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## Sport Tourism As Tourism Development In The Lake Toba Area In The Aquabike Jetski World Championship 2023

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### Abstrak

Penelitian ini bertujuan untuk (1) mengetahui strategi sport tourism sebagai pengembangan pariwisata kawasan danau toba dalam event aquabike jetski world championship 2023; (2) mengetahui potensi wisata berkelanjutan di kawasan danau toba saat event aquabike jetski world championship 2023. Dalam penelitian ini, peneliti menggunakan jenis penelitian kualitatif deskriptif. Sumber data yang digunakan dalam penelitian ini diperoleh melalui buku, website dan kepustakaan yang berhubungan dengan sport tourism sebagai pengembangan pariwisata kawasan danau toba dalam event aquabike jetski world championship 2023. Hasil penelitian ini menunjukkan bahwa (1) Dalam lingkup manajemen event olahraga, event ini dapat berjalan lancar karena kolaborasi pemerintah pusat dan daerah. Sementara manajemen event pariwisata memfokuskan target wisatawan dalam penyelenggaraan event, manajemen event pendukung focus pada antusias wisatawan yang memenuhi venue dan bangkitnya UMKM di Kawasan Danau Toba; (2) Event aquabike jetski yang bertaraf internasional ini potensial menjadi ajang untuk meningkatkan perekonomian. Selain balapan, ada pesta rakyat seperti Batak Art and Culture dan festival kuliner yang memainkan peran penting untuk mengenalkan budaya dan kuliner setempat agar semakin dikenal dunia.

Kata Kunci : *Sport tourism, aquabike jetski, danau Toba*

## Abstract

This research aims to (1) determine the sport tourism strategy as tourism development for the Lake Toba area in the 2023 aquabike jetski world championship event; (2) find out the potential for sustainable tourism in the Lake Toba area during the 2023 aquabike jetski world championship event. In this research, researchers used descriptive qualitative research. The data sources used in this research were obtained through books, websites and literature related to sport tourism as tourism development in the Lake Toba area in the 2023 aquabike jetski world championship event. The results of this research show that (1) Within the scope of sports event management, this event can run smoothly due to collaboration between central and regional governments. While tourism event management focuses on targeting tourists in organizing events, supporting event management focuses on enthusiastic tourists who fill the venue and the rise of MSMEs in the Lake Toba area; (2) This international standard aquabike jetski event has the potential to become an opportunity to improve the economy. Apart from racing, there are folk festivals such as Batak Art and Culture and culinary festivals which play an important role in introducing local culture and culinary so that they become better known to the world.

Keyword: *Sport tourism, aquabike jetski, Toba Lake*

## INTRODUCTION

Sport tourism is sports tourism which refers to travel experiences involved in sports activities. There are several general categories in Sport tourism activities, namely watching sporting events, visiting tourist places or objects, participating or playing an active role in activities (Arjana, 2017). In this case, sport tourism is defined as tourism activities carried out by carrying out sports activities in tourist attraction areas by utilizing the environment and nature or simply watching sports activities in tourist attraction areas. Sports tourism can directly increase physical fitness and inner satisfaction (Isnaini, 2020).

Sport tourism has become part of the tourism industry with very rapid development in various regions in Indonesia. One of the fastest growing tourism industries is sports-related travel. Sport tourism is currently something that is developing because it has a positive influence on other sectors. A touch of sport tourism brings many benefits to the community's economy (Masjhoer, 2015). Through sport tourism, regions can promote according to their potential so that a good marketing effect emerges to attract tourists and investors in that direction. Sport tourism has been proven to be able to build people's confidence in their region. Sport tourism is a consolidation of infrastructure, through sports tourism events to improve and develop the area (Widyaningsing, 2020).

Sport tourism is a type of tourism activity that is developing quite rapidly. North Sumatra, especially the Lake Toba area, offers the development of an international standard

aquabike jetski event called the 2023 world championship aquabike jetski event which has been held on the beach or open sea. The implementation of the Aquabike Jetski sports event in the Lake Toba tourist area is of concern to the government to be able to develop sports tourism which is able to make a large tourism contribution to the surrounding community (Widianingsih, 2023).

The concept of holding a sport tourism event by combining the two sports and tourism activities together is believed to be able to have a positive impact on regional progress. Tourism and sports are able to show their potential as something interesting as recreational sports. The potential lies in the strength and attractiveness of sports which naturally have a symbiotic relationship with the tourism sector. Simply put, sport is an instrument of universal communication across cultures and across nations which is required by transportation, communication, accommodation, culinary services, souvenirs and various other tourism knick-knacks (Bangun, 2014).

