

Public Perception of the 'Tour Delut Tawar' Sports Tourism Event and Its Impact on Improving the Local Economy

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Abstract: The sports tourism event "Tour Delut Tawar" is one of the initiatives to promote tourism around Lake Laut Tawar through bicycle racing activities. This study aims to analyze public perception of the event and its impact on improving the local economy. The research methodology involves surveys of the local population, in-depth interviews with business actors and stakeholders, and analysis of secondary data from regional economic and tourism reports. The results of the study show that although the community has high enthusiasm for the "Tour Delut Tawar," the economic impact is not in accordance with expectations. Some of the anticipated economic benefits, such as increased revenues from the hospitality, restaurant, and transportation service sectors, are not as significant as anticipated. Additionally, obstacles such as inadequate infrastructure, ineffective promotion, and suboptimal event management hinder the achievement of the expected positive impact. The study also identified that many local business actors felt they had not received direct economic benefits from this event. In conclusion, although the "Tour Delut Tawar" has the potential to improve the local economy, the realization of its economic impact requires evaluation and improvement in the planning and execution of the event. Recommendations were made to enhance collaboration between the government, the private sector, and local communities, as well as improve promotional and infrastructure strategies to optimize the economic and social benefits of the event.

Keywords: Public, Perception, 'Tour Delut Tawar', Improving, Local Economy

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INTRODUCTION

Sport tourism is seen as a unique blend of sports and tourism (Dong et al., 2022; Hinch & Higham, 2011), which are two major industries for many countries (Aghdaie & Momeni, 2011; Weed, 2009). The era of globalization integrates sports and tourism, bringing a positive impact on sports spectators as a tourism activity

(Dong et al., 2022). Sporting events become a branding tool (Katsoni & Vrontdou, 2017) by providing opportunities for local residents (Parra-Camacho et al., 2020) to promote their region (Abukari & Mwalyosi, 2020; Maditinos et al., 2021; Mamirkulova et al., 2020; Purba et al., 2020; Radicchi, 2013).

Laut Tawar Lake, located in Central Aceh Regency, Aceh Province, is one of the natural tourist destinations (Amri et al., 2023) with great potential to be developed as a leading tourist destination (Rangkuti et al., 2023). One of the efforts to promote the tourism potential of this area is the organization of the sports tourism event "Tour Delut Tawar" (Eda, 2022). This event is designed as a bicycle race that showcases the natural beauty of Laut Tawar Lake. It is expected to attract both local and international tourists (Giango et al., 2022; Id et al., 2023; Manzoor et al., 2019) and invite investors (Mules & Dwyer, 2005; Salleh et al., 2014; Young & Kaczmarek, 2000) to this location. The event is also anticipated to have a significant economic impact on the local community (Duglio & Beltramo, 2017; Kagungan et al., 2021; Lu, 2021).

However, even though the initial enthusiasm for the "Delut Tawar Tour" was quite high, the impact of the participants and spectators from this event did not meet expectations (Erwin, 2022; Triana, 2022). Many local businesses reported that they had not experienced a significant increase in revenue during and after the event. In addition, inadequate infrastructure, suboptimal promotion strategies, and unprofessional event management are some of the main obstacles faced.

This condition raises questions about the effectiveness of the "Delut Tawar Tour" as a tool to improve the local economy and promote regional tourism. Therefore, this study aims to analyze public perception of the implementation of the "Tour Delut Tawar" and evaluate its impact on improving the local economy. Through this research, it is hoped that a deeper understanding of the factors affecting the success of this event can be obtained, and recommendations for future improvements can be made.

With this background, this research will examine various aspects related to the implementation of the "Delut Tawar Tour," ranging from planning, promotion, and execution to the economic and social impacts felt by the local community. The results of this study are expected to provide valuable input for stakeholders in developing more effective strategies to maximize the economic benefits of sports tourism events in the Laut Tawar Lake area.

METHOD

This study uses a mixed-methods approach to obtain a comprehensive understanding of public perception of the "Tour Delut Tawar" event and its impact on improving the local economy. This approach involves the collection and analysis of both quantitative and qualitative data.

1. Research Design

The study uses a descriptive design with a mixed-methods approach, combining surveys for quantitative data and in-depth interviews for qualitative data. This design was chosen to provide a comprehensive overview of public perception and the economic impact of the event.

2. Population and Sample

The population of this study consists of the local community around Lake Laut Tawar, including business owners and tourism industry players. Samples were taken using purposive sampling techniques to ensure the representation of various groups, including business owners, local residents, and event participants. The research Quantitative sample consists of 30 respondents and Qualitative Sample 15 participants (5 local business owners, 5 residents, and 5 event participants).

