

# Community-based Sports Tourism Development on Sawahlunto Coal Trail Marathon

Nungky Puspita, Fahrurozy Darmawan, Meizar Rusli  
{nungkypuspita@univpancasila.ac.id, fahrurozy@univpancasila.ac.id,  
meizar@univpancasila.ac.id}

Faculty of Tourism Pancasila University, Srengseng Sawah, Jagakarsa, Jakarta

**Abstract.** Sawahlunto is also one of the cities included in the World Heritage nomination. Sawahlunto is surrounded by Dutch buildings and dating objects that are still standing strong today. Besides that, Sawahlunto is surrounded by hills that have extraordinary natural wealth, starting from the Blue Lake, Happy Hill Guguak Sarai, Cadas Hills, Puncak Cemara and others. The city of Sawahlunto in 2017 held a Sawahlunto Coal Trail Marathon or often called SCTM which was first held. The first event was purely organized by indigenous people from Sawahlunto who wanted their city to rise again. The goal of this work is to GIVE INPUT TO the local government and the Sawahlunto community as input for the development of community-based sports tourism in order to increase tourist visits and the changes that occur due to the presence of sport tourism

**Keywords:** sport tourism, community-based tourism, sawahlunto

## 1 Introduction

The tourism sector is a potential sector to be developed as a source of regional income. In an effort to increase local revenue, the development program and utilization of resources and regional tourism potential are expected to contribute to economic development. Tourism is seen as a multidimensional activity in a series of development processes. The development of the tourism sector concerns social, economic, and political aspects (Spillane, 1994: 14). This is in line with what is stated in Law Number 10 of 2009 concerning Tourism which says that the Implementation of Tourism is intended to increase national income in order to improve the welfare and prosperity of the people, expand and equalize business and employment opportunities, encourage regional development, introduce and utilize objects and tourist attractions in Indonesia and foster a sense of love for the motherland and strengthen friendship between nations.

One type of tourism that shows an increase in specialization is sports tourism (Sport Tourism). Sport Tourism or Tourism for sports is a new paradigm in the development of tourism and sports in Indonesia. However, Sports and tourism are two disciplines that can be integrated so that it has the power and double effect to increase tourist arrivals, especially foreign tourists who are a particular target of the Indonesian government. Therefore, tourism sports currently receive significant attention from the government, private sector, the sports industry, the tourism industry, academia, and the wider community.

There are several potentials that can be developed in the Sawahlunto area, one of which is the concept of sport tourism because of the supporting natural potential. However, this concept needs to be integrated with the role of the community in its development. The data that has been summarized in recent years recorded the changes felt by the community and tourists visiting Sawahlunto as follows.

Sawahlunto City in 2017 held the Sawahlunto Coal Trail Marathon or often called SCTM which was first held. In this first event purely organized by the indigenous people of Sawahlunto who want the city to rise again. SCTM is a sport tourism in a marathon that is somewhat different from other marathons. This SCTM has a very extreme yet exciting running route where the route surrounds the town of Sawahlunto through hills where the route is uphill and surrounded by shady trees that offer views of the city of Sawahlunto. In this first

event, the role of the government was not too prominent but it still received the attention of the Sawahlunto city of Culture and Tourism Disparbud, and the concept was simple with no more than 100 participants with an equal prize. However, in this organization the community participation was very felt and the community felt happy because by holding this SCTM they felt reunited to build the city of Sawahlunto.

It is from this background that the importance of this research is to provide a concept model for the development of community-based sport tourism to see the impact of change after the sport tour event. And see an increase in tourist arrivals to support government programs. This research is also in line with the university road map, which is community-based tourism development where this finding can contribute to the local government and Sawahlunto community as input for the development of community-based sport tourism in order to increase tourist visits and changes due to sport tourism.