As a product of the sports industry, sports tourism requires further management to be able to attract the interest of foreign and local tourists as consumers. The development of sports tourism has great potential as an attraction and means of promoting the local area. People who come to watch an event or championship can also travel while people who watch the championship on television will become interested in visiting the area.

Sport tourism can become something that develops because it has a positive influence on various sectors within the scope of tourism. The construction of a tourist attraction must be designed based on the potential attractiveness of the object, and must refer to various feasibility criteria. The feasibility referred to is financial feasibility, regional economic feasibility, technical feasibility and environmental feasibility (Fitriantono, 2018).

The tourism and sports industry has a huge contribution in improving the economy for local residents (Purba, 2022). Likewise, it will have a positive impact on the region and community as well as small and medium businesses in the host area. Organizing tourism sports in a place can also directly provide benefits to the surrounding community because it can open up business opportunities such as providing food, drinks, transportation businesses, both traditional and conventional. .

This research aims to (1) determine the sport tourism strategy as tourism development for the Lake Toba area in the 2023 aquabike jetski world championship event; (2) find out the potential for sustainable tourism in the Lake Toba area during the 2023 aquabike jetski world championship event.

## RESEARCH METHODS

In this research, researchers used descriptive qualitative research so that understanding explanations and findings will be described in the form of sentences (descriptions). The qualitative descriptive method is a type of method in research that provides a careful picture in the form of descriptions (words) (Zellatifanny, 2018). This research aims to describe sport tourism as tourism development in the Lake Toba area in the 2023 aquabike jetski world championship event.

The data sources used in this research were obtained through books, websites and literature related to sport tourism as tourism development in the Lake Toba area in the 2023 aquabike jetski world championship event. The data collection technique in this research is by reading sources that are relevant to the study. The research then sorts the data that will be included. The final step in the research method is carrying out analysis using Miles and Huberman's perspective, including data presentation, data reduction and drawing conclusions.

