

Examining the Impacts of Sport Tourism Event in Strengthening Local Economy: The Case of Manado Fiesta 2018 in Manado, Indonesia

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Abstract: This research was based on the efforts of the Manado City Government in carrying out the Fiesta Festival, in an attempt to introduce, promote and strengthen the image of the city's destinations as a paragliding tourism center. The Fiesta Year 2018 was an exploration event in the municipal, which featured seven festivals (F7), consisted of Fish and Coral, Food, Fashion, Flying, Fair, Fun-music and Faith. The flying element however involved the implementation of sports events, which included paragliding competition on Mount Tumpa, conversely promoting the site as a leading tourism destination in the city of Manado. This research was conducted in a location where participants in the international accuracy, took off at Mount Tumpa, Tongkaina Village, Bunaken District, Manado City. The design that was implemented was descriptive qualitative, carried out by direct observations, interviews and documentation. The results indicated that vacationists who came to witness and converse directly to those involve in the paragliding sports at the Manado Fiesta 2018 were of the wanderlust type. This was because they were young individuals that were motivated to gain new experiences. The promotion that embarked by the committee regarding paragliding was very good and clear, further strengthening the image of the city, as a place of sports tourism, especially paragliding. The results of the interview showed that the implementation of Manado Fiesta event 2018 was successfully carried out, due to it being well known for its good promotion as an input of the reflection of the destination as a paragliding, natural and sea nuances. However, there were a number of corrections that must be made, such as the provision of transportation to the location of the activities, which included shuttle buses and other utility facilities, such as trash cans, shelters and places of worship.

Keywords: sports tourism; Manado Fiesta; event

1. Introduction

Tourism is the largest service industry in the world, with a multiplier effect that significantly affects economic growth, which had therefore been adopted by the government as a mainstay sector, to support the welfare level of the City of Manado. Furthermore, the government has put in efforts to hold the Manado Fiesta festival, in order to introduce and promote the image of the municipality as a foreign tourist destination. This Fiesta is an event, which features seven festivals (F7), consisting of Fish and Coral, Food, Fashion, Flying, Fair, Fun-music and Faith. Various activities were prepared and one of which was the implementation of tourism sports activities, which included paragliding competitions. The maiden kickoff was held in 2017, with the theme, "Manado Our Home Together, Conserve Bunaken Marine Park" and the paragliding competitions were held as a series of the programme. On Mount Tumpa, in 2018, the theme "Diversity in Harmony" was used, which was a brand of the Manado tourism as well. Paragliding is one of the branches of aerospace sports with several standard flight classes, appearances and competition collection. The Indonesian Hang-Gliding Association (PLGI) is the parent of the sports organization, under Aero Sport Indonesia Federation (FASI). Furthermore, this sport is one of the tourist attractions, favored by both local and foreign guests visiting the city at the Tumpa Mountain Forest Park, located in Bunaken sub-district with

beautiful view of the sea, mountains and the whole city. The sports competition is further expected to shapen the figure of the destination hence it can be perceived as it ought to be. In order to increase visits, the feature of a tourist site is an important factor as this is very necessary in the face of competitions, especially against places with the same level of beauty and attraction.

2. Literature review

2.1. Sport Tourism

According to Gozalova *et al* (2014), people travel for various reasons, for example, to see other countries and continents, modernization in the cities and the ruins of ancient monuments. They also travel to enjoy beautiful places or to observe changes in scenery, to relax or to do business. Furthermore, it is accurate that the potential of sport, existing in a tourism area is appointed and developed, in order to attract the interest of tourists, both locally and otherwise. The areas of the site that are well catered for, have greater tendency to attract tourists, this is in line with the theory by Goeldner and Ritchie (in Zemla, 2016: 2) that “*tourism destination is a particular geographic region, within which the visitor enjoys various types of travel experiences*”. Furthermore, it can be concluded that the destination of tourism is a specific geographical area, where guests enjoy a variety of travel experiences, which is expected to further attract the interest of tourists to pay a return visit to the developed tourist areas. People, who travel, are generally motivated by the activity, which is in line with the theory of Suwena and Widyatmaja (2017: 58) who stated that, encouragements for traveling are very natural and can happen to anyone at anytime or anywhere. Furthermore, this does not have to be arranged systematically and tiered, as Gray, for example, stated that, the first motivation for touring was to go to a place that had never been visited (wanderlust). A strong desire to engage in travels or to explore the "new world" was to get first-hand experience of seeing new cultures and places. The second encouragement was to experience places that offer something unique and specific (sunlust). Furthermore, it is the desire to obtain the feeling or satisfy special needs, with specific elements that cannot be found in the place (local).

