

Government Employee Perspectives on the Role of *Tour de Borobudur* in Creating Social Legacy

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Abstract

This article presents the findings of a study on the *Tour de Borobudur* events, focusing on its role in creating a social legacy from a governance perspective. The study utilized a descriptive quantitative research methodology to examine the perspectives of government employees on the management and utilization of sustainable tourism through the cycling race. The findings revealed a positive perception of the event's impact on various aspects, including community communication, hospitality skills, managerial acumen, humanitarian aspects, and enthusiasm for sports and physical activity. The program was found to be a platform for improving communication skills, tourist service skills, local management abilities, and promoting an active lifestyle. The study recommends disseminating the findings to relevant stakeholders for the development of more effective programs and policies in the future, providing valuable insights for the government and the community in managing and harnessing tourism potential sustainably.

Keywords: Branding; cycling; local community; sport event; sport tourism

1. Introduction

Tour de Borobudur (TDB) is one of Indonesia's annual international cycling sports events, precisely in the Central Java Province. Since 2000, this event has been held regularly every year, spanning a total of 23 years. Despite its longstanding existence, there has yet to be any research specifically examining this event as a subject within the realm of social legacy creation. The organization of a sports event is regarded as an opportunity to enhance the branding and achievements of a region or country. Like diplomacy, architecture, geography, and others, sports also significantly influence a region's branding strategy for many jurisdictions. (Rookwood, 2019). *TDB XXIII* in 2023 involves several cities or districts: Karanganyar, Solo, Klaten, Sleman, and Magelang. Comprehending the intricate balance between supply and demand in tourism is challenging, especially regarding visitation driven by cultural assets (Marcouiller & Westernen, 2019). Hence, the *TDB* event amalgamates sports activities enriched with indigenous cultural nuances.

Sports have a high potential to enhance the image of the government, local authorities, and the community by presenting tangible and intangible legacies, tourist destinations, and even foreign policy objectives (Dubinsky, 2021). Cycling is one of the most popular sports (Azam et al., 2019). Sports events serve as a strategy to boost tourism in a region, commonly represented as sports tourism. Few published research studies indicate that the perceived value and image of the destination may be impacted by event quality (Jeong & Kim, 2020). Showcasing local wisdom and natural resources as

attractions and unique features, combined with competition and challenges, will capture the attention of tourists in an effort to enhance the quality of sports tourism in a region (Mardiyanto & Okfitasari, 2023).

The local government is responsible for contributing to and overseeing matters related to the organization of the *TDB* event. In accordance with regional autonomy, every administration related to a particular region operates under the authority of the local government. It is responsible for preserving, protecting, empowering, and enhancing the community's welfare (UU Republik Indonesia No. 23 Tahun 2014 tentang Pemerintah Daerah, 2014). The government needs to consider various strategic policies to help channel the impacts of sports events towards positive outcomes for the community (Natal, 2020).

TDB XXIII participants in 2023 will be treated to a beautiful natural environment, community areas, and resting spots involving small and medium-sized enterprises along the designated route. By engaging the community area, this event will exert a direct social impact on the surrounding populace. As a result, increased expectations for sporting events will have a wide-ranging impact, directly affecting cultural enthusiasts, social cohesion, consumer products, commercial giants, media channels, and the digital revolution (Smith & Skinner, 2022). Sports events can potentially boost a region's economic development and growth. (Legg, 2022) However, broader and developing societal agendas have not received adequate consideration. The long-term economy of a region can be directly influenced by social legacy (Song, 2022).

There are four types of social legacy in sporting events: 1) accessibility, 2) awareness, 3) community engagement, and 4) volunteerism (Legg, 2022). In the United States, employment in the sports industry that is not directly involved in physical activities or sports events is a critical source of income (Sheptak & Menaker, 2020). While not directly involved in sports activities, positions such as sports event management, marketing, and data analysis contribute to the operational and developmental elements of sports. The economic effect generates a demand for specialized sports management, marketing, and administration talents. This finding shows the delicate relationship between social legacy, regional economic factors, and the community's persistent cultural viewpoints on a sports event passed down through generations. In the domains of policy and academics, social legacy is an important aspect of every event (Thomson et al., 2020), considerably contributing to its overall socio-cultural relevance and influence.

