

# **EVALUATION OF THE EVENTS SPORT TOURISM TOBA RALLY LAKE 2019**

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**Abstract** The implementation of tourism promotion activities on a national and international scale combined with sports activities is one of the events organized by the government of North Sumatra Province. Analysis of the potential tourism and sports objects in North Sumatra Province needs to be carried out in a comprehensive and to identify the weaknesses and strengths of the location of the tourism and sports objects. Evaluation research is used to determine which activities have been carried out in accordance with the expected objectives. Subjects involved in this study amounted to 17 people consisting of a responsible person, the chief executive and 15 participants. The instruments used were questionnaires, interviews, observation and document analysis. Based on the evaluation of the sub context program which includes three things, namely: 1) Legal Basis and Government Policy; 2) Purpose; 3) The target can be categorized as Good. The evaluation of the sub Input program includes four things, namely: 1) Participants, 2) Implementation, 3) Financing, and 4) The Committee can be categorized as Good. evaluation of the sub-process program includes two things, namely: 1) competition regulations and, 2) implementation can be categorized as Good. The evaluation of the sub-process program includes two things, namely: 1) The level of participation and public interest, and 2) The role of the media in publication and promotion of sports to the community can be categorized as Good. Based on the results of the study, it can be concluded that the 2019 Toba Rally sports tourism program can increase public interest in participating, the economy and the number of tourists who come because it is supported by government policies.

**Keywords** : Evaluasi CIPP, Sport Tourism, Toba Rally

## **1. INTRODUCTION**

Sport tourism has become part of the tourism industry with a very fast development in various regions in Indonesia. One of the fastest growing tourism industries is travel related to sports. That a small-scale sports event portfolio consistent with a community's infrastructure and human and cultural capital may be a viable form of sustainable tourism development (Gibson et al., 2012). There are

several categories that are common in sports tourism activities, namely watching sports events, visiting tourist places / objects, participating / taking an active role in activities (Masjhoer & Tyas, 2020). Revealed the multi-dimensional nature of perceived social impacts and contributed to a better understanding of how local residents view the impacts associated with a large-scale sport tourism event (Kim et al., 2015).

Usually this event is held in a place where there are many natural tourism objects. The target of each event that is held will certainly be different every year, because optimal implementation will be a distinct advantage of each event being held. The concept of organizing a sport tourism event by combining two sports and tourism activities together is believed to have a positive impact on regional progress. The results show that this contribution is higher in those economies where tourism accounts for a higher share of gross domestic product (GDP) (Ivanov & Webster, 2013). Can be recommended for some tourism activities such as: (1) sandy beach: snorkeling, beach sport, beach volley ball and beach football, beach picnic, swimming, sun bathing, surfing, (2) mangrove beach: field study and (3) reclamation beach: fishing, walking and jogging on beach (Yulius & Arifin, 2014).

The implementation of a systematic, planned, regular and sustainable sport tourism program needs to be carried out an evaluation so that a field of work can be said to be carried out well or badly. By evaluating the sport tourism development program, it will be found the facts of implementation in the field, the results of which can have a positive or negative impact based on areas related to implementation. The tourism and sports industries have a very large contribution in improving the economy for local residents. Sport and tourism are global social and economic phenomena that increasingly demonstrate a convergence of business, planning and management interests (Buning, 2019).

The creation of jobs, infrastructure development, micro, small and medium economic growth are some examples of the impact of advancing tourism. The tourism industry theoretically has a very large contribution in creating an economic impact (multiplier-effect) for

the region and society (Sunaryo, 2013). Management and development of clear and structured tourism objects will be able to build and advance the tourism industry, especially sports tourism which will have an impact on various groups such as domestic and foreign tourists, athletes, tour managers / guides and even the surrounding community.

Research on potential analysis of tourism and sports objects in Simalungun, North Sumatra Province, needs to be carried out in a comprehensive study and identify the weaknesses and strengths of the location of the tourism and sports objects. The sport tourism program has become one of the leading programs to increase the attractiveness of tourists regarding travel and sports. The program must have good guidelines and ultimately be able to achieve the goals and results to be achieved. Therefore, a sports tourism program should be carried out systematically, based on government policies and planning.