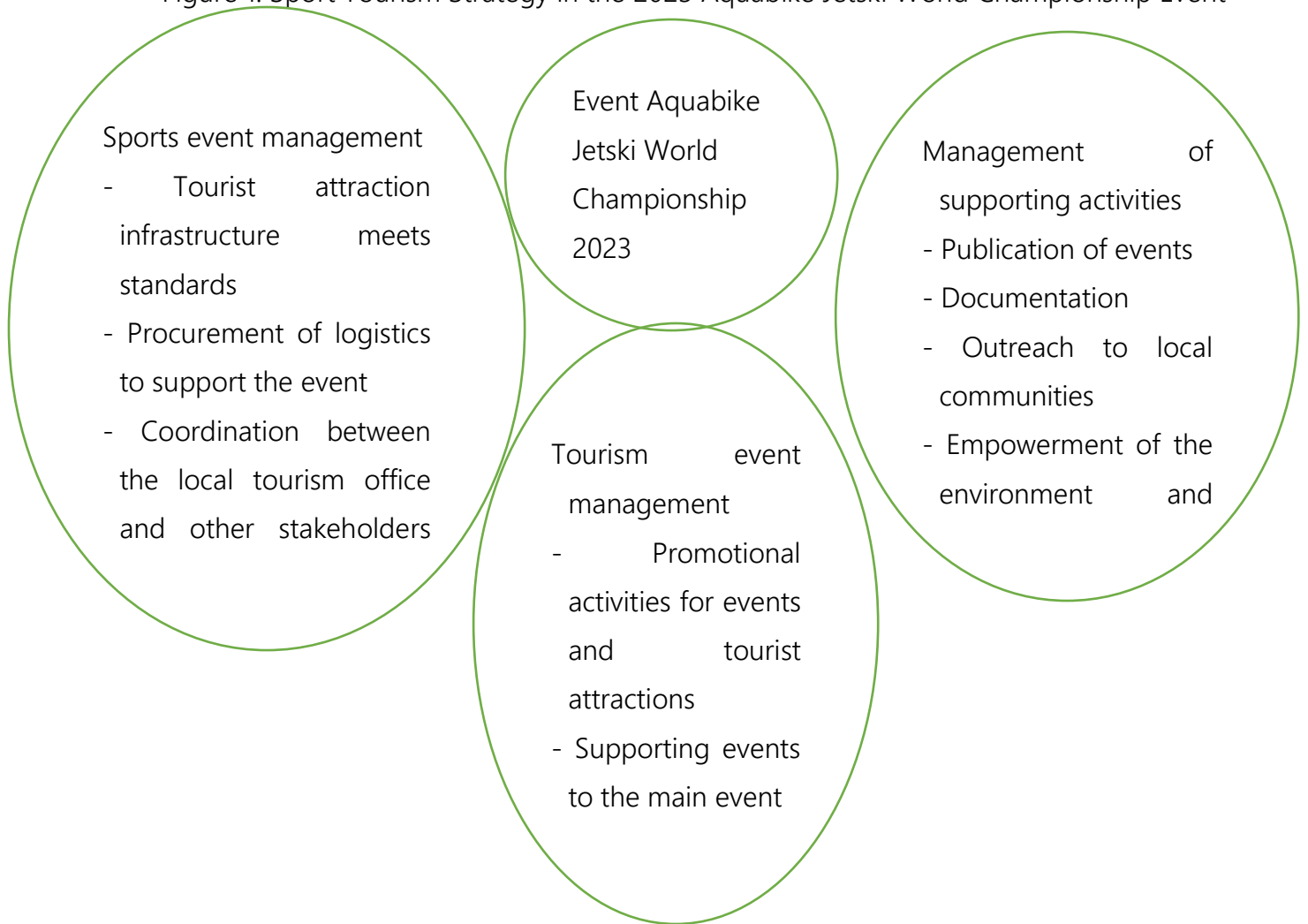
## RESULTS AND DISCUSSION

### Sport Tourism Strategy as Tourism Development for the Lake Toba Region in the 2023 Aquabike Jetski World Championship Event

This research focuses on developing the 2023 Aquabike Jetski World Championship event as sports tourism in advancing Indonesian tourism, especially the Lake Toba area. Through the 2023 Aquabike Jetski World Championship agenda, the government explicitly reaffirms the idea of sports tourism as a world-class sports agenda. The first jet ski racing event held in Indonesia adds to the length of sporting activities with the title of world championship in Indonesia throughout this year.

There are three management scopes that are interrelated with promotional strategies for developing tourist destinations through organizing sports events, namely sports event management, tourism event management, and supporting activity management. Every aspect of management has technical variables that play a role in supporting each other. The overall picture of the development of the 2023 Aquabike Jetski World Championship event can be a reference for the development of similar events in Indonesian tourism destinations.

Figure 1. Sport Tourism Strategy in the 2023 Aquabike Jetski World Championship Event



### *Sports Event Management*

In the scope of sports event management, coordination between the organizer (the local regional Tourism Service under the auspices of the Ministry of Tourism and Creative Economy, namely the district government of North Sumatra Province, namely Karo, Dairi, Samosir and Toba as the venue for holding the event) with other stakeholders, namely the related sports associations already established. This event can run smoothly through collaboration between the central and regional governments when holding the jet ski world championship for five consecutive days in four districts of North Sumatra Province, namely Karo, Dairi, Samosir and Toba on 22-26 November 2023. In five days it will be held, the most visible impact is the increasing level of tourist visits at all competition locations.

As quoted from the official Aquabike World Championship website, this championship is under the auspices of the Union Internationale Motonautique (UIM), the world body specializing in the sport of powerboating. Since it was first held in 1995, this championship has regularly held races in five major categories. The competition includes men's and women's sectors consisting of Runabout GP1, Ski GP1-Ski GP1 Ladies, Freestyle. There are

still Circuit, Parallel Slalom, Endurance, Offshore and Jet Raid. The entire competition combines the rider's skill and the speed of the jet ski being ridden.

Dairi Regency is one of the hosts for the 2023 Aquabike event for the Endurance category. A total of 22 national and world racers competed to become champions in the competition which took place at Tao Silalahi Beach. The Regent of Dairi, Eddy Keleng Ate Berutu, revealed that the implementation of the jetski world championship motivated his party to continue to consistently hold sports tourism concept activities in Dairi Regency. Not just racing, Dairi Regency also offers other interesting activities supported by beautiful geographical conditions.

#### *Tourism Event Management*

In the scope of tourism event management, targeting tourists in organizing the 2023 Aquabike Jetski World Championship is the main focus in event management. The presence of tourists will increase demand for accommodation, transportation, culinary and creative economy products. According to data from the Ministry of Tourism and Creative Economy, the number of visits during the Aquabike event in the Lake Toba area reached almost 100,000 people. This figure far exceeds the government's target of only around 14,000 people. Recently, the concept of sport tourism is being loved by many countries. Indonesia does not want to miss the momentum to get involved in it. Moreover, Indonesia has natural beauty and cultural riches that other countries do not necessarily have.