Sport Canada defines social legacy as a catalyst for positive improvement, awareness, engagement, and well-being for an individual, particularly for underrepresented groups (Deacon et al., 2019). Therefore, a more in-depth study on the role of the *TDB XXIII 2023* cycling event in creating a social legacy from a governance perspective is needed to provide constructive insights to the government and the community in managing and harnessing tourism potential sustainably. We assume that *TDB XXIII 2023* creates a positive social legacy from a governance standpoint.

In this study, we aim to evaluate government employee perspectives on *TDB XXIII 2023* as a conduit for advancing the communicative competence of the local community with tourists; to evaluate the community's hospitality skills towards tourists; to evaluate the managerial acumen within the local community; enhance the humanitarian aspects within the community, and to evaluate the community's enthusiasm for sports and physical activity.

2. Method

The present study used descriptive quantitative methodology. The independent variable was *Tour de Borobudur*, and the dependent variable was government employee perspectives on social legacy. The

population was all government employees involved in *TDB 2023*. Respondents were obtained using a snowball sampling technique. A total of $n = 10$ actively participated in this study.

This study commenced with Stage 1, encompassing essential preparations such as obtaining permits, securing subject agreements, and explicating the research procedures. In Stage 2, a focused data collector group discussion was initiated, involving delegating field tasks and establishing on-site systems. Stage 3 entailed the direct execution of data collection through detailed field research. Following completion, Stage 4 was conducted by conducting another focused group discussion to evaluate the data collection process. Lastly, Stage 5 involved an in-depth analysis, interpretation of findings, and the composition of a comprehensive report (Figure 1). This sequential series of stages formed a holistic scientific approach, ensuring the accuracy and validity of the research outcomes.

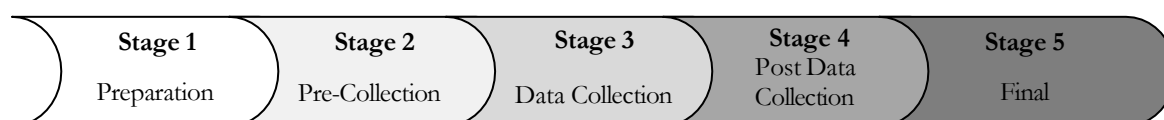


Figure 1. Stage of Research

The research instrument utilized for data collection was a questionnaire administered through an online survey platform, specifically employing Google Forms. The data acquisition process involved conducting face-to-face surveys administered to respondents during the *TDB XXIII* event in 2023. The questionnaire was structured into three sections: "Respondent's Identity," and "Government Perspectives on Social Legacy," totaling nine questions. The primary section comprised five main questions employing the Likert Scale for responses, categorized as strongly agree (4), agree (3), disagree (2), and strongly disagree (1). The remaining four questions pertained to demographic information of respondents, encompassing age, highest educational attainment, place of origin, and government position.

A comprehensive descriptive analysis was meticulously undertaken to elucidate the characteristics of all variables within the dataset. The findings have been methodically presented through tables and diagrams, strategically organized to enhance reader comprehension, and facilitate a nuanced interpretation of the study's results. Beyond the quantitative survey data, valuable insights have been derived from the results of interviews and observations, which serve to augment the depth of understanding and provide a qualitative dimension to the interpretation of the findings.

3. Result

Based on the demographical data below (Table 1), the statistics on the age spread among respondents showed an overall vogue. Out of ten respondents, none were in the Late Teenager (18-25 years) or Late Elderly (56-65 years) categories. Early Adults (26-35 years old) accounted for 20% of responders, with another 20% falling into the Late Adult category (36-45 years old). The Early Elderly age group (46- 55 years) had the biggest proportion, accounting for 60% of all replies. The data on respondents' last education level provided an informed picture of the educational backgrounds of the surveyed group. Of the ten responders, 10% completed senior high school; no respondents had a diploma certificate; the majority of respondents (50%) had a Bachelor's degree, and 40% of respondents held a Master's degree.

