



**ORIGINAL RESEARCH PAPER**

**Economics**

**THE IMPACT OF SPORT TOURISM AND MEDIA VALUE INFORMATION IN ECONOMIC DEVELOPMENT OF INDONESIA: CASE STUDY BANYUWANGI DISTRICT**

**KEY WORDS:** Sport Tourism, Media Value, PLS.

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**ABSTRACT**

Tourism development in Banyuwangi Regency is inseparable from the role of the media in promoting tourism in Banyuwangi, one of which is through media value. In addition, the media value exists because of various international events conducted by the Banyuwangi government in a series of Banyuwangi festival activities, one of which is Banyuwangi Sport Tourism. In addition, the development and development of tourism in an area will have an impact on the economy of the region. Therefore in this study the aim was to determine the relationship between Banyuwangi sport tourism and the economy of Banyuwangi and how the economic impact of the development of tourism in Banyuwangi district. This research was conducted in the period 2012-2018 in Banyuwangi Regency, East Java, Indonesia, using panel data from six sports tourism activities organized by the Banyuwangi Regency government. The analytical method used to answer the objectives of this study is the Panel Least Square (PLS) method. From the results of data analysis shows that the number of visitors has a significant positive impact on regional income in Banyuwangi. In addition, the role of media value in this case related to the news that contains events in Banyuwangi was able to attract tourists so that in addition to increasing the number of tourists also increased the income of the Banyuwangi region. The existence of sport tourism held in the last few years also has a multiplier effect on the performance of tourism supporting sub-sectors such as hotels, restaurants, entertainment, the number of kiosks, investments, the number of workers and others related to the tourism sector.

**1. INTRODUCTION**

Acceleration of regional development through the management of regional potentials is one of the important contents in the mandate of the Regional Autonomy Law. This regional autonomy policy was started from Law No.22 of 1999 which was subsequently refined by the emergence of Law No.32 of 2004 which contained 2 important contents, namely the granting of central authority to regional governments and the giving of full responsibility to the regions in managing their respective regional potential -one. From this, the regions have been given full authority in managing and being responsible for the utilization and management of regional wealth and potential to improve community welfare and spur economic growth and development more effectively and efficiently (Widmalm, 2008). The potential and wealth of a region becomes a component of regional income so that in the long run it will have an impact on people's welfare through increasing per capita income. The growth of per capita income of an area will have an impact on fundamental changes in economic structure (Sasana, 2009; Ropingi et al, 2009; Simatumpang, 2000). One of the potential and wealth of the region that is real and can be explored further includes natural and cultural wealth that is strongly attached to the community so that it can have an impact on increasing the value of use which will directly affect the income of the community directly in the long run.

One potential area in East Java is Banyuwangi district, which is located on the eastern tip of Java. This district has the potential in terms of tourism, both sea, mountain and cultural tourism. This condition is supported by the Banyuwangi district area which is nominated by the sea and the forest so that its existence and potential can be exploited. The development of Bayuwangi in the last few years is reflected in the performance of economic growth that has increased and is quite stable following the movement of national economic growth. In 2015 economic growth increased to 6.01% which then showed a decline in 2016 due to the global economic slowdown which also had an impact on the regional economy (BPS, 2017). However, the performance of economic growth has improved steadily in 2017 to 2018 reaching 5.70%. This condition is also one of the results of economic optimism

towards global economic turmoil (Banyuwangikab, 2018). In terms of the macro besides economic growth that is getting better, Banyuwangi Regency is also able to maintain price stability and in 2018 shows the performance of price stability with the lowest inflation rate in East Java at 3.17% (Bank Indonesia KEKR, 2018). In addition, various developments in the tourism sector in recent years have also triggered economic growth in Banyuwangi.

The phenomenon of incessant development in the tourism sector has a significant impact on the progress and growth of Banyuwangi tourism. This phenomenon is indicated by the presence of various major events of Banyuwangi in the past 7 years. This tourism sector innovation is poured into the Banyuwangi festival (B-Fest) and is an annual performance organized by the Regency government. In addition, the festival is also one of the places to promote tourism in the form of cultural tourism and exotic nature tourism (Quinn, 2010). The activity is packaged in a large festival that raises tourism traffic so that it becomes the main attraction for tourists. The performance of the development of the tourism sector in Banyuwangi also has an impact on the structure and socio-economic conditions in the surrounding area. In addition, the development of this sector also provides a positive multiplier on the progress of other sectors. Starting from this phenomenon, then in 2012, the Banyuwangi Government gave rise to a Banyuwangi festival tagline as a manifestation of the pouring of aesthetic principles that have social and cultural values with a concept of commodification. The concept of utilizing cultural uniqueness as a commodity can create economic value that integrates cultural programs through exploration of ethnic and cultural characteristics (Adorno and Horkheimer, 1993; Comaroff and Comaroff, 2006).