## 2. METHOD

The research method used is a type of evaluation research (Stufflebeam, 2005). Participants involved in this study were 17 people consisting of the responsible person, the chief executive and 15 participants. The instrument is made so that the data collected is arranged according to what is needed. In this research, the type of instrument made in the form of interviews. Interviews were conducted with participants related to the program to be evaluated. The interview

## 3. RESULTS

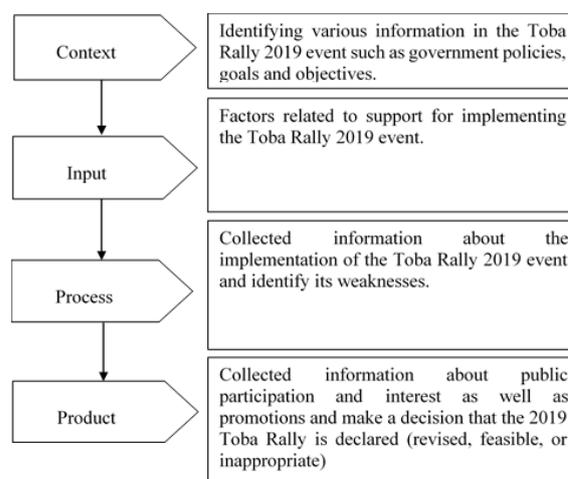
The research findings that each data obtained will be analyzed by comparing the results of the analysis with the criteria for each component that has been made and followed by making judgments and decisions. Quantitative data is obtained through questionnaires while qualitative data is obtained by conducting interviews, documentation, observation and group discussion forums. The research data will be presented according to the research design below:

### 1. Context Evaluation

The basis for the sport tourism program policy carried out by the government of North Sumatra Province to achieve certain goals and objectives.

technique used in this study is a structured interview technique. Researchers first made interview guidelines according to the gratings associated with the sport tourism program. In making interview guidelines the preparation is only in the form of the subject matter that will be asked. In addition, in collecting research data, questionnaires and documentation were also used to obtain responses from informants and reports on the implementation of activities. The evaluation design that will be carried out is in the image below:

**Figure 1.** Evaluation Design Event Toba Rally 2019



Policies are carried out systematically and are used for all matters relating to the public interest. The management of sports tourism implementation policies is regulated by law and is the responsibility of the organizers in the implementation of each event.

Context evaluation describes environmental needs, namely clarity on sports tourism policies which include vision, mission, goals and objectives. Based on this explanation, the indicators of the context evaluation include three things: 1) Government Policy; 2) Goals and, 3) Targets. The results of the data obtained can be seen in Table 1 and Figure 1 below:

**Table 1.** Context Evaluation Toba Rally 2019

N o	Criteria	Poor	Average	Good	Excellent	Total	Percentage
	Government Policy n = 17	-	-	36	20	56	83,82 %
	Objectives n = 17			24	36	62	88,24 %
	Target n = 17			33	24	57	83,32 %

**Figure 2.** Histogram Context Evaluation Toba Rally 2019



Based on the above tables and diagrams, data collection was carried out through research from the context evaluation criteria by 17 respondents who stated that the government policy. Thus it can be concluded that the results of the evaluation of the sub context program include three things, namely: 1) Legal Basis and Government Policy; 2) Purpose and Objectives; 3) The target can be categorized as Good.

Based on the table and diagram above obtained from 17 respondents, it can be said that the government policy indicator obtained a percentage of 82.35% in the good category, 88.24% of objectives obtained in the very good category and, the target percentage was 83.32 in the good category. Thus the results of the context evaluation are categorized as good. Apart from the questionnaire data, the results of interviews and documentation from the event were also obtained. The Head of the Tourism Office stated that the implementation of the 2019 Toba Rally program was going well because there were regulations made by the government. However, for the next event, it is hoped that this policy must be even

more precise by conducting socialization involving the government and the community so that the results can be felt by the surrounding community.

The responsible person of the program stated that government policy has a good objective to conduct sport tourism events. This event will create an atmosphere of tourism to revive because many people come to watch or take part in competitions. The chief executive stated that he would always support sport tourism events through programs from the government. This will provide opportunities for the community to join and contribute to the implementation of the program.

## 2. Input Evaluation

Evaluation at this stage is to identify the conditions and support of Resources owned in the 2019 Toba Rally program. Based on this, there are several things that are of concern from the evaluation of Inputs which include: 1) Participants, 2) Implementation, 3) Financing, and 4 ) Committee. The results of the data obtained from the implementation of the event are:

**Table 2.** Input Evaluation Toba Rally 2019

No	Criteria	Poor	Average	Good	Excellent	Total	Percentage
	Management n = 17	5	16	12	-	33	48,53%
	Financing n = 17	-	2	30	24	56	82,35%
	Committee n = 17	-	6	27	20	53	77,94%
	Participants n = 17	-	4	36	12	52	76,47

**Figure 3.** Histogram Input Evaluation Toba Rally 2019



Based on the table and diagram above, obtained from 17 respondents, it can be said that the management indicator obtained a percentage of 48.53% in the bad category, the financing percentage was 82.35% in the good category, the committee got percentage 77.84 in the good category and, participants were obtained. percentage 76.77 in good category. From these data, 1 indicator is stated to be not good so that it needs to be discussed further. Meanwhile, the other three indicators are declared good. In addition to the questionnaire data, interview data and documentation from the 2019 Toba Rally event were also obtained.

