

# Sport Tourism: Pembangunan Sirkuit Mandalika Terhadap Perekonomian Kota Lombok

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**Abstract:** *The Mandalika Circuit is located in a tourist area in the southern part of Lombok Island, West Nusa Tenggara. Mandalika City has become a Special Economic Zone (KEK) and was inaugurated in 2017. The aim of this research is to determine the influence of sports tourism through the construction of the Mandalika Circuit on the economy of Lombok Island, economic opportunities and economic challenges. This type of research is descriptive research which describes the conditions of research objects and subjects as they exist using a qualitative approach. Topic information is obtained from secondary source research and analysis of local economic data. The research results show that the construction of the Mandalika Circuit has a positive impact on the local economy.*

**Keywords:** Sociology Sports, Circuit Mandalika, Sport Tourism

## 1. INTRODUCTION

Sports and tourism is two possible activities \_ combined so that own mark capable economy \_ increase income foreign exchange something area or even countries. Fusion between sports and tourism of course you can too increase Power attraction and interest for tourists and enthusiasts sport with objective visit tour or having fun . Draft unification between two field This is interesting innovation \_ in industry sport nor tourist . According to Weed (2008:15), sport tourist is all form involvement somebody Good active nor passive in activity sports , participate like as participant or in maintenance A activity with non- business purposes until reason business , which requires journey from place stay as well as place it works . For example is The 2016 Rio Olympics were held in Rio de Janeiro, Brazil from 5 to 21 August 2016 [1]. Activities Olympic This very interesting Because according to government local , amount visit traveler abroad in Brazil increased 38% compared with year previously (Weed, Bull, 2009).

Sport Tourism is interesting thing \_ applied as innovation and collaboration between two field that is tourism and sports

. Sport Tourism basically done on base initiation government in increase as well as introduce potency from tour areas that have uniqueness and characteristics typical for the region the . With exists visit traveler from domestically or \_ abroad , p the naturally give donations and contributions to area local like for example is development economy area local [2]. According to Siagian (2001:14), definition development is Suite business realize growth and change in a way planned and conscious actions taken by a nation state going to modernity in frame coaching nation . According to Soerjono Soekanto , development process aim For increase level life society , fine spiritually and materially . Circuit Construction Mandalika on Lombok Island of course give Lots aspect especially in field economy local . Project development Circuit Mandalika will open Lots field work that requires power Work from public local , even No only That course , potential tour Lombok area will become domestic spotlight because media spotlight on interesting Sport Tourism interest from enthusiastic sports and tourists domestic . Not only That's it , tourists abroad naturally will add income foreign exchange for the country because visit tourist foreign. The potency economy No only come from field sports , but also will impact on tourism local . As the government has set that Mandalika Lombok is one of the

Economic Zones Expected specials will accelerate sector tourist West Nusa Tenggara (NTB) Province in particular Lombok island. Tourist Lombok Island offers tour exotic with charming beach and bottom stunning sea According to PT Development Indonesian Tourism (Persero), development of Economic Zones Special Mandalika own draft floating tourist insightful environment with development object tourism and energy pull quality - oriented tourism \_ environment existing life . \_ Economic Zone Special Mandalika projected interesting investment amounting to IDR 40 Trillion and is projected can absorb power Work as many as 58,700 workers Work until a number of year upcoming . Development carried out on land covering an area of 20,035 hectares in the area Mandalika , no only stuck to the project Circuit Mandalika is like that big , however all facilities that support the Economic Zone Special (KEK) will Also built are star hotels , gas stations, developments roads , and other areas . Government state that the MotoGP Event will be held in Mandalika the is a moment of awakening from West Nusa Tenggara tourism . The most important and impactful thing for economy local is initiative government in absorb power local with development sustainable [3].