Empirical studies in various countries have also explored the progress of tourism in promoting economic growth. The empirical study of Nagy and Nagy (2013) conducted in Hungarya found that the existence of tourist festivals in Hungarya is a solution and alternative in sustainable economic and social development and can be an alternative income distribution for rural communities. In addition,

exploration of tourism potential can also have a dominant positive effect on the host region, reflected in increased income and other multiplier effects (Diederling and Kwiatkowski, 2015). However, in different conditions the tourism sector can also have a negative impact if it cannot be managed properly by considering various other aspects. As Kumar, et al (2015) and Zhuang, et al (2019) study suggest that there needs to be a balance due to changes in the socio-cultural and economic structure of the community due to the integration of the tourism sector that is not well controlled. The findings of the two conclude that tourism exploration if it is not balanced with good management and decision making will have an impact on increasing inflation due to increasing imports and a shift in socio-cultural and dangerous environmental impacts. From theoretical studies, this research departs from the grand theory of Harrod Domar's growth regarding the importance of the investment component to spur economic activity and create growth. So that with an increase in the tourism sector this will encourage increased investment that can increase economic activity and bring an impact on increasing regional output and income in Banyuwangi Regency.

One of the many tourism festivals that have an impact on other sectors is sport tourism. This concept is a mainstay to explore tourism potential in the region because this sport tourism event has supporting factors and *event* this sporting is a show that is in great demand even by various countries so that it has a significant effect in attracting foreign and domestic tourists. Indirectly, in the arena of *event* international and national levels will have an impact on branding appearing on area attractions are supported by technological advances. Branding through mass media and social media that is currently integrated with the global world in a complex manner can provide benefits for marketing or promotion of the tourism sector. The promotion of tourism through the media carried out by tourists indirectly is called *media value* because the local government does not need costs in the promotion process (Jashi, 2015). So that *event* this can also indirectly mediate the promotion of the tourism sector in Banyuwangi nationally and internationally. Based on empirical exposure and the phenomenon of tourism in Banyuwangi especially on Sport Tourism, this study aims to find out how the impact of Banyuwangi tourism through *sport tourism* on the economy and the multiplier effect arising from these activities on other supporting sectors of tourism.

**2. LITERATURE REVIEW**

amanik and Weber's (2006) explains tourism as a phenomenon of the movement of people, goods and services that occurs very complexly and is closely related to organization, the relationship between institutions and individuals, and service needs. Tourism is a human activity that travels to and lives in a destination outside of its daily environment (WTO, 1999). Based on the history of tourism-related theories began to develop in the 19th century. In 1902, Adolf Brougier defined tourism as a holiday trip. The four main areas of research and theoretical thought are developed, which consist of broadly defined interconnected approaches such as management and political economy, experience and behaviour; impact and sustainability analysis, and tourism and modernization. Early tourism providers need models that are useful for organization and management (including corporate strategy, destination management, marketing, and hospitality), all of which generally come from business studies (Mapjabil et al., 2015; Marumo et al., 2015). Butler (1980) presents a sequence of tourism development as a "product life cycle" because the tourism system does not exist in isolation but comes from tourist origin, involves many intermediary actors and infrastructure, this leads to international policy-making and a chain or network approach. Tourism is seen as an instrument and a result of the international modernization process. Tourism as a force for social change has been regarded as imperialism, creating

dependency and assuming it destroys regional and local identity.

Based on the Law of the Republic of Indonesia Number 9 of 1990 concerning Tourism. The definition of tourism is everything related to tourism activities, including the exploitation of tourist objects and attractions as well as businesses related to that field. Based on some of the opinions above, it can be concluded that tourism is a dynamic activity involving many people and reviving various business fields. There are several elements involved in tourism, including: (1) humans (human elements as actors of tourism activities); (2) a place (physical element as a place for people to do their tourism activities); and (3) time (the element of tempo spent on travel and while staying in a tourist destination) (Wahab, 1998).

There are several elements that cause tourism activities to take place as Leiper argues in Cooper et al. (1998) which states that there are three main elements that make tourism activities namely:

- a. Tourists: are actors in tourism activities or can be said to be objects that are deliberately expected to be present.
- b. Geographical Elements: Tourist movements take place in three geographical areas, including:

(1) Tourist Origin Area (DAW) is an area where tourists come from or can be said to be a place when tourists carry out daily activities such as work, study, sleep and so on. All these routines are a driving force for motivating someone to travel. DAW can also be used as a place to find information about tourist objects and attractions that are enjoyed which then plan to leave for the destination area.

(2) The Transit Area (DT) is very important, although not all tourists must stop in an area, tourists will definitely go through that area so that the role of DT becomes important. However, other facts show that tourist travel ends in the transit area, not in the destination. This is what makes some transit areas (Banyuwangi) try to make the area multifunctional, namely as a transit area and tourist destination.

(3) Tourist Destination Areas (DTW) are often said to be the sharp end of tourism. At this DTW the impact of tourism is felt so that it requires proper management planning and strategies. To attract tourists, DTW is the overall driver of the tourism system and creates a demand for travel from DAW. DTW is also the main reason for tourism development that offers things that are different from tourist routines.

- c. Tourism industry. An industry that provides services, attractions and tourist facilities. The industry is a business unit or business in tourism and spread in all three geographic areas.

Furthermore, in this study consider the theory of economic growth in the Solow-Swan model which is a neoclassical economic framework. This attempts to explain long-term economic growth by looking at capital accumulation, growth in labour or population, and increased productivity, usually referred to as technological progress. In essence, the neoclassical production function (aggregate), often determined by the Cobb-Douglas type, allows the model "to come into contact with microeconomics (Acemoglu, 2009). This model was independently developed by Robert Solow and Trevor Swan in 1956, (Solow, 1956; Swan, 1956) and replacing the Harrod-Domar Keynesian model: In the Solow-Swan model, unexplained changes in output growth after taking into account the effects of capital accumulation are called Solow residues. The increase in TFP is often fully related to technological progress, but also includes a permanent increase in efficiency with production factors combined over time. Based on tourism theory and the growth model that has been described, it wants to be associated with

the Banyuwangi Festival (B-Fest) .B-Fest was first held in 2012 at the time the reign of Regent Abdullah Azwar Anas. The use of festivals because festivals are a useful method right to attract tourists and create festival tourism events, while tourists are attracted to many elements and include exotic cultures presented during the event (Quinn, 2010; Stanik, 2012). In addition, tourists who come also find an event with an unusual atmosphere, meet people from the same interests and learn more about other things.