The data on respondents' origins provided geographical insight into the studied population, providing a diverse representation across areas. Temanggung and Wonosobo contributed 10%; Magelang accounted for 20% of respondents, and Semarang City appeared to have the most common origin, with 40% of responses. Surakarta and Semarang Regency contributed 10%, adding to the sample's

geographical diversity. The breakdown of respondents' employment positions indicated a wide occupational profile across the survey group. Among the ten responders, each employment type represented a distinct worker group. Tourism Information Manager, Head of Technical Implementation Unit (*Unit Pelaksana Teknis Dinas/UPTD*) at the Administration for Tourism Attraction Management, Sports Analyst, Service Secretary, Staff, state-owned firm (*Badan Usaha Milik Negara/BUMN*) employee, Mayor, and Adyatama Tourism and Creative Economy Young Expert all made up 10% of the total respondents. Remarkably, the Headman (village leader) had the greatest representation, with 20% of respondents. This could imply a high level of engagement by village leaders, adding to the survey's diversity of opinions.

Table 1. Demographic characteristics of respondents

| Variable | Categories | Ratio | Percentage |
|-----------------------|---------------------------------------------------------------|-------|------------|
| Age of Respondent | Late Teenager (18-25) | 0/10 | 0% |
| | Early Adult (26-35) | 2/10 | 20% |
| | Late Adult (36-45) | 2/10 | 20% |
| | Early Elderly (46-55) | 6/10 | 60% |
| | Late Elderly (56-65) | 0/10 | 0% |
| Education Background | Senior High School | 1/10 | 10% |
| | Diploma | 0/10 | 0% |
| | Bachelors | 5/10 | 50% |
| | Master | 4/10 | 40% |
| City/Origin | Temanggung | 1/10 | 10% |
| | Wonosobo | 1/10 | 10% |
| | Magelang | 2/10 | 20% |
| | Surakarta | 1/10 | 10% |
| | Semarang City | 4/10 | 40% |
| | Semarang Regency | 1/10 | 10% |
| Employeement Position | Tourism Information Manager | 1/10 | 10% |
| | Head of UPTD Administration for Tourism Attraction Management | 1/10 | 10% |
| | Sports Analyst | 1/10 | 10% |
| | Service Secretary | 1/10 | 10% |
| | Staff | 1/10 | 10% |
| | BUMN employee | 1/10 | 10% |
| | Mayor | 1/10 | 10% |
| | Headman (village) | 2/10 | 20% |
| | Adyatama Tourism and Creative Economy Young Expert | 1/10 | 10% |

Table 2. Advancing the communicative competence

| Adjectives | Ratio | Percentage |
|-----------------------|-------|------------|
| Strongly agree (4) | 6/10 | 60% |
| Agree (3) | 4/10 | 40% |
| Disagree (2) | 0/10 | 0% |
| Strongly Disagree (1) | 0/10 | 0% |

The responses were gathered from a sample group using a Likert Scale to assess their agreement with a set of statements. Sixty percent of respondents said they strongly agreed (scoring four out of four) with the statements asked. Forty percent more respondents indicated that they were generally in agreement (ranked as 3). Remarkably, there was no disagreement (ranked as 2) or strong disagreement (rated as 1) with the assertions among the respondents, yielding a disagreement rate of 0%. According

to this data, there appeared to be a high degree of positive consensus among the respondents, especially when it came to strong agreement. This shows that they positively perceived or aligned with the topic covered in the statements (Table 2).