Various methods, with which tourism is promoted, in various regions of Indonesia, include the use of sports. The destination of British Columbia (2013: 2), provides the opinion that "Sport tourism is a significant element in world tourism, which has a highly competitive niche business. As interest and participation in sports, grows within the leisure industry, the desire for people to compete or to spectate has equally advanced". Furthermore, it can be concluded that this activity is an important element in the world of tourism and its position is very aggressive because interest and participation in sports is advancing, in the entertainment industry as people's desire to travel increases. According to Astuti (2015), the potential of this event, elevates the involvement of community participation, in order to increase global competitiveness and foreign exchange income. Furthermore, Grabowska (2016) revealed that interest in sports tourism is as a result of the increasing need for intense emotions, impressions and also the amount of free time and income. This was therefore observed in the development of various methods to spend leisure time, as well as the growth of recreation itself, which has led to the development of new forms of tourism and sports, as well as continuous modification.

Previous research on sports tourism, carried out by Yildiz and Cekic (2015), on the title "Sports Tourism and its History and Contribution of the Olympic Games to Touristic Promotion" indicated that the importance of sports tourism is not limited by the number of sports participants and fans, however, it influences the infrastructure investment, obtained by the provinces. Hosting the event also plays an important role as a future investment in these cities. Investments made turning into a center of sustainable attraction including sport tourism and the Olympics. It is estimated that the investment costs, made for these organization, as well as the long-term income are directed towards the future period must be considered. Sport tourism in recent years has been held to promote travelling in various regions of Indonesia and in a variety of international competitions, routinely held which include Ironman on Bintan, Tour de Flores, Tour de Singkarak surfing and paragliding competitions.

2.2. Paragliding

Paragliding is a free-flying sport, which is interpreted as a parachute that is flown, with the capability to lift the pilot's body. This apparatus or plane takes off from a hillside or mountain, utilizing the wind and the pilot's feet (www.paragliding.web.id). The air is used as a lifting resource, which causes the gadget to float high in space by two mechanisms, which include, rising wind which hit the hillside (dynamic lift) and the rising wind caused by thermal (thermal lift). Furthermore, with these two sources, the pilot can fly very high and reach very long interesting distances without using a machine. Previous research, carried out by Pavic *et al* (2013), entitled, "Potential for Paragliding Tourism Development in Niska Banja (South Serbia)", stated that Niska Banja possesses many benefits by having this event conducted as a week long activity, further bringing a large number of fans to the site. Paragliding supporters are prepared to travel long distances, if certain places provide adequate conditions for practicing paragliding and Niska Banja offered it, hence bringing more tourists to the travel destination.

2.3. Tourism Destination

According to the World Tourism Organization (Adiati & Basalamah, 2014) the definition of destination was "*Part of destination. A homogeneous tourism region or a group of local government administrative regions*", which are also a part of the homogeneous tourism areas or a group of regional government administrative provinces. Furthermore, according to Law Number 10 of 2009 on tourism that there geographical areas, present in one or more legislative zones, where there are attraction sites, public and tourism facilities, accessibility and communities that are interrelated, which complements the realization of tourism. Manado Fiesta 2018 event, that was held in capital of North Sulawesi province and became a tourism destination. Furthermore, this city has many interesting destinations to visit and the most famous attraction sites are the Bunaken islands or Bunaken National Marine Park. Besides this, it is also a great tourist place as it has previously been studied by Tondobala (2012) in a publication, entitled "Feasibility of Manado City Center as a Tourism Destination", which stated the potential of natural, historical and artificial objects. These advantages have not been supported by urban design techniques and adequate infrastructure, as well as a stand alone tourist entities, in crating the image of the city center. The oportunity for this development, which involves conducting events and activities have not been formulated. However, if designed properly, they can increase attractions and conversely be capable of realizing animations in the city center. Therefore, the Manado City Government has a very important role to play in providing support for the development of tourism.

3. Material and Methodology

3.1. Data

The population in this study included tourists, who observed the paragliding activity at the 2018 Manado Fiesta Festival. Research samples for tourists were determined by accidental sampling, which included the technique of determining the specimen, based on coincidence as anyone who accidentally met with the researcher, was considered suitable as a source of data. Furthermore, this method could be classified as purposive sampling, under the assumption of Non Probability. Respondents were 20 tourists, considered as representatives of those who came to watch paragliding sports events at the 2018 Manado Fiesta festival and 10 participants of the competitions. The information obtained in this research, were processed into narrative tables and descriptive data, supported by the results of documentation in the field, which included photos to visually display the actual conditions of the location.