B-Fest besides being held to commemorate Banyuwangi anniversary, it is also used as a means of publication and promotion (media campaign) The district which is nicknamed "the sunrise of java" both in national, regional and international levels with the hope that the name Banyuwangi Regency can be known more widely along with all its potential and can become a tourist destination and domestic investment (PMDN) as well as foreign investment (PMA). This research is more focused on sports tourism in Banyuwangi Regency, East Java, Indonesia. According to India's China Economic and Cultural Council (ICEC, 2014), sports tourism is basically tourism based on sports themes. Ross (2001) says sports tourism is a travelling experience to engage in or see sports activities. Sports tourism is a person's activity in travelling freely can play or just watch a match (Preuss et al in Homafar et al, 2011). The activities of someone involved in sport tourism can be grouped into 3, namely: Event-based sports tourism (atrip that someone does to see or watch sports events); Activity / active-based sports tourism (atrip that someone does to actively participate or play sports); Nostalgia-based sports tourism (travel trips to visit or support famous individuals or teams who are conducting competitions) (Gibson, 1998; Delpy, 1998; Ross, 2011).

In the MPRTAP No. IV / MPR / 1978, namely that tourism needs to be increased and expanded to increase foreign exchange earnings, expand employment, and introduce culture. The development and development of tourism are carried out while taking into account the maintenance of local culture and personality. For this reason, it is necessary to take more focused steps and regulatory arrangements based on integrated policies, including the fields of promotion, provision of facilities and the quality and smoothness of services. Various empirical studies related to sports tourism have provided an illustration that can have an impact on the economic, social, cultural and environmental sectors (Ross, 2011; ICEC, 2014; Marumo, 2015). Marumo, K et al (2015) concluded that the initiation of the development of sport tourism has an impact on economic growth, while Yildiz, Z and Cekiç, S (2015) and Gozalova et al (2014) concluded that sport tourism is not limited to how many people participate along with fans who support. However, infrastructure investment where the championship is held will continue in the future. Thus this has an effect on economic turnover. Homafar et al (2011) concluded that in the future the industry had sports tourism an effect on work and income from an area and infrastructure to be better, while Mapjabil et al (2015) concluded that sports tourism had important social and economic impacts.

**Table 4.1 Analysis Test Panel Data**

Independent Variables	variables Dependent					
	The first model to number of visitors			model both Revenue		
	Model Panel Least Square (PLS)	Fixed Effect Model (FEM)	Random Effect (REM)	Model Panel Least Square (PLS)	Fixed Effect Model (FEM)	Random Effect Model (REM)
media value	0.051 ** (2.69) [0.016]	0.068 * (3.28) [0.00]	0.049 * (2.69) [0.007]	0.027 *** (1.81) [ 0.090]	0.031 * (3.25) [0.009]	0.031 * (3.56) [0,000]
Number of visitors	-	-	-	0.311 *** (1.85) [0.083]	0.342 * (3.45) [0,006]	0,335 * (3.65) [0,000]

**3.METHODOLOGY**

Data used in this study is Secondary data in the form of annual panel data from 2012 to 2018 in Banyuwangi Regency. Determination of vulnerable research time is determined by the beginning of the implementation of the Banyuwangi Festival (B-Fest) which began in 2012 in the months of October to December in order to commemorate the anniversary of Banyuwangi Regency. The data used in this study were obtained from various related agencies, namely the Tourism Office. The method used in this study is the Least Square Panel.

In the variable sport event two approaches are used the variable is the variable number of visitors (JP) which describes the size of visitor interest in sport events in B-Fest and the number of news (News) published and which covers sports events at B-Fests as a form of media value which is not directly is a form of marketing or promotion of tourism in Banyuwangi especially sports events. Then the proxy of the economic economy is the income received by the government of Banyuwangi for sport events held, the reason for the use of income from sports events, namely the receipts received by the government will be used to run the government which will also affect the economy in Banyuwangi The models used in this study are:

$$YSE = JP + News \quad (1)$$

Where: YSE = Income Sport Event; JP = Number of visitors; News= Number of news published and discussing sport events. From equation (1) it is included in the econometric model in general as in the model equation (2)

$$Y_{it} = \beta_0 + \beta_1 X_{1it} + \beta_2 X_{2it} + \dots + \epsilon_{it} \quad (2)$$

From the general equation in (3.2), the model used in this study is the equation (3)

$$YSE_{it} = \beta_0 + \beta_1 JP_{it} + \beta_2 News_{it} + \epsilon_{it} \quad (3)$$

**4. RESULTS OF ANALYSIS AND DISCUSSION**

**a.The relationship between the event of sport tourism with the economy of Banyuwangi.**

Tourism development and development has been carried out by the Banyuwangi Regency Government since 2012, one form of tourism developed in Banyuwangi is tradition-based and cultural tourism in Banyuwangi district which was later formed in an annual festival both local, national and international. One event that has an international scale is *event sport tourism*, with the presence of an international event that will have a positive impact on the tourism sector in Banyuwangi Regency. Nagy and Nagy (2013) explained that the festival held in the State of Hungary would be a solution in development, then Diederling and Kwiatkowski (2015) also illustrate that the country that develops the concept of tourism in its economy will have an impact on its economy. Therefore, using analysis tool *the Least Square Panel (PLS)* in this study will prove the relationship between *sport tourism events* to the economy in Banyuwangi Regency. The results of the analysis using the PLS method show that the best model used in this study is the *Random Effect Model (REM)* as shown in Table 4.1.