Based on NTB provincial data (2019) below , you can seen that amount MSME actors on Lombok Island have more percentage \_ Lots compared to area others in West Nusa Tenggara (NTB). This matter is opportunity economy For increase Power pull traveler For come to Inner Lombok Island for the Sport Tourism Circuit framework Mandalika Good That as participant sports , as well as traveler domestically or \_ abroad . Based on data from West Nusa Tenggara government , with a total of 31,382 MSMEs on Lombok Island of course will bring acceleration economy to economy local Because relationship with enhancement visit to area the . Apart from that , the area Mandalika will too become area new addition \_ income for the country is visible from facility general countries used lots of people there . Of course , it's not only seen from the data however needed method innovative in organizing Sports Tourism quality so that management of the Sports Tourism Circuit Mandalika will become a magnificent and prestigious event impact sustainable specifically for economy Lombok Island and Indonesia [4].

## 2. RESEARCH METHODS

Study This is type study descriptive studies case , where in study This writer do description original from something phenomena that occur in the economy in Lombok Island after opening Circuit Mandalika . After that the author did too study studies case with method do study to changes that occurred in Lombok's economy after opened it Circuit Mandalika through primary data which is case The original thing that happened in Lombok. In process study this , writer search for primary data from the internet in the form of articles/articles previous research \_ past , and also news For become reference for the data to be processed For study This is real and valid data , so in the end benefits provided by research \_ This will become maximum . In research This is the data collected from journals

past and news processed again by the author and equated the similarities until find the same conclusion and find results more ending real.

## 3. Result and Discussion

Circuit Construction Mandalika or with Name official his that is Pertamina Mandalika International Street Circuit was inaugurated on November 12 2021 by President Joko Widodo where circuit This located in the area Central Lombok Regency , West Nusa Tenggara Province . Circuit building This naturally will impact for life public Central Lombok Regency is good in a way direct nor No direct. There is development circuit and MotoGP Mandalika 2021 got support full from relevant Indonesian government with development and improvement accessibility to area Mandalika MotoGP area 2021. Improved improvements form setup access direct from Lombok airport to to circuit , there is also an extension trajectory aircraft at Lombok Airport and development port in Gili Mas and also the government repair surrounding infrastructure the area [5].

For prepare development circuit Mandalika of course it has been implemented a number of activity such as a survey of nearby locations area , topography , do installation fence , as well compile design circuit For racers ' track . Activity this is also direct stated by the Director ITDC main . For development The road was implemented in October 2019 and completed in the middle month of 2020, however This will still continues in order for the circuit Can used in 2021 , development this is also direct supervised by Vinci Construction Grand Projects (VCGP) which is an investor in the circuit Mandalika. Naturally with the existence of this event , growth economy from sector tourism in the West Nusa Tenggara region will increase , will There is two races held , named Idemitsu Asian Talent Cup (IATC) 2021 and World Superbike Championship (WSBK) 2021. There are also improvements consumption , sector aviation , hotels and other sectors are encouraging growth business tourist during title taking place[6]. With there are circuit events and the Mandalika MotoGP will give opportunity to Lots society in need To use For return the Indonesian economy down consequence Covid pandemic , especially in West Nusa Tenggara, opportunities have emerged form field Work for 7,500 people, got addition investment local amounting to US\$ 150 million and is estimated will There is enhancement shopping traveler until reaching US\$ 40 million per year . Due many traveler foreigners will come watching a MotoGP event This of course it will too increase tourism awareness in Indonesia , especially in NTB [7].

With there is a MotoGP event this will too very increase tourists who come to Indonesia, and is estimated will increasing by 300,000 people per year and will also give good position for Indonesia so it can be done viewed by foreign countries as the destination country For recreation sports in the Asian region . This is also very important Because can add value to Indonesian tourism and will increase funds from sector impactful tourism Good for enhancement economy national . Naturally For make circuit This requires a lot of