Table 3. Elevate the community's hospitality skills

| Adjectives | Ratio | Percentage |
|-----------------------|-------|------------|
| Strongly agree (4) | 6/10 | 60% |
| Agree (3) | 4/10 | 40% |
| Disagree (2) | 0/10 | 0% |
| Strongly Disagree (1) | 0/10 | 0% |

Table 2 presents the quantitative data obtained from the replies to a series of statements assessing how the community views the *TDB* program as an opportunity to improve their ability to welcome visitors. Six out of ten respondents, constituting 60% of the total, strongly agreed (rated as 4) with the notion that the *TDB* initiative serves as a medium to elevate the community's hospitality skills towards tourists. An additional 40% of respondents, or four out of ten, expressed agreement (rated as 3) with the same statements. Notably, none of the respondents disagreed (rated as 2) or strongly disagreed (rated as 1) with the given statements, resulting in a 0% disagreement rate (Table 3).

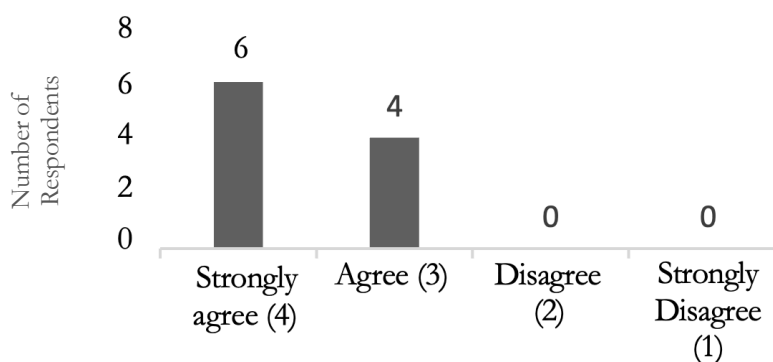


Figure 2. Augmenting the Managerial Acumen

A quantitative examination of the replies to the question of how the *TDB* program was viewed to improve managerial abilities in the community is shown in Figure 2. Respondents were asked to use a Likert scale to indicate whether they agreed with the given statements. The findings demonstrated a generally positive attitude among participants, as 60% of them strongly agreed and 40% agreed that the *TDB* initiative was a means of enhancing the administrative skills of the local community. Notably, not a single responder expressed disagreement or severe disagreement with the claims, indicating broad acceptance of the initiative's beneficial effects on improving managerial abilities.

Data on the perceived benefit of the *TDB* program to improve humanistic elements in the community is shown quantitatively in Figure 3. The breakdown of opinions that followed was achieved by asking respondents to express how much they agreed or disagreed with the statements using a Likert scale: four of ten, or 40% of respondents, agreed, and six of ten, or 60%, strongly agreed that the *TDB* program was a means of improving humanitarian elements in the community. Notably, there was zero percent disagreement, meaning that no responder disagreed or disagreed strongly with the claims. The majority of respondents acknowledged the initiative's success in promoting humanitarian ideals among the community, indicating a strong ideal agreement among them, according to these data.