Test Chow	0.374	0,000
Hausman Test	0.051	0.982
Test LM	1,000	0.026
R-Square	0.311	0.050
Adj R-square	0.268	0.437
number Obs	18	

\* significant  $\alpha = 1\%$ , \*\* significant  $\alpha = 5\%$ , \*\*\* significant  $\alpha = 10\%$

(...) = t-statistic

[...] = the probability of

Random Effect Model (REM) which is the best model for the use of the second model based on the results of testing the best model. This can be seen from the results of the chow test of 0,000 smaller than the alpha value ( $\alpha = 5\%$ ) explaining that FEM is better than PLS. Meanwhile, the results of the hausman test which is 0.982 which is greater than the alpha value ( $\alpha = 5\%$ ) state that FEM is better than REM. Testing using LM is not done because the chow test and thurman test approaches have explained that FEM is better used in the second model.

In the first model with the dependent variable, the number of visitors has a result that is significantly influenced by the presence of media value. On media relationships value with a significant positive number of visitors it can be seen from the probability value of 0.016 smaller than the alpha value ( $\alpha = 10\%$ ). This condition shows that the presence of media value, namely promotion in electronic media will provide an increase in visitors to an activity (Buted et al., 2014; Királová & Pavlíčka, 2015). The strategy to increase the promotion of an activity through electronic media will increase public knowledge of the event, so that the number of visitors at the event will increase (Chen, Fu, Wang, Tsai, & Su, 2018; Version, 2012).

The results of the analysis on the second model with the dependent variable is income, indicating that the presence of media value and the number of visitors significantly increases the income of Banyuwangi Regency. In the media variable value the probability value of 0,000 is smaller than the alpha value ( $\alpha = 1\%$ ) indicating that the presence of media value can encourage an increase in the revenue growth of Banyuwangi Regency. Media value as a means of promoting an activity will encourage an increase in the number of visitors which further increases the number of visitors to increase the income of a region (Bizirgianni & Dionysopoulou, 2013; Buted et al., 2014; Chalip, Green, & Hill, 2016; Királová & Pavlíčka, 2015; Version, 2012).

On the variable number of visitors who have a probability value of 0,000 smaller than the alpha value ( $\alpha = 1\%$ ) explains that an increase in the number of visitors will have an impact on income in Banyuwangi Regency. This is because the number of visitors will be a region's income through taxes and levies imposed (Bailey, Cao, Kuchler, & Stroebel, 2016; Bizirgianni & Dionysopoulou, 2013; Chalip et al., 2016; Chen et al., 2018; Myles & Carter, 2009; Zima, 2011). Thus, the presence of the sport tourism event carried out by Banyuwangi Regency had an impact on improving the economy.

Based on the results of the analysis on panel data, the number of visitors and the presence of media value on the six Sport Events had a significant positive impact on the increase in regional income in Banyuwangi Regency which was proxied through revenue from tourism supporting sectors such as hotels, restaurants and entertainment. The number of visitors which basically became one of the manifestations of the increase in tourist attraction has a significant role in encouraging an increase in Banyuwangi regional income. This result is supported by the empirical study of Nagy and Nagy (2013) conducted in Hungary. In the Nagy and Nagy study (2013) it was shown that the incessant tourism festival in Hungary turned out to be able to encourage the country's

economic development and growth and increase equitable growth for rural areas. This research is also supported by Diederling and Kwiatkowski (2015) research who found results that will have a dominant economic impact on the region *host tourism*. So that this will have an impact on increasing income and has a multiplier effect on other tourism supporting sub-sectors.

During the last 7 years after the turnover of the office of district head (Bupati) Banyuwangi, the development of the tourism sector became a component of the regional development plan. The incessant performance in the tourism sector has become one of the forms of exploiting the potential and wealth of the Banyuwangi region, the majority of which is dominated by highland and coastal areas. Banyuwangi is one of the eastern tip of the island of Java which has a coastline that is about 175.8 km long, while for an area of 5,782.50 km<sup>2</sup> it is a forest area. The area of this forest reaches 183,396.34 ha or around 31.72%, rice fields around 66,152 ha or 11.44%, plantations with an area of about 82,143.63 ha or 14.21%, settlements with an area of about 127,454.22 ha or 22, 04%. the rest is used for roads, fields and others (Banyuwangi.kab.go.id). The potential of the region which is dominated by sea and forest areas is also a driver of the creation of various regional tourism, both artificial and natural tourism.

