



INNOVATIVE: Journal Of Social Science Research

Volume 4 Nomor 1 Tahun 2024 Page 7641-7649

E-ISSN 2807-4238 and P-ISSN 2807-4246

Website: <https://j-innovative.org/index.php/Innovative>

Sport Tourism As A Strategy For Indonesian Tourism Development In The 2023 Fiba World Cup Event

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Abstrak

Penelitian ini bertujuan untuk mengetahui (1) potensi pariwisata Indonesia dalam event FIBA World Cup 2023; dan (2) strategi sport tourism sebagai pengembangan pariwisata Indonesia dalam event FIBA World Cup 2023. Penelitian ini merupakan penelitian kualitatif deskriptif. Hasil penelitian ini menunjukkan bahwa (1) FIBA di Jakarta berhasil menghidupkan industri pariwisata di ibukota Indonesia. Dengan menarik perhatian wisatawan internasional, mempromosikan budaya lokal, dan memberikan dampak jangka panjang pada citra kota, kejuaraan basket ini telah membantu menggairahkan industri pariwisata Indonesia khususnya Jakarta; dan (2) strategi sport tourism dalam event FIBA World Cup 2023 terdiri dari strategi SO melalui perencanaan pemasaran sport tourism sebagai pariwisata Indonesia, strategi WO dengan menyusun konsep sport tourism bagi wisatawan, strategi ST melalui kolaborasi pemerintah dan swasta mendukung sport tourism, dan strategi WT dengan mengedukasi dan mempromosikan program sport tourism.

Kata Kunci : *Sport tourism, FIBA, strategi*

Abstract

This research aims to determine (1) Indonesia's tourism potential in the 2023 FIBA World Cup event; and (2) sports tourism strategy as the development of Indonesian tourism in the 2023 FIBA World Cup event. This research is descriptive qualitative research. The results of this research show that (1) FIBA in Jakarta has succeeded in revitalizing the tourism industry in the Indonesian capital. By attracting the attention of international tourists, promoting local culture, and having a long-term impact on the city's image, this basketball championship has helped stimulate the Indonesian tourism industry, especially Jakarta; and (2) the sport tourism strategy in the FIBA World Cup 2023 event consists of the SO strategy through marketing planning for sport tourism as Indonesian tourism, the WO strategy by developing a sport tourism concept for tourists, the ST strategy through government and private collaboration to support sport tourism, and the WT strategy by educating and promoting sport tourism programs.

Keyword: *Sport tourism, FIBA, strategy*

INTRODUCTION

Sport and tourism show the potential that lies in the mutually beneficial relationship between the attraction of sport and the tourism sector. Simply put, sports is supported by transportation, communication, accommodation, culinary services, souvenirs and various other aspects of tourism (Yana, 2021; Kusuma, 2020). In line with Indonesia's natural riches and cultural diversity, Indonesia has become an icon of world sport tourism. The popularity of sport tourism as a type of tourism that is experiencing rapid growth in Indonesia, is marked by the increasing number of international scale sporting events that are starting to pay attention to Indonesia as the organizer or host. Sport tourism has a very big role in driving the tourism sector and creative economy in Indonesia (Sofyan, 2022; Soeswoyo, 2021).

The concept of organizing events by combining sports and tourism activities or better known as sport tourism has a positive impact on the progress of a region (Chersulich, 2020). Sport tourism requires further development to be able to attract the interest of foreign and local tourists (Chang, 2020). The development of sports tourism has the potential to become a tourist attraction as well as promotion of the area. People who witness a sport tourism event can also travel around the event (Widianingsih, 2023).

Organizing sport tourism events is one strategy to increase foreign tourist visits to Indonesia, so that it becomes a momentum for the revival of the tourism sector and creative economy in Indonesia (Putra, 2021). There are at least four sport tourism events in Indonesia which are priorities for the Ministry of Tourism and Creative Economy. The 2023 FIBA World Cup is a priority sport tourism event for the Ministry of Tourism and Creative Economy which will be held in Jakarta, Indonesia. This championship is not only a highlight for basketball

fans but also has a positive impact on Indonesian tourism, especially in Jakarta.