Acting Governor of North Sumatra, Hassanudin opened the Aquabike Jetski World Championship 2023 Lake Toba Balige series. The opening was marked by a parade of Aquabike racers led by Hassanudin. The Lake Toba Aquabike Jetski World Championship in Balige has succeeded in attracting the public's attention. Thousands of people flocked to the Mulia Raja Napitupulu Harbor Area, Balige, Toba Regency to watch the attractions of the world's Aquabike racers. In the view of the Regent of Samosir Vandiko T Gultom, the Aquabike championship on Lake Toba is a free promotional medium for business actors to have direct contact with potential consumers from abroad.

#### *Management of Supporting activities*

People who were enthusiastic about this event filled the venue, and Indonesian tourism also increased. This boosts tourism in Toba Regency. Not only that, this event also has a big impact on MSMEs around the Lake Toba area, which can be seen from the MSME stands around the Lake Toba area which are busy with tourists.

Figure 2. Aquabike Jetski World Championship 2023 Lake Toba Balige series



Source: aquabike.net

Minister of Tourism and Creative Economy Sandiaga Uno also watched the Aquabike Balige series. According to him, this event was successful in increasing North Sumatra tourism. The hotels are full, both in Dairi, Tanah Karo, Toba. This shows that Lake Toba, if managed well, will improve the economy in Indonesia. The Aquabike Jetski World Championship in Balige is the final series after Karo, Dairi and Samosir. This series will last for two days (25-26 November) involving 45 racers. Also watching the Balige Aquabike series, Toba Regent Poltak Sitorus, InJourney Marketing Director Maya Watono and H2O Racing Marketing Director Raimondo Di San Germano. Also present were the Head of North Sumatra Communications and Information, Ilyas S Sitorus, Kadispora Baharuddin Siagian and other related OPDs.

#### Advantages of the Lake Toba Area

Especially for the event on Lake Toba, the races being held are Ski GP1, Runabout GP1, Ski Ladies GP1, Freestyle and Parallel Slalom. The 2023 Aquabike season will be held in four countries, namely Italy, Hungary, Lithuania and finally Indonesia. The racers came from a number of countries including the United States, Denmark, Italy, Poland, Portugal, France, Sweden, Serbia and the United Arab Emirates.

H2O Racing is the water jet racing promoter who first introduced it to the public in Indonesia, including during F1 Powerboat. For H2O Racing, Lake Toba offers a new challenge in the elite class jetski event which has been popular in Europe since the 1980s. Toba provides spectacular views that they have never encountered during Aquabike events in various countries.

After being bored with coastal areas or lowland lakes, now Lake Toba is an official arena with a more challenging geographical character. According to the Director of H2O, Raimondo Di San Germano, the character of Lake Toba is truly challenging because it is at

an altitude of around 900 meters above sea level with different levels of water salinity, of course providing new challenges for the 94 racers in the championship.

The elevation of Lake Toba also affects engine performance because it has to work harder due to the depletion of oxygen levels at that altitude. Automatically, technicians from each participating team have to rack their brains to find the best settings for their jet ski engines. Apart from that, Lake Toba, which was formed as a result of a super volcanic eruption 74,000 years ago, also influenced water salinity. Based on Raimondo's explanation, a number of racers said that they felt the jolt and impact of the water harder when driving over Lake Toba.

The Italian man assured that this expression was not a complaint, but rather a response to how the racers felt a new experience when competing in Toba. The unique geography of Lake Toba is a challenge that racers and teams must overcome to win the championship title of the event which is held in four districts.

#### Potential for Sustainable Tourism in the Lake Toba Area During the 2023 Aquabike Jetski World Championship Event

The definition of tourism potential according to (Yoeti, 1983), is everything that is found in a tourist destination area, and is an attraction so that people want to come and visit that place. The same understanding of tourism potential as everything that a tourist attraction has and is useful for developing the tourism industry in the region (Hadi, 2021).