funds big , with Indonesia must do that interesting investors' interest in giving and investing their funds to this event , because that's very ITDC focus For prepare development base previously in the Mandalika area , and plans development This is also helped by large funds from institution finance namely the Asian Infrastructure Investment Bank (AIIB) and Financing Institutions Indonesian Exports (LPEI) [8]. Development process carried out is also included fast because ITDC is doing it project This with focus and get it seen the result where ITDC has completed a number of project infrastructure basics and facilities public like path created as far as 11 kilometers, 10 km of parameter fence is visible , project installation clean water processing / Sea Water Reverse Osmosis (SWRO), Nurul Bilad Mosque which can accommodates 4000 people, Kuta Beach Park with equipped with a play area children , washing area hand , locker For keep goods luggage , and toilets, as well as the Rescue and Security Center Tourism (BALAWISTA). With exists the facilities provided by ITDC will add comfort for tourists Good local nor international coming to this event. Apart from sector Indonesia's growing economy , MSMEs in the region this will too helped with lots of people visitors who come, because ITDC also thinks about MSMEs in the NTB area by making special bazaar for MSMEs covering an area of 2 hectares with very visitors Lots. Then there are also Lots very place for MSMEs, yes show product original they Because has kiosks are also provided For souvenirs, culinary delights and services provided for incorporated MSMEs in Association Asonian Mandalika and the people who live around the Mandalika area [9].

As information addition, The Human Development Index in West Nusa Tenggara Province has increased by 0.59 percent in 2021. The Human Development Index experienced growth in 2020 which was 68.25 will become 68.65 in 2021. West Nusa Tenggara Province has Growth The Human Development Index is still Entering into the category currently. See to in a number of dimensions namely the first dimensions life worthy that can be seen from indicator like Per Capita Expenditure that has been customized, West Nusa Tenggara Province can reach figure IDR 10.38 million per person per year which is if compared to within 2020 it has increased by 26 thousand rupiahs. For the second one is dimensions of health that can seen from the indicator Life Expectancy and if compared to 2020, for in 2021 it has increased by 0.18 years from before and reached figure 66.69 years . Third is dimensions education seen from indicators such as Average Years of Schooling and Expected Years of Schooling . in 2021 Old School Expectations in West Nusa Tenggara Province increased of 0.20 years reaching figure 13.90 and Average Years of Schooling amounting to 7.38 years and has increase of 0.07 years from 2020. Indonesia Tourism Development Corporation (ITDC) said the implementation of World Superbike has been creating a large multiplier effect for the economy Lombok Island , below is the impact positive from there is a MotoGP event being held[10].

### 3.1 Enhancement Central Lombok Regency Original Regional Income (PAD).

After the 1921 WSBK incident last November , the Central Lombok Regency Government admitted get addition income original area (PAD) and can reached IDR 69 billion . Income This originate from tax entertainment 15%, tax parking 30%, and tax restaurants and hotels 15%. Most of the income originate from cost parking , and during IATC and WSBK events, plenty viewer come to truck Mandalika with car they alone and almost fulfil place parking . Cost motorbike parking is IDR 5,000 [11].

### 3.2 Spike Hotel Occupancy Up to 95%

In the Mandalika Hotel Association, there are 54 hotel facilities that benefit from event race This . This matter caused visiting tourists \_ to the headquarters of Lombok Regency. Enhancement use before and during WSBK. Industry hospitality booming again, of course along with increasing tourists during the WSBK event. Hotel sales also increased from 15% to 85%. The people there were also given it chance For return working in a hotel for fulfil request hotel rooms are kept increase.

### 3.3 Opportunity Increasing Local MSME Business

The WSBK event has created opportunity gold for business local micro, small and medium enterprises (MSMEs). MSMEs who sell food and drink taste the most benefit economy from maintenance events prestigious This. Simultaneously with the momentum of WSBK 2021, the government area local held the NTB Expo 2021 in the parking area main circuit Mandalika. Annual event This involves 330 MSME actors

### 3.4 Labor Absorption Capacity

Project Race Course Construction Mandalika own up to 7.5 million workers and 300 residents who can become engineer For project construction This . WSBK and Asia Talent Cup recruiting Lots power Work from West Nusa Tenggara, incl inhabitant six village buffer around \_ Mandarina . With a total of 1,475 workers from NTB, Marshall, Security Covid19, Medical Crew, Event Crew, Crowd Management, Documentation, Cleaning, Tickets, Transportation and Waste Management for smooth running of the WSBK event. According to data from Circuit Mandalika in West Nusa Tenggara, Circuit Mandalika also welcomed it workers who focus on various sector like infrastructure , restaurants , circuits Mandalika and hotels. A total of 11,900 workers have accepted in the area Mandalika , and 8,350 workers has accepted in the sector hotel , where around 385 of them workers employed in every five star hotel [12].