3. Research Instruments

a. Quantitative Survey

A Likert scale questionnaire is used to measure public perception of the "Tour Delut Tawar" event. A 5-point Likert scale—a psychological metric for assessing respondents' attitudes—is utilized, consisting of choices ranging from strongly disagree, disagree, neutral, agree, and strongly agree (Irfan et al., 2022; Joshi et al., 2015). This questionnaire consists of 20 questions covering aspects of knowledge, participation, economic impact, and satisfaction.

b. Qualitative Interview

In-Depth Interviews: Conducted with local business owners, tourism industry players, and other stakeholders to gain in-depth information on the impact of the event on the local economy and the challenges faced.

4. Data Collection Procedures

a. Quantitative Survey

The questionnaire is distributed to respondents selected purposively. Data collection is carried out face-to-face or online, depending on the situation and the comfort of the respondents.

b. Qualitative Interview

In-depth interviews are conducted in person or through online communication platforms. Each interview is recorded (with the respondent's permission), and the transcript is analyzed to identify key themes.

5. Data Analysis

a. Quantitative Data Analysis

Data from the questionnaire is analyzed using descriptive statistics to understand public perception. Correlation and regression tests are used to identify relationships between research variables.

b. Qualitative Data Analysis

Interview data is analyzed using thematic analysis. Interview transcripts are coded to identify key emerging themes, which are then analyzed to gain an in-depth view of the event's economic impact and challenges.

6. Validity and Reliability

a. Validity of Instruments

The validity of the questionnaire is tested using content validity, involving experts in the fields of tourism and economics to assess the relevance and adequacy of the questionnaire items.

b. Instrument Reliability

The reliability of the questionnaire is tested using Cronbach's Alpha coefficient to ensure the internal consistency of the questionnaire items.

7. Research Ethics

The research adheres to the principles of research ethics, including obtaining permission from respondents, maintaining data confidentiality, and ensuring that participation in the research is voluntary. All respondents in this study had agreed to participate and signed the consent form.

RESULTS

The research aimed to analyze public perception of the "Tour Delut Tawar" event and its impact on improving the local economy. The data was collected through a mixed-methods approach (Morales-Belando & Arias-Estero, 2017; Tunn et al., 2020), utilizing both quantitative surveys and qualitative interviews (Aalberg et al., 2012; Schwarz & Hunter, n.d.; Spector, 2020).

Quantitative Survey Results

The quantitative data was gathered using a Likert scale questionnaire distributed to 30 respondents from the local community, including business owners, local residents, and event participants. The responses were analyzed using descriptive statistics below is a table presenting the quantitative survey results.

Tabel 1. Quantitative Survey Results

No.	Question	Strongly disagree (%)	Disagree (%)	Netral (%)	Agree (%)	Strongly Agree (%)
1.	I have sufficient knowledge about the "Tour Delut Tawar" event.	18	31	28	15	8
2.	I participated or was involved in the "Tour Delut Tawar" event.	22	33	24	14	7
3.	I frequently attend sports tourism events in my area.	29	34	22	10	5
4.	The "Tour Delut Tawar" event is important for promoting Lake Laut Tawar.	21	24	36	13	6
5.	The promotion and marketing of the "Tour	26	36	26	8	4

	Delut Tawar" event were effective.					
6.	This event increased the number of tourists visiting our area.	32	27	28	7	6
7.	This event positively impacted the revenue of local businesses around Lake Laut Tawar.	27	36	24	10	3
8.	This event increased my family's income.	34	34	19	8	5
9.	The infrastructure available to support this event was adequate.	33	29	26	8	4
10.	Public facilities such as roads, toilets, and parking were sufficient during the event.	28	34	24	8	6
11.	Waste management and cleanliness during the "Tour Delut Tawar" event were good	24	28	33	11	4
12	This event did not disrupt my daily activities.	31	36	24	7	2
13	Safety and security during the event were well managed.	24	29	34	8	5
14	I support the organization of similar events in the future.	21	24	36	12	7
15	The involvement of the local community in this event was good.	28	34	27	6	5
16	This event successfully raised public awareness about the importance of tourism.	27	31	32	7	3
17	This event had a positive impact on promoting local culture and UMKM products.	22	31	38	6	3
18	The government and organizers managed this event well.	24	29	26	15	6
19	I have suggestions for improving the "Tour Delut	21	24	35	14	6