## **2 Sport Tourism**

Tourism for Sports (Sports Tourism) Is tourism carried out in order to train physical agility and spiritual refreshing. Sport tourism according to Spillane (1987: 30) This type can be divided into two categories:

- a. Big Sports Event, namely tourism carried out because of major sporting events such as the Olympic Games, World Cup, and others.
- b. Sports Tourism of the Practitioner, namely sports tourism for those who want to practice and practice it themselves, such as mountain climbing, basketball, soccer, and others.

Sport tourism if translated into Indonesian is equivalent to the word sports tourism. Approximately sport tourism means understanding tourism activities that are combined with sports activities, or exercise while traveling or vice versa. The experts divide sport tourism into two categories, namely touring while watching sports matches and touring while participating in sports events. Sports tourism is a tourism activity that is carried out by doing fun sports activities, generally carried out in the area of tourist attractions. Sports tourism is one of the types of tourism activities whose development is quite rapid in our country, especially in the area of famous beach tourism objects such as Bali, Lombok and Anyer. Types of tourism activities that fall into the category of sports tourism activities for example; Rafting, Paragliding, Water skiing, Fishing, swimming, pool, golf and others ([www.pekalongankota.com](http://www.pekalongankota.com)). Based on the above definition, it can be seen that Sports Tourism is aimed at a journey of people who aim to see or witness a sports party in a place or country in the sports activity itself. Tourism aims to meet the satisfaction of doing sports activities that are enjoyed such as fishing, hunting, deep sea diving, skiing, hiking, boating, etc.

Tourism and sports are two disciplines that can be combined so that they have the power and multiple effects for economic growth in Indonesia in general. Therefore, tourism and sports (Sport Tourism) are currently receiving great attention from the government, private sector, the sports industry, the tourism industry, academia and the wider community. Sport Tourism is a new paradigm in the development of tourism and sports in Indonesia. Sports tourism is able to show its potential as something interesting, so that it can create a tourist attraction that can make multicultural tourism.

In the Law of the Republic of Indonesia No. 3 of 2005 concerning the national sports system it also states that recreational sports are sports that are carried out by people with a passion and ability to grow and develop in accordance with the conditions and cultural values of the local community for health, fitness, and pleasure (article 1 verse 12). In this case sports and tourism have the same destination. If sport aims to provide pleasure then tourism is an activity carried out to get pleasure.

### 3 Community Participation

Tourism development related to the development of community participation can increase opportunities and opportunities for the community to enjoy the benefits of tourism for improving welfare. Thus we need a concept of tourism development that emphasizes the role and empowerment of local communities, which came to be known as community based tourism (CBT) and is the basis of sustainable tourism development. Community-based tourism enables the achievement of benefits for the community resulting from tourism activities based on decision making in accordance with consensus and control of the local community (Supriana in Hermantoro 2011).

Community participation, namely involving all citizens in management, such as the existence of community participation institutions in decision making (hearing forums, community surveys) and the existence of community institutions that have the right and ability to give opinions to the government (associations, associations, neighborhoods, RT / RW). Communities must be active in institutions and institutions to influence public decisions. The advantages of community-based tourism development, which is to help create new opportunities for the development of community life, regional development to study the past, and be able to promote the balance of the natural environment, objects of cultural heritage, comfortable living and local genius (Natori, 2010: 53).

Participation by the community varies in level, as a result of the different scale of activities. Participation includes, for example, coercion, participation with power and threats, participation because of impulse, passive participation and spontaneous participation (Tosun, 2006: 494). According to (Pretty, 1995), there are seven typologies of participation that describe the lowest level of participation, called passive participation to participation that occupies the highest level with the formation of independence, as follows:

