

Tour de Linggarjati: The Model of Effective International Tourism Promotion through Sport Tourism Events

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Abstract—The marketing to tourism has expanded into numbers of methods, one of them is the use of videograph, which becomes one general strategy in the promotion, but on the other hand still could not increase the amount of visitors. This indicates the need for a new and different strategy to promote the site. Using a sports-based tourism site to promote their business. Tour de Linggarjati, for instance, an international level bicycle racing sport event that had been carried out in 2017, invent a more effective way of promoting a tourism site. This study uses a qualitative approach with a case study method which aims to find out in detail the tour de linggarjati activities in increasing the number of tourists. The results obtained show that the tourism promotion model involves elements of local government, the community and organizers of the activity, these three elements are interrelated with one another, and to increase the number of tourists using relations with international sports organizations to give permission and promote sports activities, using media online and mobile marketing as active social media users.

Keywords—*Tour de Linggarjati; tourism promotion; sport tourism event*

I. INTRODUCTION

Tourism promotion plays a significant role in the rising number of visitors, because tourism promotion can be an image of a nation. Currently various forms of tourism promotion have been carried out, promotions that are most often used are promotion with films or advertisements. Whereas in some cases, promotion using film or advertising media cannot increase the number of tourists quickly. This indicates the need for new approaches to promote international standard education.

The strategy of tourism promotion to increase the number of tourists is by the existence of sports championships, because every society has an attitude of nationalism to support athletes who compete on behalf of their country [1], so that the community will attend to the championship. Promotion of tourism through sport events must have funding to support facilities and infrastructure in accordance with international standards.

Tour de linggarjati held in Kuningan Regency is an effort made by the Indonesian government to increase the number of international standard tourists. Optimizing international-level tourism promotions, besides being supported by adequate facilities and infrastructure, must also be supported by the central and regional governments to provide funding and policy making, as well as the need for massive involvement from the community because the success of the sports championship will be national branding for the world community.

II. THEORETICAL FRAMEWORK

A. *Tour de Linggarjati in Tourism Promotion*

Regional development is an important aspect in achieving national development, which aims to generalize regional growth in terms of economic, social, cultural and infrastructure [2]. One of the regional development strategies can be done by developing tourism [3].

Tourism promotion is an important aspect in building people's welfare, because tourism can increase state income [4]. At present tourism promotion does not have to be done conventionally, but through creative ways. Promoting the destination during the screening of a film is another way to attract attention to a destination [5]. Tourism promotion through films has been carried out by various countries to attract tourists, in the implementation of the promotion method is quite effective in attracting tourists. However, to attract the attention of tourists can not be done with the same promotional strategy, because it will not have a special difference with other tourism strategies [6].

Tour de linggarjati is an international level cycling sport championship event that aims to increase domestic and international tourists to come to Indonesia. Tourism promotion through tour de linggarjati is a tourism strategy through event sport, in many tourism promotion activities through sports activities can attract tourists to visit [3]. Sport events such as the world cup or international basketball championships are proven to attract international tourists to Indonesia [7].

B. Sports Based Tourism

Regional tourism development in Indonesia has a religious focus, that is a tourism that focuses on improving the environment, community culture, and culinary, meaning that tourism development is a strategic way to promote because tourists will come on an [9]. Actually, in a faster tourism promotion to bring tourists, namely through sports tourism in the form of international championships [10], because every society in the world has an attitude of nationalism towards the country, so that people from various countries will be present to support athletes who are competent to carry the name of their country [11].

Sports-based tourism promotion strategies require large funds because they have to provide adequate facilities and infrastructure [12], the organizer must be able to make facilities and infrastructure feasible to be used [13].

Provision of facilities and infrastructure to promote tourism is very central in shaping the image of a tourist [14], if tourists feel disappointed over the facilities and infrastructure of the organizer of a sports event, this will result in tourists not going to visit the area again after the sporting event is over. However, if tourists feel happy and comfortable, it will make tourists to visit the region [15].

C. Nation Branding

The image built by the state is an important element in promoting international tourism [16]. National branding is an in depth and internalized study of national identity to all citizen that aims to improve the nation's competitiveness in various aspects, which includes tourism. [17].

Indonesia has been doing national branding since 2009 [18], that aims for a positive image about the country itself, increase investment, tourist visiting site, and provide job field. [19]. National branding on the aspect of tourism becomes the most important activity, because the image is a reference for tourists to visit Indonesia [20].

Nation branding on the tourism aspect can be easily done in Indonesia [21], because geographically the territory of Indonesia is very good for tourism, moreover the culture of our society is able to accept change plays and important element in building nation tourism branding based, in this specific case, is sport events.. But the problem is that provided facilities and infrastructure to support this aspect of national branding is still unequal in Indonesia. [22].