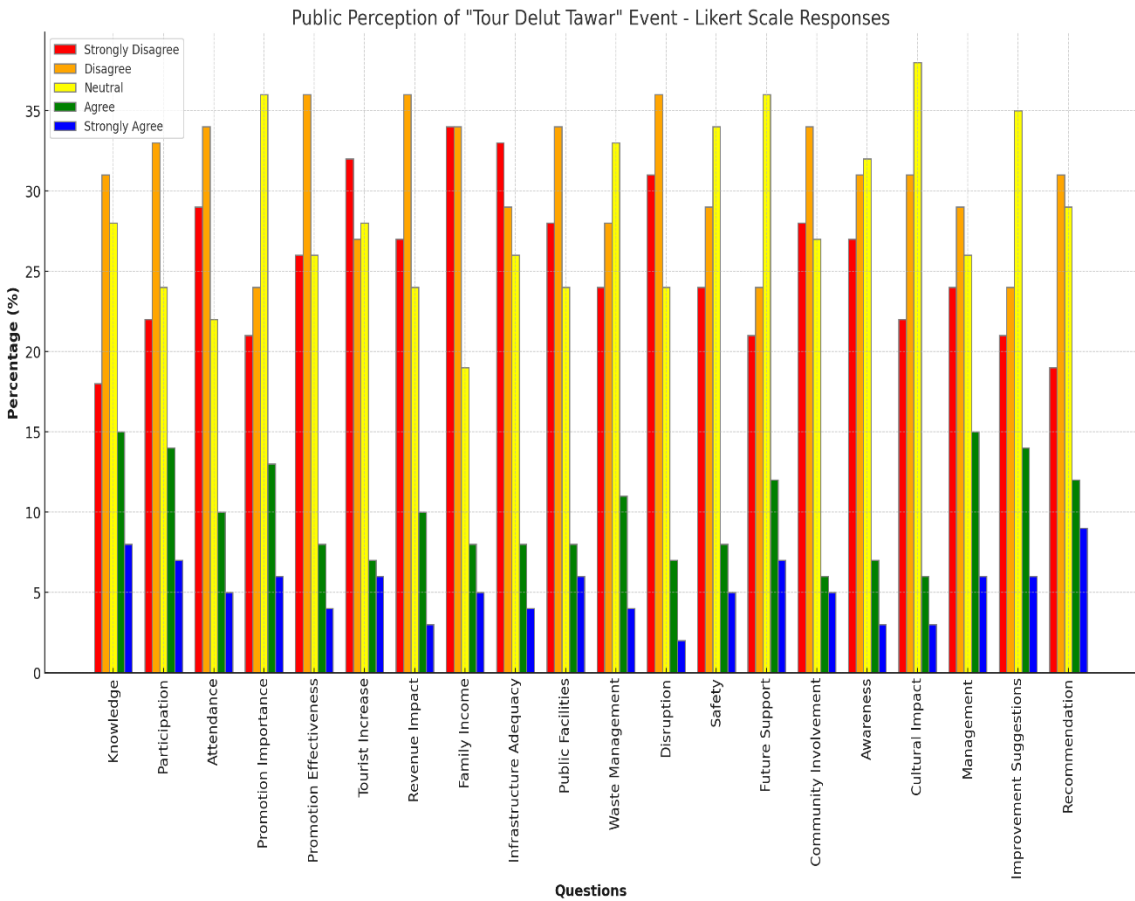
	Tawar" event in the future.					
20	I would recommend the "Tour Delut Tawar" event to my friends and family.	19	31	29	12	9

Source: own elaboration.

As shown in Table 3, a significant proportion of respondents either strongly disagreed or disagreed that they had sufficient knowledge about the 'Tour Delut Tawar' event. Similarly, many respondents felt that the event did not positively impact the revenue of local businesses, indicating that the community perceived the contributions of the event as minimal.

Picture 1. Public Perception Likert Scale Responses

The histogram above represents the public perception of the "Tour Delut



Tawar" event based on a Likert scale survey. Each bar group corresponds to one of the survey questions, with different colors representing the levels of agreement.

Qualitative Interview Results

highlighted as significant issues. These problems were seen as deterrents for potential visitors. One participant explained, "The roads around the event area are in bad shape, which probably discouraged some people from attending."

The qualitative interviews underscored several critical areas needing improvement for the "Tour Delut Tawar" event. Ineffective promotion, lack of community involvement, poor event management, minimal economic impact, and infrastructure issues were the primary concerns identified by the participants. Addressing these issues could enhance the effectiveness and success of future events, ensuring they better meet the expectations and needs of the local community (Boonsiritomachai & Phonthanukitithaworn, 2019).

Validity and Reliability

1. Validity

The validity and reliability of the questionnaire used in this study were rigorously tested to ensure the accuracy and consistency of the research findings. The content validity of the questionnaire was evaluated by a panel of experts in tourism and economics (Aviv, 2018; Roncevic et al., 2019). These experts reviewed each item on the questionnaire to assess its relevance, clarity, and adequacy in measuring public perception of the "Tour Delut Tawar" event.