1. Passive participation where the public receives information that is happening or that has already happened. Unilateral announcements by project implementers without regard to community response as program targets. The information exchanged is limited to professionals outside the target group.
2. Informative participation where the community answers research questions for the project but does not have the opportunity to be involved and influence the research process, the final accuracy of the research cannot be discussed with the community
3. Consultative participation in which the community participates consultatively while outsiders listen, analyze problems and solve them. There is no opportunity for joint decision making. Professionals are not obliged to submit community views (as input) for further action.
4. Participation in incentives in which the community provides rewards and services to obtain incentive rewards in the form of wages even though they are not involved in the learning process or experiments conducted. The community does not have a stake in continuing activities after the incentives are stopped.
5. Functional participation in which the community forms a group as part of the project after the main decisions have been agreed. In the initial stages the community depends on outsiders but gradually shows its independence.
6. Interactive participation where the community plays a role in the analysis of activity planning and institutional formation or strengthening. Tend to use interdisciplinary methods that look for diversity of perspectives in a structured and systematic learning process. The community has a role to control over the implementation of their decisions. So it has a stake in the whole process of activities.
7. Participation in independence in which the community takes its own initiative freely (not influenced by outsiders). To change the system or values that they uphold. They develop contacts with other institutions to get the support and technical assistance and resources needed. The community holds control over the use of existing or used resources.

## 4 Study Methods

This study uses a qualitative descriptive research design. Qualitative descriptive research is one of the types of research included in the type of qualitative research. The purpose of this study is to reveal events or facts, circumstances, phenomena, variables and circumstances that occur during the research by presenting what actually happened. This study interprets and describes the data concerned with the situation that is happening, attitudes and views that occur in a society, conflict between two or more conditions, the relationship between variables that arise, differences between existing facts and their influence on a condition, and so on .

According to Nazir (1988), the descriptive method is a method of examining the status of a group of people, an object, a set of conditions, a system of thought or a class of events at the present time. The purpose of this descriptive study is to make a systematic, factual and accurate description, description, or painting of the facts, properties and relationships between the phenomena investigated. Meanwhile, according to Sugiyono (2005) states that the descriptive method is a method used to describe or analyze a Personal Document but is not used to make broader conclusions. According to Whitney (1960), descriptive method is the search for facts with the right interpretation.

The problem that can be investigated and investigated by qualitative descriptive research refers to quantitative studies, comparative studies (comparisons), and can also be a correlational study (relationship) between one element with other elements. This research activity includes data collection, data analysis, data interpretation, and finally a conclusion is drawn that refers to the data analysis.

## 4 Findings and Discussion

Sawahlunto City is one of the cities in the province of West Sumatra, Indonesia. The city, located 95 km northeast of Padang, is surrounded by 3 districts in West Sumatra, namely Tanah Datar district, Solok district, and Sijunjung district. Sawahlunto City has an area of 273.45 km<sup>2</sup> which consists of 4 districts with a population of more than 54,000 people. During the Dutch East Indies government, the city of Sawahlunto was known as a coal mining city. The city was dead after coal mining was stopped.

At present the city of Sawahlunto is developing into an old multi-ethnic tourist city, making it one of the best old cities in Indonesia. In the city which was founded in 1888, many old buildings are left over from the Netherlands. Some have been designated as cultural heritage by the local government in the context of encouraging tourism and declaring Sawahlunto to be a "Cultured Mining Tourism City".

In the Sawahlunto 2020 Agenda for Creating a Cultured Mining Tourism City (Sawahlunto Municipal Government, 2001), the city government consciously exploits the existence of urban heritage buildings along with urban space patterns as an attraction. Most city government programs to achieve this vision are carried out through the development of the Old City. Focus is placed on sites or sites for mining tourism, mine processing plants, and socio-cultural products. This indicates that Sawahlunto City wants to be directed as a city with a mining heritage identity. One of the concerns of the city government is the maintenance of the quality of the urban environment which becomes difficult to maintain due to the very low economic development of the city.

The Tourism Office has a vision to make Sawahlunto City a Culture of Mining Tourism City, therefore the Tourism Office continues to improve its quality for the realization of Sawahlunto's current vision. During this time the communication media to promote Sawahlunto through brochures, posters, booklets and the web. But lately the number of tourists visiting the city of Sawahlunto has decreased even though it has been continuously promoting through print and web media, it makes the Department of Tourism continue to strive to make more promotional media that can introduce Sawahlunto City to tourists.