III. METHOD

This study uses a qualitative approach with a case study method, namely research pertaining to the specific phenomenon of an event that aims to provide a detailed picture [23].

The place of research was conducted in Kuningan Regency, West Java Province on December 1 to 3, 2017. The selection of this place was due to the tour de linggarjati in Kuningan District. Data obtained from interviews with 15 foreign tourists and 10 archipelago tourists who visited to see the tour de linggarjati, as well as conducting observations during the 3 days

of activities taking place and carrying out documentation of the tour de linggarjati activities.

The data obtained are then classified in detail to obtain results of research in accordance with the reality of the field [24], then the results of the study are discussed through interpretation and drawing conclusions to get answers to each problem statement.

IV. RESULTS AND DISCUSSION

Based on the data obtained shows the results that beside conducted an international level bicycle racing championship, Tour de Linggarjati functioned as a form of international standard of tourism promotion..

Sports-based Indonesian tourism promotion through tour de linggarjati is a strategy taken by the local government to increase the number of tourist visits to Kuningan Regency. This strategy is taken as an effort to promote tourism in a way that is different from most tourism strategies through movies or advertisements [25]. Tourism promotion with international sport events will attract more tourist visits because every community has a nationalist attitude or has a hobby that suits the sport event held [26].

A. Engagement of Parties in International-level Tourism Promotion

The tour de linggarjati held in Kuningan Regency received massive support from the local government as policy makers, this indicates that there is still support from the government elements in preparing facilities and infrastructure during the tour de linggarjati activity held. In addition to support from the local government, the tour de linggarjati also received massive support from the community, so that the tour de linggarjati activities could run well.

The impact of the synergy between the government, the community, and the implementation of the held activities hoped to have a positive effect towards the development of local tourism.. The government has policies and funds for tourism activities, while the community can be a manager of tourism activities. [27]. Awareness of each element related to the tour de linggarjati activities became an important aspect in tourism promotion.

The Fig.1 explains that each party involved in tourism promotion is related to one another, so that if there are parties who do not work optimally resulting in tourism promotion is not optimal. If in sport activity events there is no support from the government, then there is a lack of support from the provision of facilities and infrastructure activities. The role of the community is very important in the promotion of sports-based tourism, because as managers of tourism places are required to need extensive knowledge, especially from the aspect of foreign language skills. The organizer of the activities must also be professional on doing their job since they play and important aspect on building sustainable tourism..

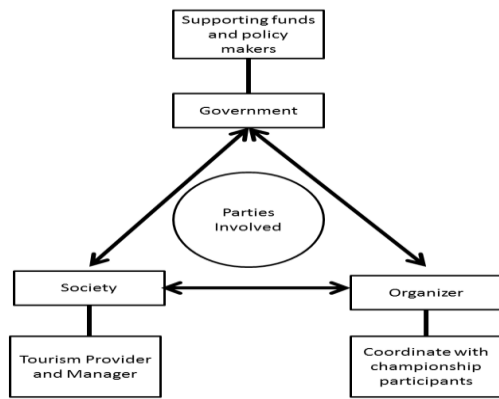


Fig. 1. Parties Involved in Promotion of Sports-Based Tourism

B. International Standard Tourism Promotion Strategy

Effective tourism promotion should involve many components related to the characteristics of sporting events [28], because every sport event has a different international level sports institution. Promotional activities that were held under an international standard need to get support from international organizations, this also works as a solution to media promotion with the involvement of teenagers to support this promotion.

The Fig.2 explains that in carrying out tourism promotion strategies, it is necessary to collaborate with international level sports organizations to give permits and promote activities, but the authority of international organizations is only for disseminating activities and not for tourism socialization. Online media, print and movie impressions are vital to promote activities to the entire world community to have interest in sports activities. [29]. And the involvement of adolescents is a strategic element in the digital era, because teenagers more often use social media [30], so that it will promote sport events while promoting tourism to users of social media throughout the world.

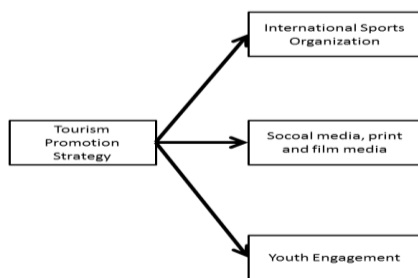


Fig. 2. Tourism Promotion Strategy

V. CONCLUSION

Tourism promotion often uses film media to attract tourists to visit, but this way to promote will not boost the number of tourists quickly. The strategy to boost the number of tourists more quickly, namely with sport events, because people have a nationalist attitude so that they will support athletes who

represent their country. This has become an important aspect to make people visit sporting events while doing tourism.

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