The results of observation and documentation: based on the existing rules at the Toba Rally event, the participants were obtained from the general public. Participants who take part in the race are from within the province of North Sumatra and from outside the province. However, there will be a grouping of participants according to the category

of the competition that is being followed. In addition, based on the results of interviews with the Head of the Tourism Office, it was obtained data that the community was very enthusiastic. Participants who took part in this event even came from outside the province. The role of the general public who watched the competition was also a lot because the event was held on Saturdays and Sundays. Participants who came from outside the region arrived at Simalungun Regency on Friday.

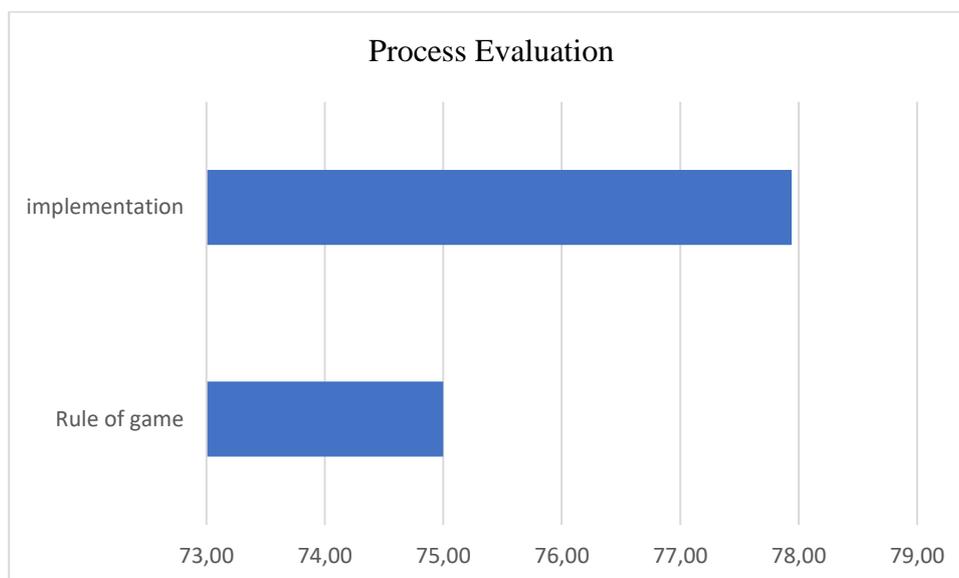
### 3. Process Evaluation

At this stage, we will discuss the competition rules and implementation in the Toba Rally program. Based on this, there are two indicators of the evaluation process, namely: 1) competition regulations and, 2) implementation. The results of the data that have been obtained from the implementation of the Toba Rally program can be presented in Table 3 as follows:

**Table 3.** Process Evaluation Toba Rally 2019

No	Criteria	Poor	Average	Good	Excellent	Total	Percentage
	Rule of game n = 17	-	8	27	16	51	75,00%
	Implementation n = 17	-	6	27	20	53	77,94%

**Figure 4.** Histogram Process Evaluation Toba Rally 2019



Based on the table and diagram above, obtained from 17 respondents, it can be said that the rule of game indicator obtained a percentage of 75.00% in the good category, implementation of the game was obtained a percentage of 77.94% in the good category. In addition to the questionnaire data, interview data and documentation from the Toba Rally 2019 event were also obtained.

Basically, sport tourism event has an important role in improving the people's economy because this competition can invite many people to come and see the competition. In addition, the implementation of the Toba Rally event also increases the number of tourist visits in Lake Toba and its surroundings. This competition also has standardized regulations so that these regulations play an important role in regulating the run of the race so that it is orderly and runs well. The enthusiasm of the participants to take part in the

Toba Rally competition was so extraordinary that the committee only limited the number of participants who took part to the number of 50 because the event was only held in two days. So that overall this sport tourism program can be said to be good even though there are several shortcomings related to the output that will be produced at this event.