Once in a while the city of Sawahlunto became a dead city, no more mining. The depletion of coal reserves means that the employment of some communities has also been

depleted, which has resulted in a reduction in the population of Sawahlunto. To avoid this impact, the government began to formulate strategies and utilize the potential of the region in the city of Sawahlunto for development as in the regional regulation Sawahlunto No. 2 of 2001 concerning the vision of the city of Sawahlunto as a mining tourism city in 2020.

Sawahlunto region is a former mining area which has now become a tourist destination for local and foreign tourists. The area that used to be only a jungle then became a coal-producing city or commonly called the city of charcoal and the number of newcomers made the city bustling and growing as a small town.

The Coal Trail Marathon was first held in 2017 where the SCTM event was held because it wanted to introduce the Sawahlunto area. The natural beauty of Sawahlunto is very beautiful and makes the lovers of running have the idea to hold a different marathon by presenting an uphill trail and land with a natural view.

The history of the initial Coal Trail Marathon was held because the community ran in Sawahlunto who wanted a different atmosphere when running. And Sawahlunto City has natural and historical potential. In the beginning the first Coal Trail Marathon was held in 2017 with less than 100 participants from the running lovers community. The Coal Trail Marathon event was attended by lovers of running both domestically and abroad. Then the lapse of one year because of the excitement of the previous event the second year Coal Trail Marathon was held in October 2018 with the number of participants more than 100 participants from the running lovers community and local people who began to participate.

In each organization the SCTM is organized and made by the people of Sawahlunto. Community participation is needed to choose a winning and different trail but it is safe for SCTM participants who want to feel the difference between other marathon competitions and SCTM. The village head of Kubang was very influential in the formation of the SCTM. For your support and hard work, this SCTM can be implemented.

The SCTM program was fully supported by the local government which made SCTM even more lively. The Sawahlunto City Tourism and Culture Office is very supportive with this SCTM event.

SWOT		(Strength)	(Weakness)
IFES		<ol style="list-style-type: none"> <li>1. Memiliki sejarah kota pertambangan yang melekat dimata dunia</li> <li>2. Masyarakat yang saling mendukung untuk pengembangan kota wisata</li> <li>3. Partisipasi masyarakat yang kuat dalam penyelenggaraan event</li> <li>4. Mekanisme kerja yang berbeda dari yang lain, bersifat kekerabatan, kekeluargaan, dan professional.</li> </ol>	<ol style="list-style-type: none"> <li>1. Kurangnya pengetahuan dalam penyelenggaraan event management</li> <li>2. Kurangnya amenitas yang terdapat di kota Sawahlunto sebagai penyelenggara</li> <li>3. Kurangnya dalam pemasaran (promosi)</li> <li>4. Kurangnya entertain dalam penyelenggaraan event</li> </ol>
EFES			
	(Opportunities)	Strategy (SO)	Strategy (WO)
	<ol style="list-style-type: none"> <li>1. Mendapatkan dukungan dari pemerintah setempat</li> <li>2. Memiliki wisata tambang yang luar biasa indahnya yang tidak dimiliki daerah lain</li> <li>3. Belum ada event marathon yang sejenis di daerah Sumatra barat</li> <li>4. Meningkatkan perekonomian masyarakat</li> </ol>	<ol style="list-style-type: none"> <li>1. Membuka toko souvenir</li> <li>2. Pengembangan guide untuk masyarakat yang ramah terhadap wisatawan</li> </ol>	<ol style="list-style-type: none"> <li>1. Mempelajari strategi promosi dalam jalur internet</li> <li>2. Penyuluhan kepada masyarakat dalam menyelenggarakan sebuah event</li> <li>3. Menyisipkan penampilan entertain untuk menghibur wisatawan maupun para pelari</li> </ol>