One of the attractions and icons of Banyuwangi Regency even at the national and international levels is seen at unique annual festivals. Some of them which become the annual routine of the festival are sports tourism or commonly called *Sport Tourism*. These events are carried out in mountainous and coastal areas. Some events that have appeal and are followed by various other countries include *International Tour De Ijen*, *International Surfing Competition*, Banyuwangi Run, *International Wind and Kite Surfing*, Banyuwangi *Ijen Green Run* and Banyuwangi *International BMX*. The event's activities also offer various tourist sights for participants and visitors. Participants from both domestic and foreign countries will enjoy the natural beauty of Banyuwangi tourism so that it will increase tourist attraction and enhance the promotion of Banyuwangi tourism itself.

The *Tour de Ijen* event was held for the first time in 2012 until 2019 and usually starts in May and in the following years is carried out following the schedule. The event is held in approximately 4 days in the form of an *tour* official using a racing bicycle. The route traveled along the tourist villages in Banyuwangi which can present a panoramic view of the Banyuwangi landscape. Participants who participated came from various countries and regions, so that they could enjoy the natural beauty of Banyuwangi while competing. In addition, another sporting event which is also an icon of Banyuwangi is *Ijen Green Run* and at the same time it is one of the events that attracts many tourists because it is done in an open air with fresh air. This event was also attended by running athletes from various countries held around April to June by running in the wild. Banyuwangi *Ijen Green Run* is carried out in the area around the foot of Mount Ijen precisely in Licin Subdistrict which passes through paddy crossing lines, forests, villages and mountains with a beautiful air atmosphere.

Other sports events that are one of the activities *sports tourism* in Banyuwangi with destinations in the coastal areas include the *International Surfing Competition*, and *International Wind and Kite Surfing*. This event has also become a number of sport tourism which has quite an impact on increasing visitors

because it is dominated by activities in the coastal area. This international competition event *surfing* is held on the coast of the red island located in Pesanggaran sub-district, Banyuwangi Regency. This event was first held in 2013 and was last held in 2015. This international surfing competition was participated in by various countries, and it was noted that in the first year of implementation in 2013, there were 18 participating countries or athletes. Then in 2015, participants in competition *surfing* this international increased to 20 countries. This shows that there was an increase in the attractiveness of this world-class sporting event. The condition of the waves that support the shoreline of the red island of Banyuwangi is one of the reasons for the location of this world-class surfing competition. The implementation of the *sport tourism event* Banyuwangi *International Surf Competition* a form to raise tourism of special interest, especially sports tourism in the Banyuwangi region.

In addition, *sporting events* other such as *International Wind and KiteSurfing* which began in 2014 until 2017 were usually held on Tabuhan Island. It is well known that the island of tabuhan is one of the world's tourist destinations in addition to *kitesurfer* also for divers. The beautiful underwater panorama covered by various biodiversity of marine life and beautiful corals is the main attraction for visitors. In addition, Tabuhan island also has a suitable and supportive wind atmosphere with wind characteristics of 20 knots (Jawa Pos, August 24, 2017). The world show titled *International Kite and Windsurfing 2017* was again held in Banyuwangi and included in the Banyuwangi Festival agenda held around the third quarter to the fourth quarter of each year. This event in 2017 was attended by 50 *kitesurfer* professional from 13 countries which consisted of the Netherlands, Thailand, Malaysia, Austria, Italy, Australia, Spain and New Zealand, the United States, Britain, Switzerland, France and Indonesia.

*These events* attract various tourists so that the impact on increasing regional income in the tourism supporting sub-sector is one of them through regional income from hotel, restaurant and entertainment taxes and retribution from tourist visits and parking-parking of tourist attractions. So that in the last few years, the number of tourists both domestic and foreign has increased. During the period of 2012 to 2017, the number of foreign and domestic visitors increased significantly until 2017, the total number of tourists reached 677,935 visitors (BPS Banyuwangi, 2017). Furthermore, significantly, the increase in the number of visitors also had an impact on the increase in the number of Banyuwangi regional revenues obtained from tourism supporting sectors such as income from accommodation (hotels, restaurants, transportation etc.). Based on data from Banyuwangi in figures obtained from the Central Statistics Agency (BPS) of Banyuwangi Regency, that the number of restaurants or restaurants in Banyuwangi has increased every year. In 2012, the number of restaurants and restaurants was only around 72 units, but along with the development of the tourism sector which also affected other sectors, in 2017 this number increased to 251 units (BPS, 2017). This condition also has an impact on the local revenue side that is directly related to the accommodation sector in the form of a tax that increased dramatically in 2017 specifically for restaurant and restaurant taxes of Rp. 7,989,558,740.

In addition, the number of tourist visitors that increasingly shows an increase also has an impact on the increase in the availability of hotel and lodging units in Banyuwangi. This condition also confirms that investors are beginning to believe in the rapid development and economy in Banyuwangi so as to foster their trust in investing especially in investments in property. Based on data from the Banyuwangi Regency Culture and Tourism Office (2018) that there was an increase in demand for room supplies and hotel facilities. Based on data that there was an increase in the number of hotels and inns in 2017 as many as 82 hotels throughout

Banyuwangi, and also occurred in the increase in the number of hotel rooms by 2,946. The increase in the number of hotels and rooms also contributes to the increase in Banyuwangi regional income, especially in the source of hotel and lodging tax revenues which experienced a significant increase. Data from the Regional Revenue Agency (Bappeda) of Banyuwangi confirms that the amount of income derived from hotel and lodging taxes has increased from the total income in 2017 of Rp. 4,980,913,655 to be Rp. 5,209,008,857. This shows that the net impact has occurred in the tourism sub-sector as a result of the development of the tourism sector in Banyuwangi.