Igede Putu Aryandi , Head Mandalika Mandalika West Nusa Tenggara explained the need power work in Mandarica has been improved in the sector infrastructure , like development road from airport to Mandalika and development track going to House Sick . There are 5,800 workers in the sector infrastructure . For achieve revenue

targets Accordingly , the West Nusa Tenggara Human Resources and Immigration Service has hall exercise Work such as the East Lombok Job Training Center , MSMEs, Associations Tourism , Training Institute Vocational and Private (LPKS). Currently , 490 people are trained in five months apprentice and earn addition One million per month [13].

### 3.5 Enhancement Passenger Airplane at Lombok Airport

General Manager of Nugrohojati Lombok International Airport said that Pekan WSBK has an average of 5700 passengers . Compared to with movement passenger a day before November 2021, the average amount passengers per day was 3,800, an increase of 50%. Traffic \_ air also increases by 43% compared the same period . On November 1-16, 2021, it will be there was an average of 37 trips flights per day . The average for November 2021 is 53 trips flights per day . With There is a MotoGP event being held in NTB must very appreciated Because Lots very sector slumping economy consequence of the impact of Covid-19 can be developed Again, the Indonesian economy is declining Far from sector tourist Finally Can appear come back and get up return because this MotoGP event, of course This very increase economics and remembering the location is not Far from Lombok, hopefully circuit This can push enhancement visit tourists. Sector support tourists other like flights, hotels and others are also expected can produce profit from tour circuit Mandalika This. This will happen in a way experience Because sectors This sustainable [14].

### Conclusion

Based on the results research and discussions that have been carried out done above about the impact development circuit Mandalika is the one who improves the economy Lombok area can withdraw A conclusion as following. Enhancement The Human Development Index in 2021 is 0.59 percent from year previously Where see from three dimensions that is life decent, health and education. With the finished development circuit Mandalika This is in 2021 and there are also two racing events taking place in the same year namely IATC or Idemitsu Asian Talent Cup 2021 and WSBK or World Superbike Championship 2021 bringing economy Lombok area becomes better.

ITDC manages it area Mandalika besides build facilities general more give comfort for tourists \_ this also conveys the impact positive the implementation of the World Superbike Championship (WSBK) such as increasing Lombok's Original Regional Income (PAD) reached IDR 69 billion of which 15% is tax entertainment, 30% tax parking, and 15% hotel and restaurant tax. Enhancement other is Hotel occupancy reached 95% when the event was held on the circuit Mandalika such as the World Superbike Championship (WSBK) brings tourists and spectators staying in a hotel also brings enhanced turnover in business hospitality by 85%. It looks like improvements that occur in business hospitality and business transportation like rent vehicle, deliver hope to

businesses located nearby area circuit Mandalika and existing hotels. For continuing to support growth of MSMEs in the region Lombok He also held an NTB Expo 2021 which involved as many as 330 MSME business people. More again , the development circuit Mandalika and the World Superbike Championship (WSBK) event give A field work new. There are 7,500 workers and 300 staff technicalities involved \_ in the project development circuit. A total of 1,475 people work which is residents of West Nusa Tenggara work on the circuit Mandalika For help the progress of the WSBK event. Has absorbed 11,900 power workers in the area Mandalika, 8,350 power work in the sector hospitality, 5,800 people in the sector infrastructure, and already 490 people at the moment this is what was trained in the Job Training Center For achieve absorption targets power work in 2025. Flights at Lombok airport are also increasing by 43% and passengers per day increase by 50% of the figure from 3,800 to 5,700 people throughout walk the World Superbike Championship (WSBK) event. My whole development Circuit Mandalika in the Lombok area is assessed development \_ good by the author , because with exists development besides raise state income from tourists also increasing Lombok's economy in general drastic.

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