setempat		
(Threats)	Strategy (ST)	Strategy (WT)
1. Pihak-pihak investor yang menginginkan acara tersebut di kelola seluruhnya oleh mereka. 2. Sudah banyak terdapat penyelenggaraan yang sama di beberapa kota di Indonesia 3. Terjadinya tanah longsor 4. Perubahan cuaca yang tidak dapat diperkirakan	1. Membuat perjanjian dengan investor dalam penyelenggaraan event 2. Pertimbangan dalam memilih waktu pelaksanaan event bekerjasama dengan BMKG setempat	1. Pembuatan event entertainment dengan mengajak investor bergabung 2. Membuat event management yang tersekrutur

Based on the results of the SWOT Matrix above, we found four strategic alternative sets arranged based on strengths, weaknesses, opportunities and threats. The result is the emergence of SO, ST, WO, and ST strategies. At this stage, which strategy will be chosen to develop the SCTM Implementation in Sawahlunto based on Special Events according to Goldbett viewed from the results of the weighting has been done.

The selection of some of the strategies in table 5.4 that is suitable for developing the implementation of SCTM in the city of Sawahlunto based on the Goldbett Special Event is WO. Because of the weaknesses of SCTM in the city of Sawahlunto this is very much but can be minimized by the opportunities available. The WO strategy is as follows:

1. Learn the promotion strategy  
Here the public is given counseling about promotional techniques, to carry out more effective promotions carried out 3-2 months before the event. promotions are carried out in advance of the preparations for the participants. Starting from the schedule or physical exercise.
2. Learn about E-marketing especially in the world of social media such as Facebook, Twitter and Instagram which are easy to facilitate promotion. Where in this millennial era a lot of people use social media.
3. Counseling to the community in organizing an event  
In addition to counseling about community promotion strategies, knowledge about appropriate event management is given, such as Goldblatt's (2002) theory, ranging from research, design, planning, coordination and evaluation.
4. Insert an entertainment program  
Provide a little entertainment such as, performing arts, singing and dancing typical of West Sumatra. To provide entertainment for tourists who come and can also for runners who have finished and enjoy the existing entertainment.
5. Provide a Bazaar Stand.  
To look more lively and colorful, there are sponsorship stands and rental stands available for the people of Sawahlunto who want to sell goods, food or drinks that can be served to tourists. It can attract city tourists around West Sumatra.

## 4 Conclusion

Sawahlunto City has a tourist attraction that is different from the others because Sawahlunto City was a coal city during the Dutch colonial period. The main attraction in this city is the mining tourism attraction, where visitors can take a step back at the former mining area that was built during the Dutch East Indies government. Sawahlunto City is now developing in the field of tourism, one of which is by creating an annual event. Sawahlunto Coal Trail Marathon

is now an annual agenda of the Sawahlunto Tourism and Culture Office. Which if an area becomes a tourism destination there is an important component, namely 3A (Attractions, Access and Amenity).

- Sawahlunto Coal Trail Marathon is the first marathon trail to be held in West Sumatra. After its first success in 2017, SCTM comes with a more challenging and fun concept. Sawahlunto Coal Trail Marathon "RUN TOURIST CULTURE". In the Implementation of SCTM organized by the people of Sawahlunto, all the concept of the event, the form of the content of the event as well as planning in the selection of routes are all thoughts of the Sawahlunto city community assisted by expert teams. The people of Sawahlunto city are very enthusiastic in organizing this SCTM event. The participation of the community of Sawahlunto in organizing SCTM includes informational, consultative, functional, interactive and independent communities.

- Development strategies that can be carried out in organizing SCTM events, namely by providing knowledge to the public to learn about promotional strategies on the internet. Here the public is given counseling about marketing techniques. And E-marketing especially in the world of social media is easy to facilitate promotion. Then to carry out more effective promotions carried out 3-2 months before the event. then counseling the community in organizing an event. In addition to counseling about community promotion strategies, knowledge about appropriate event management is also given.

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