Apart from the number of visitors that have an impact on regional income and supporting tourism sub-sectors, *promoting events* through various media also has an impact on the development of tourism and increased revenue in the Banyuwangi region. As explained by an empirical study conducted by Zivkovic, et al., (2014) which explained that tourism is very dependent on the existence of technology in an effort to promote tourism products. So that *events* tourism both nationally and internationally also directly or indirectly also promote activities through social media both those carried out directly by visitors and by local and international media in comparing the participants of the country without any costs that need to be issued by the Banyuwangi government. In line with this, the results of the analysis in this study also show that the more news from the media that promotes and compares it can increase the number of visitors that have an impact on increasing revenue in the Banyuwangi area.

The role of the media, which automatically covers events in Banyuwangi, both national media such as *detik.com*, *tribunnews*, *compass* and so on, and international media that have also collaborated and media in participating countries *sports tourism* indirectly also take part in promote Banyuwangi tourism. The impact of foreign media coverage in loading news about *sport tourism* in Banyuwangi can also increase interest for competition participants *event* and foreign tourists increasing. It was recorded in the Disbudpar report, (2015) the number of participants in *sport tourism* international surfing which in 2013 was only followed by 18 countries then increased in 2015 to 20 countries which were participants with around 50 athletes. This shows that the role of the media is very significant in increasing tourist attraction and sport tourism in Banyuwangi. In line with these conditions, the number of tourists also increases every year both domestic and foreign tourists (Disbudpar, 2017).

The development of the tourism sector in Banyuwangi is also inseparable from various elements and policies that support tourism development so that it contributes to the economy of Banyuwangi. Several fields were also carried out to accelerate the growth and development of tourism in Banyuwangi. One effort to encourage progress and development in the tourism sector is demonstrated by the improvement of road infrastructure to facilitate access to tourist destinations. The performance of road access to drive infrastructure can be seen in the development of good road conditions during 2011 which reached 1,703.80 KM in 2015, increasing to 2,057.37 KM (Banyuwangi In Angka, 2016). Meanwhile, developments in the tourism sector were also marked by the construction of Blimbingsari airport since 2012 and began operations around 2013.

Based on the Banyuwangi report in 2014 (BPS, 2014) stated that the number of passenger flights coming to Blimbingsari Banyuwangi airport in 2013 reached 364 flight. This condition increased dramatically in 2014 reaching 42,159 passengers and in 2015 with 49,279 passengers and 960 flights. And after opening several new flight routes covering the routes of Banyuwangi-Jakarta, Banyuwangi-Bali and Banyuwangi-Kuala Lumpur the number of flights is increasing. It is recorded in Banyuwangi data in figures (BPS, 2018) that the number of

passengers arriving and departing in 2017 is 95,558 and 93,391 respectively. While the number of flights was 1,484 departing and coming as many as 1,483 times during the period of 2017. This condition confirmed that the openness and expansion of development in Banyuwangi Regency increasingly showed a significant increase accompanied by the development of the tourism sector and increasing tourist attraction.

Banyuwangi Regency with its unique natural and cultural potential provides a big advantage to the development of the tourism sector. One of the strategies in developing the sector is through *sport tourism events* in the Banyuwangi festival. The activities packaged in it provide space for the people and government of Banyuwangi Regency to synergize with the ultimate goal of increasing economic growth. The fact that this final goal is achieved can be seen from the impact of *the sport tourism event* in the Banyuwangi festival on economic growth. Based on Table 4.6, it is known that the Banyuwangi Regency GRDP in 2013-2016 experienced an increase with the tourism sector having an indication of the provision of accommodation and food on average giving a large contribution to the economic growth of the people in Banyuwangi Regency with a growth rate of 8.07 in 2014 amounting to 10.33, in 2015 amounting to 11.07, and in 2016 amounting to 9.5. The high growth rate of GRDP, especially the tourism sector, is above the average economic growth of East Java and National provinces as seen in Figure 4.4, which ultimately has an impact on reducing poverty (see Figure 4.5) due to tourist visits during the year 2012-2017 experienced an increase with in 2013 the number of tourists visiting was 1068405, in 2014 as many as 1494629, in 2015 as many as 1972391, in 2016 as many as 4099588, in 2017 as many as 4859432 as can be seen in Table 4.3 and Figure 4.2. Increasing the number of tourists due to *sports tourism* provides experience to participants both active and passive to travel and engage in or see sports activities with certain themes (Ross, 2001; ICEC, 2014).

The results of this study are also in accordance with the results of a study conducted by Marumo, K *et al* (2015) which concluded that the initiation of the development of *sport tourism* has an impact on economic growth. The positive impact of *sport tourism* is also in accordance with the results of research conducted by Mapjabil *et al* (2015) which states that *sport tourism* has an important impact on the social and economic community. *Event sport tourism* is not limited to how many people participate along with fans who support it. However, infrastructure investment where the championship is held will continue in the future. Thus this has an influence on economic turnover (Yildiz, Z and Cekic, S, 2015).