The FIBA Basketball World Cup is considered one of the most prestigious basketball championships in the world (Zhang, 2020). The presence of national teams from various countries, including famous basketball players, and the intense matches held in Jakarta have attracted international interest in basketball. Many spectators came to the city of Jakarta to watch the match in real time. This of course has a positive impact on the Jakarta tourism industry, namely the number of local and foreign tourists has increased.

FIBA World Cup 2023 is a basketball world cup event held from 25 August to 10 September 2023 at the Indoor Multifunction Stadium (IMS) Gelora Bung Karno Area, Jakarta. The FIBA World Cup 2023 event features eight teams from a number of countries, such as Brazil, Spain, Ivory Coast, Iran, Canada, Latvia, France and Lebanon. Several world-class players who compete in the American basketball league, NBA, also attended this match to support their respective countries' basketball teams. Among them are Dillon Brooks (Houston Rockets), Rudy Gobert (Minnesota Timberwolves), Kelly Olynyk (Utah Jazz), and RJ Barrett (New York Knicks). The presence of a number of star players is a special attraction for basketball fans, especially NBA fans, to watch their action live on the court.

This research aims to determine (1) Indonesia's tourism potential in the 2023 FIBA World Cup event; and (2) sports tourism strategy as the development of Indonesian tourism in the 2023 FIBA World Cup event.

METHODS

This research includes qualitative-descriptive research, in accordance with the research objective to describe the potential of Indonesian tourism in the FIBA World Cup 2023 event and the sport tourism strategy as the development of Indonesian tourism in the FIBA World Cup 2023 event. The qualitative descriptive research method is a research method that explains the research findings in form the words (description) in detail (Semiawan, 2021).

The data sources used in this research were obtained from literature sources related to sport tourism strategies as the development of Indonesian tourism in the 2023 FIBA World Cup event. The data collection technique used in this research was reading the sources and then determining the data as material for research discussion. . The data analysis technique used in this research is SWOT analysis related to sport tourism strategies as the development of Indonesian tourism in the 2023 FIBA World Cup event.

RESULTS AND DISCUSSION

Indonesian Tourism Potential in the 2023 FIBA World Cup Event

During the FIBA World Cup 2023 tournament, Jakarta became the center of attention in the sports world. Many tourists from various countries visit this city to support their respective national teams. This has implications for increasing the number of hotel rooms, plane tickets, as well as the use of transportation services and restaurants during the match. Apart from matches, FIBA also provides an opportunity for Jakarta to promote local culture and culinary delights to tourists. A number of side events, such as food festivals and art performances, are held around the match locations. This allows tourists to experience the diversity of Indonesian culture and sample local dishes.

The presence of the 2023 Fiba World Cup in Jakarta will not only provide short-term benefits for the tourism industry, but will also have a positive long-term impact. The city of Jakarta is increasing its exposure around the world as a basketball tournament venue, this will increase the city's reputation as a popular tourist destination. Therefore, it is likely that more tourists will consider Jakarta as a tourist destination in the future. FIBA in Jakarta has succeeded in revitalizing the tourism industry in the Indonesian capital. By attracting international tourists, promoting local culture, and having a long-term impact on the city's image, these basketball championships have helped stimulate Jakarta's tourism industry.

The potential for developing sports tourism in Indonesia is increasingly wide open. The development of a number of sports supporting infrastructure gives Indonesia great potential to hold international competitions. The 2023 FIBA World Cup will bring a new color to sports tourism by attracting the interest of basketball fans in the archipelago and also around the world. On the other hand, there is a special attraction in this year's FIBA World Cup, namely the match location at IMS which is prepared to welcome the basketball World Cup matches. Therefore, IMS was built to international standards and is the only world-class basketball stadium in Indonesia. The construction of the stadium at a cost of IDR 640 was built on an area of 30,720 square meters and can accommodate around 16,000 spectators. The area is large enough so that visitors can also enjoy the tenants outside the competition arena selling various products.

The combination of world-class matches and magnificent state-of-the-art infrastructure has succeeded in attracting tourists, especially basketball fans, to attend IMS. Especially during the top matches, the number of spectators almost reaches the total capacity of the stadium. Even though it is dominated by local Indonesian audiences, the 2023 FIBA World Cup event was also attended by supporters and basketball fans from other countries. One thing that stands out is the supporters of the Latvian team who always fill the stands. In the Latvian match against France, most of the foreigners present were Latvian supporters. According to immigration data, there are around 2,000 Latvian citizens who

came to Indonesia during the 2023 Basketball World Cup this time.