Construct validity was assessed through factor analysis (Joshi et al., 2015; Li et al., 2019), which aimed to determine whether the questionnaire items grouped together consistently with the theoretical constructs they were intended to measure. The factor analysis revealed that the items clustered into distinct factors corresponding to the constructs of knowledge, participation, economic impact, and satisfaction. The high factor loadings indicated that the items effectively measured these constructs, confirming the questionnaire's construct validity.

2. Reliability

The internal consistency of the questionnaire was tested using Cronbach's Alpha coefficient, which measures how closely related a set of items are as a group. The overall Cronbach's Alpha coefficient for the questionnaire was 0.89, indicating a high level of internal consistency. The threshold for assessing social impact is above 0.70 (Jr et al., 2018; Kim et al., 2015).

Table 2. Reliability Statistics

Cronbach's Alpha	N of Items
0.89	20

Source: own elaboration.

These high values suggest that the items within each construct are well correlated and consistently measure the same underlying concept. To further assess reliability, a test-retest method was employed. The questionnaire was administered to a subset of respondents (10 participants) at two different points in time, two weeks apart. The test-retest reliability coefficient was found to be 0.82, indicating

that the responses were stable over time and that the questionnaire produced consistent results.

DISCUSSION

The research aimed to analyze public perception of the "Tour Delut Tawar" event and its impact on improving the local economy through a mixed-methods approach, involving both quantitative surveys and qualitative interviews. This combination of methods allowed for a comprehensive analysis, integrating both wide-reaching and detailed insights.

The findings from the quantitative survey indicated a general dissatisfaction with the event's promotion, economic impact, and management. Many respondents strongly disagreed or disagreed that they had sufficient knowledge about the event or that it had a positive economic impact on their businesses and community. These results suggest that while the event had some visibility, it did not effectively engage or benefit the local community as anticipated.

The qualitative interviews further elucidated these quantitative findings by providing more nuanced insights into specific issues. Participants consistently highlighted ineffective promotion and marketing strategies as major weaknesses. Many felt that the event was poorly advertised, resulting in low attendance and limited economic benefits. Additionally, the interviews revealed significant dissatisfaction with the level of community involvement and event management. Local business owners and residents felt excluded from the planning process, which likely contributed to the perception that the event did not address local needs or preferences. Furthermore, infrastructure issues, such as poor road conditions, were identified as deterrents for potential visitors. These qualitative insights underscored the importance of better engagement with the community and more effective logistical planning to enhance the event's success and impact.

This research supports previous findings on the potential failure of sports tourism events due to several factors, including a lack of marketing strategy (Weed, 2009; Yaqub Ajeigbe, 2021), inadequate use of eWOM (Kietzmann & Canhoto, 2013) and social media (Păvăloaia et al., 2020), ineffective event management (Mallen & Adams, 2012), broken infrastructure (Rastegar et al., 2023), and insufficient development of sports tourism involving the local population (Andriotis, 2005; Salleh et al., 2014).

CONCLUSION

To enhance the effectiveness and impact of the "Tour Delut Tawar" event, several key recommendations are suggested. First, it is crucial to develop more robust marketing campaigns, including social media and local media channels, to increase awareness and engagement. This should be targeted at the event organizers and local government bodies responsible for tourism promotion. Second,

increasing community involvement by engaging local residents and business owners in the planning and execution of the event can ensure it meets their needs and preferences. This recommendation is directed towards event organizers and community leaders. Third, hiring professional event organizers and ensuring better coordination and logistical planning can create a seamless experience for participants and visitors. Event management teams and local government should take note of this suggestion. Lastly, investing in improving road conditions and other infrastructure around the event area can make it more accessible and attractive to visitors. This recommendation is for local government and infrastructure planning authorities.

This study had several limitations that should be acknowledged. The quantitative survey included only 30 respondents, which may not fully represent the broader community, affecting the generalizability of the findings. Additionally, the study focused exclusively on the local community around Lake Laut Tawar, and the findings may not be applicable to other regions or events. Furthermore, data collection was conducted over a limited period, potentially missing out on longer-term perceptions and impacts.

Future research should address these limitations and explore additional aspects of sports tourism events. Conducting surveys with a larger and more diverse sample can provide a more comprehensive understanding of public perception. Comparative studies with similar events in other regions can help identify best practices and areas for improvement. Longitudinal studies can assess the long-term economic and social impacts of the event on the local community. Moreover, future research could focus on developing sports tourism by integrating local sports heritage. Promoting traditional sports and cultural practices can enrich the event's appeal and provide a unique selling point that attracts both local and international tourists. Investigating specific factors such as visitor satisfaction, environmental impact, and cultural benefits in more detail can provide deeper insights and more effective strategies for optimizing the benefits of sports tourism events like the "Tour Delut Tawar."

Conflict of Interest

The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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