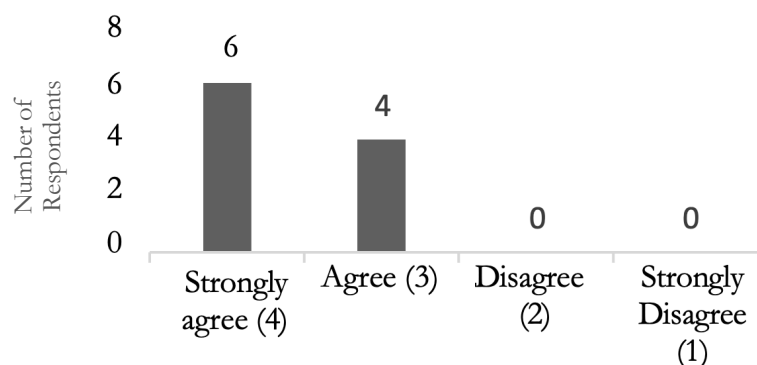


Figure 3. Enhance the Humanitarian Aspects

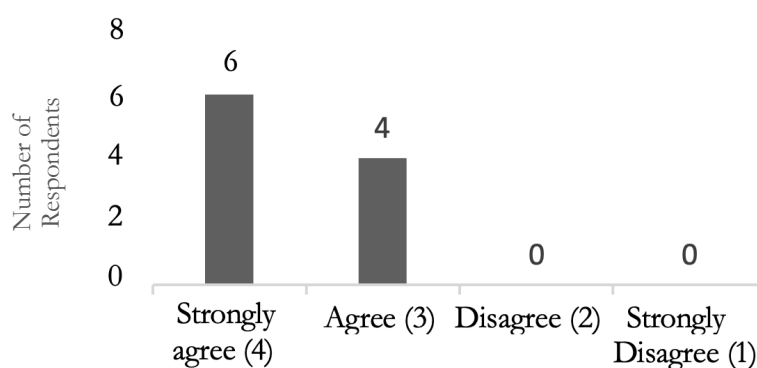


Figure 2. Enhance the Community's Enthusiasm for Sports and Physical Activity

The information shown in Figure 4 is based on a quantitative examination of respondents' opinions about how the *TDB* project helps to encourage sports and physical activity in the neighborhood. Respondents were asked to rate their degree of agreement or disagreement with the above statements using a Likert scale. The findings show that participants had a highly favorable consensus; 6 of 10, or 60%, strongly agreed, and 40%, or 4 of 10, agreed that the *TDB* program was a good way to increase the community's passion for sports and physical exercise. One noteworthy finding is the lack of disagreement (0% disagreement rate) since none of the respondents expressed disagreement or strong disagreement.

4. Discussion

In this study, we found that all respondents agreed that the *Tour de Borobudur* (*TDB*) program was a catalyst for increased communication competence in society. Communication competency has three levels: knowledge, attitude, and skills (Zhang, 2021). The outcomes for enhancing communicative competence reveal a considerable positive consensus. Communication competency is regarded as the most crucial fundamental/managerial competency (Kuşku Özdemir, 2023). This makes *TDB* firmly believed to be the right medium for improving skills in public communication. The absence of disagreement emphasized the widespread positive perception among respondents. The diversity of respondents' educational and occupational backgrounds added rich dimensions to their experiences at the event. Several respondents stated that the opportunity to interact with village leaders and other levels of society broadened their understanding of local development challenges and opportunities. The strong participation of the Early Elderly age group also provided nuances of local wisdom and deep life experience in a changing world. As a result, from the perspective of the participants, the *TDB*

is more than just a sporting event; it is also an important platform for improving communication skills and building social connections at the local level.

Respondents widely agreed that the *TDB* initiative positively contributed to the improvement of hospitality skills in the community. Likewise, data on improving community hospitality skills showed a unanimous positive consensus. Hospitality demands a corporate mindset to capture and pursue chances to give tourists distinctive global experiences. Hospitality is a significant economic driver in many nations (Tajeddini et al., 2020). Brazil, the UK (three publications), Canada, Greece, Japan, and Portugal (two publications) are popular tourist destinations with existing infrastructures, accommodations, and hospitality providers to host events for participants and visitors (Tomino et al., 2020). In reality, a key priority is attracting and retaining visitors to capture future tourist expenditure before, during, and after the event, and stakeholders who will engage in certain company initiatives are critical for providing economic advantages for any region. The unanimous agreement among respondents serves to fortify the collective alignment toward the program's positive impact on the enhancement of community hospitality skills.

