism that has grown exponentially over the last decade (Shipway and Jones, 2007). Sport tourists are individuals who participate in sport activities while on holiday and can be divided into three categories: 1) event participants, whose number one purpose in traveling is to take part in an organized sport event; 2) event spectators, whose main purpose is to watch an organized sport event; and 3) sport lovers, who travel in order to take part in 'self-organized' sports (Herstein and Jaffe, 2008). It is an attempt to put together a study on sport and tourism as important based on their given socio economic advantages and special characteristics. Further, Gibson and Fairley (2011) state that sport tourism is a leisure-based travel that takes individuals temporarily outside of their home communities to participate in physical activities (active sport tourism), to watch physical activities (event sport tourism), or to venerate attractions associated with physical activities (nostalgia sport tourism). Sport tourism makes contribution in image development and exposure of a destination that provides entertainment for local residents and enhances community pride. These positive contributions of sport tourism to communities, the primary motivation for hosting professional and amateur sporting events is the potential economic impact generated by sport tourists (Turco, 1998; Gratton et al, 2000; Hinch and Highan (2004). Although the sport tourism initiative is potential to create sport tourism events development however it is not usually addressed as a priority in the operational agendas of the National Sport Game Event in developing countries including Indonesia.

2.4 Social Advantages of Sport Tourism Event

Social impacts as the changes of quality of life of residents. Social impacts are much broader than the limited view, which is often associated with demographic changes, job issues, financial security and impacts on the lives of people (Mathieson and Wall, 1982). The International Association for Impact Assessment (2003:4) asserts that a convenient way of conceptualising social impacts concerns changes to one or more of the following, which are linked to the host community: 1) People's way of life (how they live, work, play and interact with one another on a daily basis); 2) Their culture (their shared beliefs, customs, values and language); 3) Their community (its cohesion, stability, character, services and facilities); 4) Their political systems (the extent to which people are able to participate in decisions that affect their lives, the level of democratisation that takes place and the resources provided for this purpose); 5) Their environment (the quality of the air and water that people use, the availability and quality of the food that they eat, the level of hazard or risk, dust and noise that they are exposed to, the adequacy of sanitation, their physical safety and their access to control over resources); 6) Their health and wellbeing (health is a state of complete physical, mental, social and spiritual wellbeing); 7) Their personal property rights (particularly whether people are economically affected or experience personal disadvantages, which may include a violation of

their civil liberties); and 8) Their fears and aspirations (their perceptions about their safety and fears about the future of their community).

2.5 Economic Advantages of a Sport Tourism Event

Economic benefits of sport tourism have been discussed extensively in the literature. Turco et al. (2002:53) defined economic impacts as the net change in a host economy directly attributed to a sporting event or operation. Junod (2006:103-4) also listed motivation of benefits of sport tourism events for a region as follows:

1. Investments from outside the hosting region, e.g. by funding sponsors such as national and international sport federations and public authorities
2. Development of new infrastructure and construction of new sport facilities as a result of investments
3. Support from political figures
4. Upgrading of existing facilities within regions
5. Positive impacts for tourism in terms of money spent on accommodation and shopping
6. Creation of a positive tourism image through the media and use of the opportunities through the media for marketing purposes
7. Sustainment of a presence as a sport tourism destination and expansion of the market to host smaller events after the actual mega event, such as the Olympic Games

The body of literature on the socio economic impacts of sport tourism events in Indonesia is relatively limited as it is an emerging field of study. This study highlights the urgent need to study sports in a tourism context since the growth of sport event is growing. Communities are expected to realize the value of interacting with both the sport and tourism industries as multi sport events and tourism conferences that continue to grow. Lagarensse (2009) stated the benefits of well developed strategic sport tourism that include: 1) Economic development for the city with increased benefits to host community and to the city in general as tourist destination; 2) Sport system development by hosting events that are strategically planned leading to increased capacity within the city's sport system; 3) Social and community development with trained volunteers increases community pride and the opportunity to enrich facility infrastructure; and 4) Economic development increasing local economy to the host community and to the region as sport tourist destination. Such approach enhances mindset in increasing the sports event to be a tourist attraction that attracts tourism to the host region. Good management and development of sport tourism could made a significant contribution to both tourism and sport development in the region. This study focuses on the introduction of sport event of the 18th National Sport Game Event 2012 that can be developed and diversified sport tourism activities in Indonesia. Hidayah (2011) identified sport events that have brought economic benefits during the 18th National Sport Game Event 2012 in Riau involving many people (athletes) from various areas both single sport and multi sport events such as aerospace sport (hang gliding, parachute), marine and beach sports (diving, beach volleyball, beach football, beach soccer and surfing), sport adventure (mountain bike, 10-Km run). National Sport Game Event in Indonesia is held regularly every four years. Riau province was assigned to host the 18th National Sport Games Event 2012 which performed 39 sports events and 598 game competitions.