The Ministry of Tourism and Creative Economy stated that the 2023 Aquabike Jetski World Championship event which will be held at Lake Toba on 22-26 November 2023 will be able to improve the performance of the tourism sector and creative economy in Lake Toba and its surroundings. Minister of Tourism and Creative Economy Sandiaga Uno during the virtual Media Gathering Aquabike Jetski World Championship 2023 said that international events have the potential to become an opportunity to improve the economy while making destinations, especially Lake Toba, a tourism center for North Sumatra that is increasingly known to the world.

The presence of this event provides promotional support to the Indonesian economy, especially for the community around Lake Toba, especially as this event will take place in Indonesia every year until 2027, where through this event it is targeted to achieve profits of 60-70 percent greater than F1Powerboat. The 2023 Aquabike Jetski World Championship will be held in four districts at once, namely Toba, Karo, Dairi and Samosir. This event is the second international water sports championship hosted by Lake Toba this year. Previously, in February 2023, Lake Toba hosted the F1H2O Powerboat 2023. In the 2023 Aquabike Jetski

World Championship on Lake Toba there were 128 racers from 22 countries participating. A total of 10 riders from Indonesia also appeared via the wild card route.

The 2023 Aquabike Jetski World Championship event starts with the first endurance event on November 22 2023 in Karo Regency, entitled Karo Cup, which is attended by 41 riders. Then, the Dairi Cup was held in Dairi Regency and took place the day after. Then this number will close with the Samosir Cup on November 24 2023 in Samosir Regency. In total, the racers will cover a route of 188 km in this number. After that, the 2023 Lake Toba GP will play a circuit number in Balige City, Toba Regency on November 25-26, which will be attended by 77 riders. In this event, there are five categories contested, namely Ski GP1, Runabout GP1, Ski Ladies GP1, Freestyle and Parallel Slalom.

The Minister of Youth and Sports (Menpora), Dito Ariotedjo, who was appointed as Chair of the 2023 Aquabike Jetski World Championship Organizing Committee on Lake Toba, stated that holding this tournament could have a positive impact on the water sports industry in Indonesia and also to gain world trust regarding the organization of sporting events.

Injourney's Director of Marketing and Tourism Programs, Maya Watono, said that this event was an international event that made Lake Toba, which is a Super Priority Tourism Destination (DPSP), increasingly known to the world. Apart from racing, there are folk parties such as Batak Art and Culture and culinary festivals. This performance is an event to introduce local culture and culinary so that it becomes better known to the world.

Figure 3. Making typical Batak ulos cloth at the UMKM booth around the venue



Source: infopublik.id

The 2023 Aquabike Jetski World Championship and the People's Festival on Lake Toba which was attended by 200,000 visitors succeeded in becoming a showcase for Batak culture that was seen by the world. The people's party which was held in conjunction with the Aquabike Jetski World Championship event proved to be an opportunity to show the diversity of local culture. The friendliness of the Batak people, coupled with the diverse culture presented at this international event, certainly gives a good impression and is a

reason for local and foreign tourists to return to visit Lake Toba.

This event also opens up entrepreneurial opportunities for communities around tourist locations. Businesses that can be developed include providing food, drinks, transportation businesses, both traditional and conventional. The community is not just a beneficiary or mere object, but rather a subject of development. Participation of community skills and expertise in tourism such as making typical food, providing homestays, making tour packages, outbound management, education on making superior village products from garden products, and providing guides or guides.

The existence of sport tourism opens up employment opportunities for local people. Several activities that can involve the community include local guides, street vendors, security officers and parking. The existence of tourism also has an impact on village youth or village youth organizations. Tourism is now community-based tourism (CBT), namely tourism development with high involvement of local communities and can be accounted for from social and environmental aspects.

## CONCLUSION

The sport tourism strategy as tourism development for the Lake Toba area in the 2023 aquabike jetski world championship event has 3 management scopes, namely sports event management through coordination between the organizers (the local regional Tourism Service under the auspices of the Ministry of Tourism and Creative Economy, namely the district government of North Sumatra Province, namely Karo, Dairi, Samosir, and Toba as venues for holding events) with other stakeholders, namely sports associations, tourism event management with the target tourist being the main focus in event management, and management of supporting activities that focus on enthusiastic tourists who fill the venue and the rise of MSMEs in the Lake Toba area.

This international standard aquabike jetski event has the potential to become an opportunity to improve the economy. Apart from racing, there are folk festivals such as Batak Art and Culture and culinary festivals which play an important role in introducing local culture and culinary so that they become better known to the world. The cultural diversity presented at this international event certainly makes a good impression and is a reason for local and foreign tourists to return to visit the Lake Toba area.

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