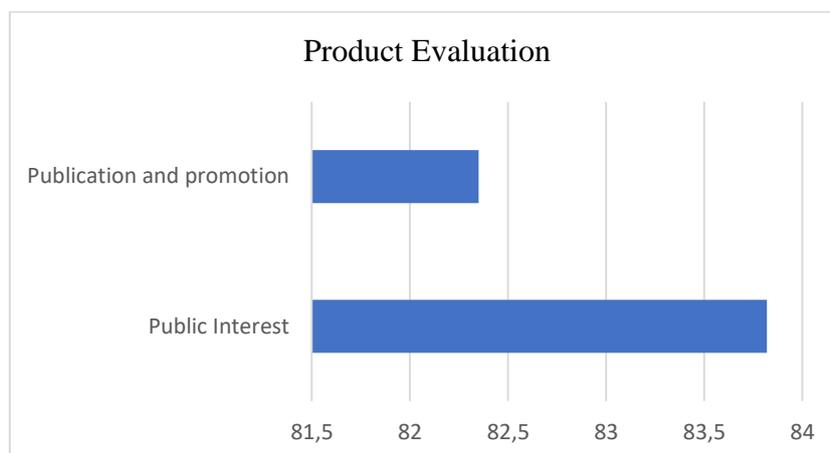
**4. Product Evaluation**

At this stage, it will discuss 1) public interest, 2) The role of the media in the publication and promotion of tourism objects to the community. For this reason, at this stage, we will discuss details about the results of the Toba Rally program. The results of the data that have been obtained from the implementation of the program can be presented in table 4 and figure 5 as follows:

**Table 4.** Product Evaluation Toba Rally 2019

No	Criteria	Poor	Average	Good	Excellent	Total	Percentage
1	Public interest n = 17	-	-	33	24	57	83,82%
2	Publication and promotion n = 17	-	4	24	28	56	82,35%

**Figure 5.** Histogram Product Evaluation Toba Rally 2019



Based on Table 4 and Figure 4 above, from the product evaluation obtained from 17 respondents, it turns out that 83.32% of public interest is declared good and 82.35% of publication and promotion states that it is good. Thus, the results of the product evaluation: 1) public interest, and 2) the role of the media in the publication and promotion of the Toba Rally event to the public can be categorized as Good. In addition to the questionnaire data, observation and interview data were also obtained. Based on the results of observations and interviews at the 2019 Toba Rally event, the public's desire is very strong to participate and see the rally race, as evidenced by the large number of ticket sales results to the public. On the last day of the Toba Rally event, people came to see more and more. Strong promotion through print media made participants and viewers from outside the region aware of a rally around Lake Toba. Publication and promotion also play an important role in increasing tourist visits so that the economy of the surrounding community can improve.

## 5. DISCUSSION

The 2019 Toba Rally event is a program from the North Sumatra Government which has an important role in increasing tourist visits and promoting tourism areas to the community. Feeling left behind with other provinces on the island of Sumatra, the government of North Sumatra continues to strengthen tourism, especially tourism and sports because it has great potential to become a tourist attraction. Regardless of specialization and distance travelled, active sport tourists were more interested in substituting spatially than substituting activities (Orr & Schneider, 2018).

Sports tourism is targeted to encourage an increase in the number of domestic and foreign tourists visiting North Sumatra. By establishing Lake Toba as a strategic national tourism area, the

tourism sector will increase regional income. Researchers examined their race satisfaction, destination satisfaction, intentions to recommend the destination, and actual post-visit communication behaviour (Plunkett & Brooks, 2018).

To encourage the community, the government program as a guide for carrying out activities must be carried out regularly and, systemically. The results to be obtained from sports tourism activities in the community are increased public interest so that it will have an impact on the regional economy. The Toba Rally event already has a legal basis and policy from the North Sumatra provincial government to promote tourism through sport tourism activities. This opportunity is taken by the district government because it has a natural tourism area of Lake Toba. The goals and objectives of this event are not yet maximized because after the completion of tourist visits activities have not seen an increase. After the event, there should be an impact on the increasing number of tourists. As sport tourists attach varying levels of importance to the activity, the survey also used a scale measuring its level of influence on their decision to visit the region (Drakakis & Papadaskalopoulos, 2014).

The implementation of this event went well, as evidenced by the arrival of participants from several regions outside North Sumatra Province who participated in the Toba Rally event. The committees who are members of this event also come from people who have competence in their fields. Race rules at the time of the event are also running well. There were no participants who protested to the competition committee because it had been explained to the participants before the competition started. Community participation during the event was very strong, as evidenced by the two days of the event they always came to watch. The constant interplay between performing and watching, between asking for feedback and

showing appreciation, constitutes a significant device of mutual recognition through which the participants' community is confirmed and validated (Wichmann & Jarvis, 2014). The role of the media in publication and promotion is considered good because at this event it was immediately published in newspapers and became breaking news. In addition, digital media managed by the provincial government of North Sumatra is also actively promoting every sport tourism event that has been held.

## 6. CONCLUSION

Sport tourism is one of the activities to promote tourist areas so that tourist visits will increase after the activity takes place. With this activity, tourist areas will be better known by the public through promotions and publications, so that the economy will also increase. Researchers conclude that well managed and promoted sport tourism events will have a positive impact on society, especially in the economic and cultural sectors of society.

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