3.0 Methods

3.1 Case Study

Questionnaire survey on the field and on-site observations were used to provide evidences of the 18th National Sport Games Event in Riau, Indonesia. Figure 1 present the study sites of the research that is essentially a case study of Riau event. The attributes of this area will be

described above. The name 'Riau' is etymologically derived from the word 'Rio' (Portuguese) which means 'River'. For example, Rio de Janeiro means River of January. There is a river in Bintan Island called the Rio then the Rio was turned into the word 'Riau'. Dutch people write the word with 'Riouw' which is now known as Riouw for Riau. Riau Province consists of 12 regencies and cities namely: 1) Kuantan Singingi; 2) Indragiri Hulu; 3) Indragiri Hilir; 4) Pelalawan; 5) Siak; 6) Kampar; 7) Rokan Hulu; 8) Bengkalis; 9) Rokan Hilir; 10) Pekanbaru; 11) Dumai and 12) Meranti Islands. The area covers 107.932.71 km² consisting the land (80.11%) and the water (19.89%). The event was initially regarded as the instrument to foster the national unity but in its process the event now is not only heroic but also as a strategy to demonstrate a wide range of sport tourism game activities. Consequently, sport events strategies in Indonesia have nowadays been changed. Sport tourism events are considered to enhance game competitions and strengthen international relations.

Figure 1: Map of Riau Province.



Source: *Technical Handbook PON 2012*

3.2 Participants

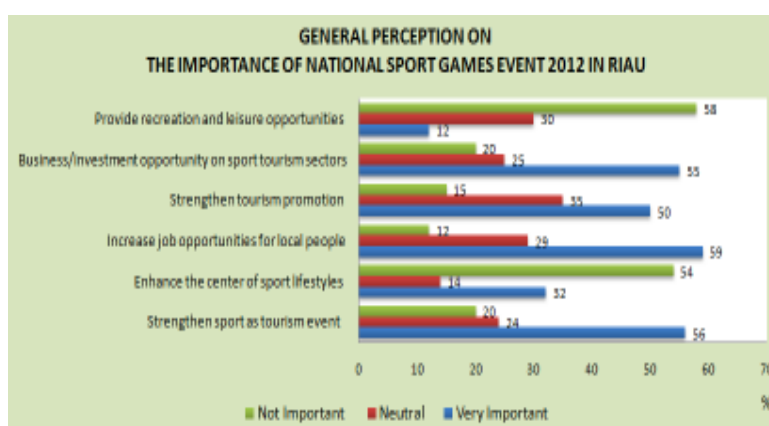
For the study purposes, the questionnaires are purposively delivered to visitors including spectators, local community, sport participants, government officials and local community members. The samples for this study consisted of sport participants (10 respondents), managers/officials (10 respondents), spectators (non residents) (10 respondents), government personals (10 respondents) and the local residents (10 respondents). They were selected during the event using purposive sampling who were perceived as had a good knowledge and understanding of the 18th National Sport Game in Riau 2012. The assumption of the study was that the Riau 2012 event was perceived as has made socio economic advantages to local economy and community. Some of the respondents also were the residents in Riau area. The data were collected through questionnaire delivered on the venue during the event. 50 questionnaires were delivered and all were returned with sufficient information required for the study.

4.0 Results

4.1 General Perception on the 18th National Sport Game Event 2012

The following is the respondents' perception on the importance of the 18th Sport Game Event 2012 in Riau Indonesia taken from the survey using questionnaire (Figure 2).

Figure 2: General Perceptions.



Source: Survey, 2012

There are four main important reasons for supporting the sport tourism event namely job opportunity creation (59%), sport and tourism event enhancement (56%), business and investment opportunities (55%) and tourism promotion (50%). This shows that there have been good perspectives of the event stakeholders that can be used for developing and maintaining sport tourism event in the future. On the contrary the event is not perceived as important for recreation and leisure (58%) and sport lifestyle (54%). The result indicates that sport tourism event infrastructure and facilities for the event in the future should be developed in future. The advantages of the event have been valued positive such as job opportunities for the host communities and business investment opportunities for the prospective investors.

4.2 Socio Economic Impacts

Obviously, the socio economic impacts of sport tourism can be described as both positive and negative. It can be regarded as the impacts that a sport tourism event can have on a community. As mentioned earlier, sport tourism events can lead to the improvement of local economy, but if the event is not well planned, it can obstruct the community development a whole. Thus, the sport tourism event organizer should take potential impacts into account. The study identified challenges that might encourage sport tourism event managers to support the evaluation and documentation of the social impacts of the events. These challenges are associated with socio economic impacts. Table 1 shows the economic impacts that associated with positive impacts such as supporting tourism activities (58%) and develop local economy (48%). The social impacts are linked to negative factors such as increased crowded at and surrounding venue (76%), increased traffic on the venue (56%), parking difficulties (52%) and increased noise and air pollution (40%). It is also worth of note that there is a high percentage of the disagreement on increased environmental awareness (68%) as a result of the event.