3.2. Method

This was a descriptive qualitative research involving direct observation, interviews and documentation. This method was used to examine the status of a group of humans, objects, conditions and a system of thought and events that occur (Antara, 2008). The purpose of this study therefore was

to systematically, factually and accurately produce an exploratory picture or painting, regarding the facts, properties and relationships between the various characteristics to be examined. Furthermore, by using the technique of direct observation, interview guides with in-depth interviews and documented studies, a description of what actually happened was formed and an attempt to obtain facts, related to tourist perceptions of paragliding events at the Manado Fiesta festival, in shaping the image of tourism sports destinations in Indonesia were made.

4. Results and discussion

The province of North Sulawesi has held an event called Manado Fiesta 2018, which consists of Fish and Coral, Food, Fashion, Flying, Fair, Fun-music, and Faith. At the site of the event, there was a sport tourism agenda, entitled "Paragliding International Accuracy Open" held on September 2 to 4, 2018 in Tumpa Manado Mountain Forest Park. The province has a great potential in this aspect as well as in organizing the International Accuracy Open at the 2018 event, previously a 2018 paragliding competition was held in Manado which was also in preparation for the Sea Games (manado.tribunnews.com). Paragliding National Championship was held at Bukit Tetempangan, Manado, North Sulawesi Province. According to the Commander of Sam Ratulangi Air Base, Colonel Nav Insan Nanjaya this activity was attended by 116 best athletes from all over Indonesia and it lasted for four days, from June 28 to July 1, 2018. In 2017, Manado of North Sulawesi hosted the world paragliding championship entitled Paragliding Accuracy World Cup (PGAWC) at the same site on March 17-19, 2017 attended by 12 countries (www.liputan6.com).

4.1. Participant of Manado Fiesta event 2018

After successfully carrying out the Manado Fiesta 2017 festival, the 2018 edition was themed "Diversity in Harmony", which further propelled the tourism brand of the city. Jalan Boulevard Dua was chosen and introduced as the location by the government as a leading tourism area in North Manado. The 2018 edition met and enlarged the entire municipal, with the aim to further promote it as a major international destination with numerous beautiful dive sites. Various events (7 festival activities) had been prepared in several parts of the city, consisting of Fisco, Flying, Food, Fair, Fashion, Funtastic and Faith. The event started with fisco, an adventure that showcased the best underwater attractions around Manado, closely followed by fashion shows, paragliding, music, culinary shows and a series of worship and thanksgiving to close the main festival. Based on the agenda, the flying activity was held on September 2-4 2018 in the Tumpa Mountain Forest Park and titled "Paragliding the International Accuracy Open" and the Paragliding International Accuracy Open was organized by the Aero Sport Indonesia Federation of North Sulawesi. The research data was further divided based on tourist characteristics, gender and age and the championship was contested in two categories of competition, which included landing accuracy of male/female juniors and landing accuracy of the master and team. There were 89 participants in the championship from various provinces in Indonesia, which includes West Sumatra, DKI Jakarta, West, Central and East Java, Central Sulawesi, North Sulawesi, PTP Ats, PTP Garuda and overseas participants, such as Malaysia, Hungary, Hong Kong and Romania. Furthermore, the special senior category players, used FAI rules in their assessment and the results of the following interview:

"Participants who take part in this championship are pilots who already have PL 2 licenses and a Sporting License because Paragliding is an international championship that involves second category for world rankings, especially senior category participants, who use FAI rules in their assessment" (Pers. com. 2018).

The category in the international championship consisted of teams, masters, junior boys (PL1 licenses), junior girls (PL1 licenses), senior men (PL2 licenses and above) and senior women (PL2 licenses and above). Foreign participants who took part in the Paragliding International Accuracy Open activities, were specifically from Hungary and Romania, while those who registered, came from Malaysia, Hungary, Hong Kong and Romania.

4.2. Impacts of Manado Fiesta event 2018 to local economy

In general, the Manado Fiesta 2018 event impacted on several areas, which included:

4.2.1. Industry and trade sector

The event which was held on 1-10 September 2018, positively contributed on the industrial and trade activities in the city of Manado. Data obtained by the city industry and trade office, from business people in the following tables:

Table 1. Impacts of MF 2018 on industry

No	Type of Industrial Products	Increased Sales Turnover
1.	Crafts (coconut wood, souvenir key chains, fans, etc.)	±40%
2.	Food (abon cakalang, sambal roa, Manado specialty cakes, klapertart, etc.)	±90%
3.	Convection	±60%
4.	Printing	±80%
5.	Kaeng Manado	±90%
6.	Beauty salon	±90%

Source: Survey, 2018

Table 2. Impact of MF 2018 on trade activities

No	Type of Trade	Increased Sales Turnover
1.	Traditional Market (6 locations)	±60%
2.	Modern Market:	
	- Supermarket	±50%
	- Mini Market	±30%
3.	Mixed Store	±20%
4.	Small shop	±20%
5.	Building Material Store (Fisco carnival)	±40%

Source: Survey, 2018

4.2.2. Tourism Sector

Outcomes of tourism from Manado Fiesta event 2018 activities, included:

- a. The number of foreign tourist visits, as of September 10, 2018 had reached 95,889 people, especially for those who visited the Fiesta, 29 August-10 September 2018. Data released by the authority the *Sam Ratulangi* international airport recorded a total of 4,503 international travellers (70% were Chinese) and 45,110 were domestic. Furthermore, local tourists from the surrounding areas of Manado, present from the opening, exhibition, fair, concert, closing and thanksgiving were estimated to reach 304,000 people.