The impact of the event touches a number of sectors, from accommodation, transportation, culinary, to micro, small and medium enterprises (MSMEs). The holding of the 2023 FIBA World Cup further adds to Indonesia's experience in holding international level sporting events. In this way, there will be more opportunities for sport tourism which has the potential to bring in visitors from many regions and also foreign tourists. Carrying out sporting events supported by adequate infrastructure is capable of generating income for the region and foreign exchange for the country. A number of tourism support service sectors, such as hotel accommodation, restaurants and transportation, also enjoy the positive impact of holding this world-class sporting event.

Even though its popularity and exposure is not as big as holding MotoGP and WBSK at the Mandalika Circuit, the 2023 FIBA World Cup is one of the sports tourism developments prioritized by the Ministry of Tourism and Creative Economy this year. Together with F1 Powerboat Lake Toba, FIFA U-20 World Cup and ANOC World Beach Games, the 2023 FIBA World Cup is expected to contribute to increasing tourist visits. Specifically for foreign tourists, the government is targeting this year's number of visits to reach 8.5 million tourists with foreign exchange amounting to 6 billion US dollars. The hope is that the increasing number of world championships held in Indonesia can become a new magnet for developing sports tourism which accelerates the arrival of foreign tourists. Apart from that, it can also increase the number of domestic tourist visits and stimulate the growth of interest in sports throughout Indonesia.

Minister of Tourism and Creative Economy Sandiaga Uno hopes that the FIBA World Cup 2023 international sport tourism event can trigger basketball achievements in Indonesia, that people participate to make various international events held in Indonesia a success. It's not just the competition that attracts attention, but also the enthusiasm and support of the local community who attend each match.

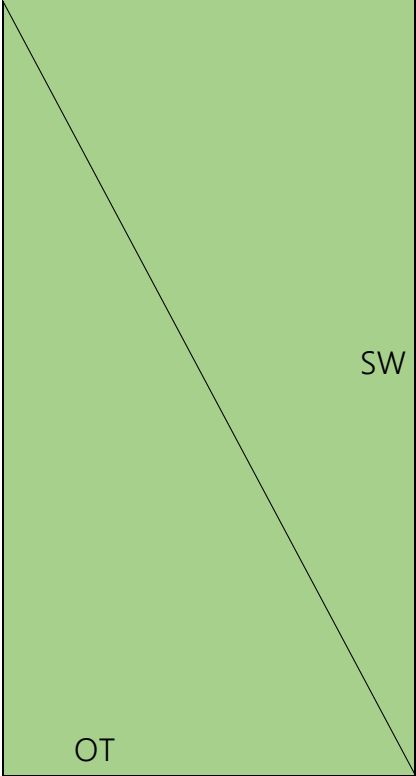
The construction of IMS can also spur the country's basketball achievements to be even better at the international level. The Minister of Tourism and Creative Economy also explained that the Ministry of Tourism and Creative Economy continues to be committed to supporting international events, especially in the field of sports. Sandiaga said that his party would prepare a complete tourist destination package with curated creative economy products. He hopes that the two international events can provide benefits to the Indonesian people, especially in opening up business opportunities and employment opportunities.

Sport Tourism As a Strategy for Indonesian Tourism Development In The 2023 FIBA World

Cup Event

The presence of world-class events certainly has a large multiplier effect, especially on the tourism sector and the creative economy. Starting from the hotel, restaurant, aviation industry, to creative economy MSME players. The 2023 FIBA World Cup is a special achievement for the Indonesian tourism industry. The reason is, this event adds proof that Indonesia is capable of holding world-class sporting events that comply with international standards. Behind that, there is a big effort made by the government to make Indonesia worthy of hosting this sporting event.