Table 1: Socio Economic Impacts of the 18th National Sport Game Event Riau 2012

Socio economic impacts	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	%	%	%	%	%
As important part of tourism activity	56	38	5	1	0
Parking difficulty	52	13	30	3	0
Develop local economy	48	40	12	0	0
Increase traffic on the venue	56	20	20	4	0

Increase noise and air pollution	40	16	30	14	0
Increase crowded at and surrounding venue	76	12	8	4	0
Increase environmental awareness	0	0	4	28	68

Source: *Survey, 2012.*

The result implies that respondents were highly concerned of the environment that has been damaged during the 18th National Sport Game Events 2012. It is a challenge for sport tourism event organizer in Indonesia to not only provides a rewarding experience for participants and spectators by ensuring the socio economic benefits but also a safe sport tourism event environment. The result also indicates that while local economy was being reached within the host area, it increased crowding at and surrounding venue.

4.3 Small-medium Business Opportunities

The 18th National Sport Game Event 2012 has significantly increased income of the host communities and the region. The event has made contribution in terms of positive impacts to small medium businesses during the event. The results of field observations at the 18th National Sport Game Event 2012 in Riau recorded important notes on local-based small medium business opportunities for the local community members. The researcher as an official team member observed the practices of the business on the field such as restaurant, souvenir shops, home industry handicraft, accommodation, food services, printing marketing tools for Riau tourism, employment, entertainment, tourist attractions, catering, services and sport equipment and ticket sales (on site observation, August 2012). The rental vehicles businesses were required to operate and serve contingent mobilization that have benefited the rental car owners and the drivers who always get additional tips from the users. High occupancy rates of the hotels and high demand for related services such as laundry and food and beverages existed. Sport tourism has obviously triggered extra expenditure such as spending on goods and services by spectators, sport participants, business operators, officials and local residents at a the venue of the destination. The National Sport Games Events strategy is expected to be developed by Indonesian government both sport and tourism sectors. It is hoped that hosting more frequent sport tourism events in Indonesia is a key component of national sport tourism development strategy in the future. Communities are encouraged not only in making sports as a need, but also play roles on the sport in promoting the host destination. The implementation of National Sport Game Event 2012 in fact is potential to be the community development tools to increase employment and business opportunities for young entrepreneurs in rural and urban areas in and surrounding Riau Province.

4.4 Recommendation for the Next Sport Tourism Events

Attitudes towards and perceptions of sport tourism events during the National Sport Games Event 2002 in Riau, Indonesia were explored through an open-ended question on the recommendation for the next sport tourism event. The results shows 4 main recommendations proposed by the respondents namely encouraging the provision training facilities, marketing and promotion of sport tourism (31 respondents), strengthening integration of sport and tourism at national and regional government level (29 respondents), establishing better management to identify needs of the sport tourism event industries (27 respondents), maximizing the linkages between sport and tourism sectors (27 respondents). The results imply that there is a good understanding of the need for the cooperation and collaboration between the government bodies and the voluntary sectors to enhance the operational system of sport tourism events in Indonesia. This is imperative to produce important and strategic issues if the two sectors are involved. Furthermore, the challenges can be encountered when sport tourism event organizers and the host community meet and discuss on how to incorporate these possible challenges when planning the event so that participants, spectators and the host

community can have positive experiences during the event. The recommendation refers to the need for good integration between sport and tourism through national network of sport tourism events facilities with qualified staff and event managers training, event marketing and operational management leading to professional management supported by both government and private sectors.

5.0 Conclusions

The socio economic advantage of the 18th National Sport Games Event 2012 in Riau is regarded as sport tourism event that has created and developed the national sport and tourism in Indonesia. The socio economic advantages of the events indicate good practices contributing significantly to Riau economy and the tourism industry. The socio economic advantages Riau event involved the host community of a city as well as the entire social fabric of the community. The results provide valuable information on how city residents, spectators, sport participations, sport officials and managers and other stakeholders that can help sport tourism event organizers and managers to improve their operations in a more professional manner for the future sport tourism events in Indonesia which generating benefits and contributions for the local host community. The challenge for sport tourism professionals is to develop sport tourism events more effectively as a socio economic development strategy. The focus of the development should therefore be on the sport tourism events which can be used as a socio economic development strategy for Indonesia in the future. Hosting regular and frequent sport tourism events in Indonesia as part of such a strategy can make contribution to the long term development and sustainability of sport tourism events for the country. The events also provide an opportunity for academic researchers in sport and tourism to engage and focus on the socio economic impacts of the events on the host destination.

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