In the reality of community activity as seen from *sport tourism events*, namely the work of the community and its infrastructure as such (Homafar *et al.*, 2011; Gozalova *et al.*, 2014) in the results of the study concluded that in the future the industry *sport tourism* will influence employment and income from a region infrastructure is better and shows a positive correlation. The existence of *event sport tourism* besides being able to increase the GDP of Banyuwangi Regency as the main indicator in this study also increases the number of tourist visits to the hotel. In 2013 the number of tourists visiting and staying at hotels was 543,251, in 2014 as many as 570,255, in 2015 as many as 600,266, in 2016 as many as 615,615, in 2017 as many as 677,935 and overall seen in Table 4.4 and Figure 4.3. In addition, the increase in the number of tourist visits also provides opportunities for the growth of hotels and restaurants or restaurants in Banyuwangi Regency in 2013-2015 as can be seen in Table 4.5. The increase in the number of tourist visits to hotels and the growth of hotels and restaurants or restaurants in Banyuwangi Regency is reinforced by the results of research conducted by Ciampicacigli, R and Maresca, S (2004) which states that there is a new relationship *sport tourism* to the growth of travel operators, hotels, publications, sports clubs, and travel service companies. In

addition, according to (Ross, 2011; ICEC, 2014; Marumo, 2015) the implementation of *sports tourism* provides several impacts on several sectors including the economy, social culture, and environment.

**b. Economic impact of tourism development in Banyuwangi Regency**

With the holding of these events and the development of tourism objects, the Banyuwangi government managed to attract and increase the number of visitors to come and enjoy tourism in Banyuwangi Regency, but things that need to be noted are that tourists visit not only aim to visit tourist attractions in general, but also MICE tours (meeting, incentive, conference, exhibition). This can be proven by data on the number of visitors each year based on the data summarized in the Banyuwangi Regency Central Bureau of Statistics shown in Figure 4.1.

The development of the number of visitors to Banyuwangi Regency each year has increased both domestic and international visitors. The increase in the number of visitors was also accompanied by an increase in the number of accommodations to support visitors' safety and comfort. The security and convenience of visitors will also affect the number of visitors who come to Banyuwangi Regency. In addition to security and comfort, increasing the provision of accommodation also aims to facilitate visitor access to reach tourist attractions, which is also one of the important factors in the development and marketing of a tourist attraction.

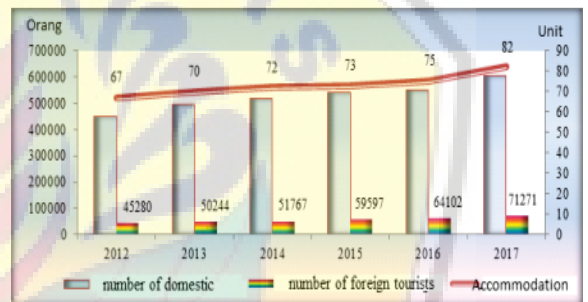


Figure 4.1 Development of Domestic and Foreign Visitors in Banyuwangi Regency, East Java (Source: Central Bureau of Statistics, processed)

Based on data published by the Central Bureau of Statistics, an increase in the number of visitors in Banyuwangi Regency occurred in 2012, which in that year the Banyuwangi government began carry out various development of tourism objects and events at regional, national and international levels. The growth in the number of visitors, especially those supported by international and regional events will gradually have an impact on the economy of the surrounding communities, one of which is the increase in the number of small and medium enterprises (MSMEs). MSMEs will gradually continue to grow along with the increasing number of requests, especially MSMEs, which are the driving sector in the tourism sector, such as SMEs that are engaged in culinary, clothing and souvenirs.

The increase in the number of MSMEs, especially those engaged in the tourism support sector, shows that the business opportunities that exist in society are increasing with the increase in the number of visitors. In addition, this also shows that the economic conditions in Banyuwangi Regency are increasingly stable so that people and entrepreneurs outside the region feel confident to invest in Banyuwangi District, especially in the tourism sector. In addition, the increase in the number of MSMEs also has an impact on increasing available employment and labor participation in Banyuwangi Regency as shown in Figure 4.2, so that it will indirectly have an impact on improving the standard of living of the people in Banyuwangi Regency.

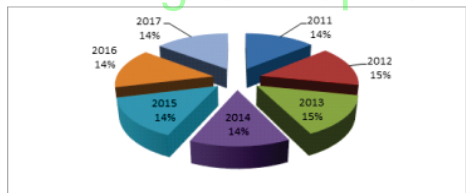


Figure 4.2 Labor Force Participation Levels in Banyuwangi Regency in 2011-2017. (Source: Central Bureau of Statistics, processed)

Along with the increase in the number of visitors in Banyuwangi Regency, the level of demand for accommodation, especially lodging and hotels will also increase. Besides increasing the number of visitors, the implementation of various activities carried out by the government and the private sector also contributed to the growth of the number of hotels and inns as well as the number of rooms. As shown in Figure 4.2. In Figure 4.2 it can be seen that the number of hotels and rooms always increases every year. At first in Banyuwangi Regency there were only 67 hotels and inns in 2012, then in 2017 the number of hotels and inns had reached 82 with the number of rooms reaching 2,946 rooms. This shows that with the development of tourism and the procurement of events carried out by the Banyuwangi government, it has a positive impact on the investment climate in Banyuwangi Regency which, with the increase in demand due to an increase in the number of investors, has confidence in investing in Banyuwangi Regency, especially investment in the form of building and developing hotels and inns.