Table 1. SWOT Analysis of Sport Tourism Strategy In The 2023 FIBA World Cup Event

 <p>SW</p> <p>OT</p>	<p>Strengths (kekuatan)</p> <ol style="list-style-type: none"> 1. Offers attractive tourist destinations around sport tourism events 2. Involvement of the government and local communities in managing sports tourism 	<p>Weakness (kelemahan)</p> <ol style="list-style-type: none"> 1. Lack of management and maintenance of facilities around the venue 2. incomplete infrastructure 3. Tourist activities do not give the impression of the sport tourism concept 4. fragmented tourist visits
<p>Opportunity (peluang)</p> <ol style="list-style-type: none"> 1. Sports tourism that can help the local economy 2. Become a livelihood for the community around sport tourism 3. Rapid development of information technology 4. More and more digital platforms can be used for promotions so they 	<p>SO Strategy</p> <p>Marketing planning for sport tourism as Indonesian tourism</p>	<p>WO Strategy</p> <p>Develop a sport tourism concept for tourists</p>

<p>can reach consumers all over the world</p> <p>5. Government involvement in attracting tourists</p>		
<p>Treat (tantangan)</p> <ol style="list-style-type: none"> 1. Not yet fully supported 2. Not all tourists like sports tourism 3. Lack of knowledge from the management to make tourism activities into sport tourism 	<p>ST Strategy</p> <p>Collaboration between government and private sector to support sport tourism</p>	<p>WT Strategy</p> <p>Educate and promote sport tourism programs</p>

SO Strategy: Marketing planning for sport tourism as Indonesian tourism

Sport tourism stakeholders take advantage of technological advances to promote the FIBA World Cup 2023 event to a wider range of consumers with the help of social media accounts that promote tourism as a means of promoting sport tourism. The era of digitalization requires tourism stakeholders to maintain the existence of tourist attractions. Tourism Promotion Event Management is tasked with managing efforts to promote Jakarta and its surroundings as a tourist destination which will be the venue for the FIBA World Cup 2023 event. The promotion aims to introduce the area with tourism potential to a wider market, both domestic and especially foreign tourists.

WO Strategy: Develop a sport tourism concept for tourists

Efforts to attract tourists made by the government in line with holding the FIBA 2023 event include preparing tour packages and creative economy exhibitions in various leading tourist destinations as well as ensuring the readiness and improvement of hotel services around the match venues. The government is also increasing the construction of new sports arena facilities that comply with international standards. The presence of IMS adds to the list of international standard sports facilities that were previously provided for a number of other sports. The hope is that more and more world championships will be held in Indonesia so that it will become a new color on the national sports tourism agenda.

The concept of sport tourism has become a lifestyle trend, so the sport tourism concept is used as a refreshing promotional strategy to attract tourists to not only visit to enjoy the FIBA 2023 event but also enjoy various tourist destinations around the stadium. From the

perspective of tourist destination development, the implementation of sport tourism activities can have an impact on promotional efforts and recognition of tourist destinations in the area.

ST Strategy: Collaboration between government and private sector to support sport tourism

Coordination between the organizer (the local regional Tourism Service under the auspices of the Ministry of Tourism and Creative Economy, namely the Jakarta city government as the venue for holding the event) with other stakeholders, namely sponsors, related sports associations and local communities. The implementation of the FIBA World Cup 2023 event is a combination of three managements, including sports management, tourism event management and supporting activity management. Every aspect of management plays a role in supporting each other.

WT Strategy: Educate and promote sport tourism programs

There is a need for education such as training for sport tourism tourism managers in Indonesia so that managers can develop sports tourism tourism concepts that will attract tourists. The next step, the manager can collaborate with private parties such as tour and travel to realize the sports tourism concept that has been prepared. 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. 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.

CONCLUSION

Based on the research presentation, the conclusion of this research shows that the FIBA World Cup in Jakarta has succeeded in revitalizing the tourism industry in the Indonesian capital. By attracting the attention of international tourists, promoting local culture, and having a long-term impact on the city's image, this basketball championship has helped stimulate the Indonesian tourism industry, especially Jakarta. The sport tourism strategy in the 2023 FIBA World Cup event based on SWOT analysis consists of the SO strategy through marketing planning for sport tourism as Indonesian tourism, the WO strategy by developing a sport tourism concept for tourists, the ST strategy through government and private collaboration to support sport tourism, and the WT strategy by educating and promoting sport tourism programs.

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