Table 3. Money spending by tourists visiting MF 2018

Country	Number of Tourists	Spending/Person (RP)	Total (Rp)
China	3152	15,000,000	47,280,000,000
Europe, USA, Australia	1351	25,000,000	33,775,000,000
Indonesia (domestic)	45110	6,000,000	270,660,000,000
Manado (Locals)	304000	250,000	76,000,000,000
TOTAL			427,715,000,000

Source: Survey, 2018

- b. Money spent by tourists, both domestic and foreign, stimulated the economy of Manado in fostering development of investment, creating jobs and improving people's welfare. On an average, finances spent by guests were absorbed in the areas of accommodation, feeding, transportation, vehicles / boats, souvenirs, entertainment, etc. According to BPS data, the average expenditure of domestic tourists per person reached 6-7 million rupiah (Table 3)
- c. Length of stay, specifically during the Manado Fiesta, increased by 6-7 days because most travellers requested an extension, in order to witness this event. This further affected 252 business hotels in the city, consisting of 22 star hotels, 99 non-star hotels, 36 resorts and 95 other inns (not including tourists resident in people's homes).

- d. Hotel occupancy rates of about 98% occurred due to the density of tourism events within the intervals of July, August and September in North Sulawesi, which included TIFF, MURI Bayangkari (throughout Indonesia), the Manado Fiesta 2018 and other activities. Furthermore, during this period, the average hotel experienced full booking, thus, many guests / tourists switched to staying in people's homes or families.
- e. Branding: Another impact of this activity was the stronger branding value of Manado, as the World Tourism City, evidenced by the ceaseless promotion of the event on various media, locally, nationally and internationally. Furthermore, this also strengthens other numerous branding, by virtue of attributes, which included "The Singing City in Asia", Blessing City, Manado Our Great Home, Marijo Ka Manado, Fashion / Trendy City, Culinary City, Thousand Church Cities, MICE City, etc. Since 2017, the Indonesian Ministry of Tourism has compared Manado with the tagline "Manado diversity in harmony" because of the Wonderful branding of Indonesia as one of the tourism destinations, ready to be sold to international tourists.
- f. Tourism Award: The commitment of the city government to develop the tourism sector in recent years had received attention and appreciation from the Ministry of Tourism, through Yokatta Wonderful Indonesia Tourism Award 2018, where it was recognized as the Best City of Tourism. In addition, they also received the 2018 Platinum Indonesia's Attractiveness Award, in the Potential City Public Service category.

5. Conclusion

Development of the Manado Fiesta 2018 event, especially in the sport aspects, was organized by the Federation of Aero Sport Indonesia (FASI) North Sulawesi, held on September 2-4 2018, in Tumpa Mountain Forest Park and titled "Paragliding International Accuracy Open". Respondents in this study were tourists who witnessed the paragliding event. Participants in the International Accuracy Open paragliding took off at Mount Tumpa, Tongkaina Village, Bunaken District, Manado City, while the location for landing was situated in Tiwoho village, Wori sub-district, North Minahasa regency. The category in the international championship consisted of teams, masters, junior boys (PL1 licenses), junior girls (PL1 licenses), male seniors (PL2 licenses and above) and female seniors (PL2 licenses and above). Foreign players in the Paragliding International Accuracy Open activities were from Malaysia, Hungary, Hong Kong and Romania. The sport tourists who came to attend the paragliding sporting event at the Manado Fiesta 2018 festival were of the wanderlust type because they were motivated by the eagerness to obtain new experiences, hence they mainly consisted of young people. It was however noted that the impact of this big event on the industrial economy, trade and directly on tourism was felt widely and significantly. Promotional grandeur, conducted by the committee, regarding paragliding sports was very good, clear and could easily be found in various media to make it much easier for tourists to identify with its location and schedule. However, there are some aspects that must be corrected by the committee, which included the provision of transportation to the location by providing shuttle buses and facilities such as bins, shelters, and places of worship. Furthermore, in terms of health facilities prepared by the committee, based on the results of observations in the field, it was seen that several ambulances were deployed at the landing site. The average response of tourists to paragliding sports activities in the city of Manado was very good because the location for the activities offer a beautiful view from that height.

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