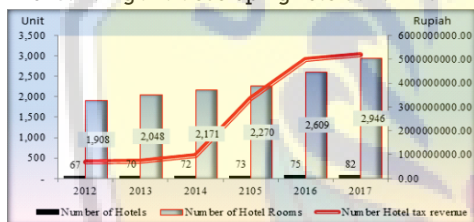


Figure 4.3 Development of hotel tax revenue, number of hotels, and number of hotel rooms in Banyuwangi Regency, East Java. (Source: Central Bureau of Statistics, processed)

The increase in the number of hotels and inns and rooms in Banyuwangi Regency also had an impact on increasing the opinion of the government on the tax revenue side of the Hotel. The hotel tax revenue growth is quite significant starting in 2014 which can be seen in Figure 4.3. Tourist visits to Banyuwangi in addition to moving the regional economic sector can also provide a positive correlation with foreign currencies which has an impact on the strengthening of the Rupiah. With regard to hotel tax revenues, a significant increase occurred in 2015, namely with the addition of a number of hotels with a total of 2270 rooms, the tax revenue received reached IDR 3,367,954,736.00 higher than the previous year which was only IDR 969,091,090.35. One reason for the increase in the number of hotels in 2015 was the Banyuwangi event such as the International tour de Ijen, the International Surfing Competition, Banyuwangi run, International wind and kite surfing which brought in many domestic and foreign tourists.

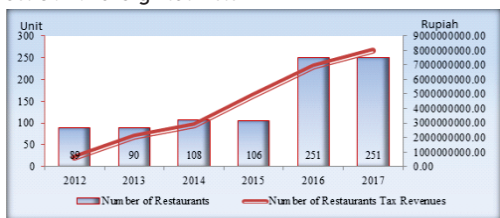


Figure 4.4 Development of Restaurant Tax Revenues, Number of Restaurants in Banyuwangi Regency, East Java. (Source: Central Bureau of Statistics, processed).

In addition to the hotel sector, the sector experienced rapid growth, namely the restaurant and restaurant sector. The number of restaurants / restaurants has increased from 2012-2017. A significant increase occurred in 2016 with a total of 251 restaurants / restaurants more than the previous year which was only 106 units. One of the supporters of the development of culinary tourism such as restaurants / restaurants is the existence of a new event held by Banyuwangi in 2016, namely Banyuwangi Ijen green run and Banyuwangi International BMX. This provides an investment opportunity as a driver of the tourism sector as well as the MSME sector which also supports the perfection of events held with the complete needs needed by visitors. The increase in the number of restaurants and restaurants in Banyuwangi Regency also has an impact on increasing government revenues in the tax sector, especially tax on restaurants and restaurants.

Figure 4.4 shows that a significant increase in government revenue from restaurant and restaurant taxes occurred in 2015, which is inversely proportional to the growth in the number of restaurants and restaurants in 2015 that were minus (decreasing number of restaurants and restaurants). This shows that the number of requests for restaurants and restaurants in 2015 has increased considerably due to various events organized by the government, so that the amount of income received by the restaurant and restaurant sector has increased as well as the amount of tax that must be incurred by each - each restaurant and hotel. In addition to increasing revenue from the restaurant and restaurant sector, an increase in the amount of tax revenue from the Banyuwangi District government is also caused by an increase in public awareness and public compliance in paying taxes, especially taxes on restaurants and restaurants. The strategy that is also used by the Banyuwangi government to increase the awareness of taxpayers is to provide easy tax withdrawal, especially in sectors related to tourism, namely by implementing a taxpayer system via an online tax monitor by installing printer timers in each of its business transactions.

In addition to the hotel and lodging and restaurant and restaurant sectors, the sector experienced significant growth, namely the transportation sector, especially in the increase in the number of passengers. The transportation sector in this case there are three types, namely Railways, Aircraft and Ferries. Of the three types of transportation, the number of passengers who experienced the greatest increase was airplanes (the number of passengers who dropped in Blimbingsari Airport) and the number of train passengers as shown in Figure 4.5

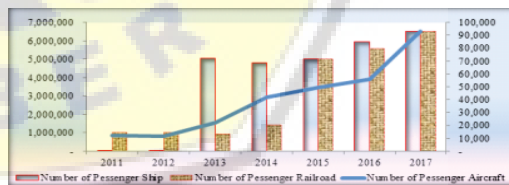


Figure 4.5 Development of the Number of Passenger Aircraft, Railroad and Ship Transportation in Banyuwangi Regency, East Java (Source: Central Bureau of Statistics, processed).

The anime of both domestic and foreign society towards tourism in Banyuwangi Regency is increasing every year, this is due to the development of the tourism sector in Banyuwangi Regency which is also supported by the increase in accommodation available in Banyuwangi Regency such as hotels and inns that are increasingly developing, then the number of restaurants and restaurants are growing, and the transportation sector is increasingly adequate. From Figure 4.5 it can be seen that the number of passengers who have destinations to Banyuwangi Regency is increasing every year both with tourist destinations and others.

**COUNCLUSSION**

Based on the results of the analysis of this study it was found

that there was a significant positive impact indicated by the number of visitors and the role of media value in increasing regional income in Banyuwangi. In addition, Sport Tourism also has an impact on the multiplier effect on other supporting sectors such as the increasing number of hotels, inns, restaurants, the number of kiosks, the intensity of transportation and the macro side such as investment, the number of workers and so on in these sectors. From the conclusions of these findings, this study provides recommendations for recommendations for local governments to further enhance infrastructure development that supports the development of these sectors both road infrastructure, transportation, media and so on to facilitate tourist access.

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