All responses provided positive feedback regarding improving community managerial skills, reflecting that *TDB* served as a sports event and plays a role in community capacity building. There is currently no consensus regarding the classification model of managerial competencies (Freitas & Odelius, 2022). However, the perceptions and viewpoints of the government, essentially those with experience in this field, are likely to assess it effectively. This perception is consistently expressed across various demographic layers of respondents. Respondents with Bachelor's and Master's educational backgrounds were expected to evaluate the event more profoundly, aligning with the managerial principles they comprehend. Following this, the dominant Early Elderly age group and positions within the government indicated managerial experience, contributing valuable organizational and coordination perspectives based on their experiences. Managerial competence significantly influences the quality of services within the organizational context, encompassing quality indicators for the organizational unit, quality plans for the unit, and a keen focus on professional motivation (Fanelli et al., 2020). Managerial abilities are deemed crucial not when viewed solely on an individual level but rather within the context of overall community development. In this regard, the *TDB* event can be considered an effective platform for enhancing managerial skills in managing events locally and internationally. With strong positive outcomes, it provides an optimistic outlook on the benefits of this event for managerial skills within the community.

Respondents widely agreed that the *TDB* program contributed to improving humanitarian elements within the community. Sports events can transcend barriers and foster societal change (Müller et al., 2021). The data regarding the positive perception towards the enhancement of humanitarian aspects in *TDBB* reflected a consistent acceptance across diverse demographic segments, as evidenced by the respondent profiles. One aspect of societal change that sports events are increasingly adopting is environmental awareness and sustainability (Tomino et al., 2020). The diversity in the respondents' age, education, origin, and occupation provides a nuanced perspective on humanitarian values. Different age groups exhibit distinct understandings of these values, and varying educational backgrounds contribute to diverse interpretations. The human side of society that is created by sports events revolves around the political process, community engagement, sustainable practices, economic growth, and urban development (Dickson & Zhang, 2021). The participation of village leaders in the sample signifies a direct influence on the local community. The comprehensive dataset on enhancing humanitarian aspects consistently demonstrates a unanimous positive perception. The absence of dissent further underscores a robust recognition of the program's efficacy in promoting and fostering humanitarian values.

There was a unanimous agreement indicating unequivocal acceptance of the program's positive impact on promoting an active lifestyle. The results were highly affirmative, with respondents agreeing that the TDB program effectively enhanced community enthusiasm toward sports and physical exercise. By incorporating interactive and engaging elements into sports events, such as demonstrations, workshops, and competitions, participants are motivated to participate actively and encouraged to explore new sports and physical activities (Teare & Taks, 2021). The diversity of respondents' ages, education, origins, and occupations provides a deep understanding of this perception and reflects equal acceptance from various levels of society. By organizing sports events, sports social organizations create a space where individuals of all ages and backgrounds can actively participate in sports activities (Parra-Camacho et al., 2020). This condition fosters a strong community sports atmosphere and promotes the values of inclusivity, health, and happiness for all (Nima, 2023). By incorporating interactive and engaging elements into sports events, such as demonstrations, workshops, and competitions, participants are motivated to participate actively and encouraged to explore new sports and physical activities. Overall, these positive results show that the *TDB* program has cultivated an active lifestyle among the community by stimulating participation in sports activities.

Social legacies that have been explored might benefit from greater innovation and intentionality, using theoretical techniques (Thomson et al., 2020). Legacy is described as all planned and unplanned, positive and negative, tangible and intangible structures created for and by a sports event that remain longer than the event itself, regardless of the time and space of creation (Ritchie et al., 2020). The *Tour de Borobudur XXIII 2023* event, specifically based on research findings, has successfully achieved a positive social legacy by enhancing community communication, improving hospitality towards tourists, developing community management skills, fostering humanitarian values, and promoting interest in sports.

5. Conclusion and Recommendation

Based on our findings, we concluded that *Tour de Borobudur* (TDB) could be expected to have a role as a platform for improving the community's communication skills concerning tourists. It also helps to improve tourist service skills, improve local management abilities, develop humanitarian aspects of the community, and encourage an increased propensity among the populace to participate in sports.

It is necessary to disseminate the findings of this research to relevant stakeholders, including local governments, sports organizations, and tourism agencies, so that these findings can serve as a foundation for the development of more effective programs and policies in the future. By implementing these recommendations, it is anticipated that the *TDB* program can continue to generate significant positive impacts for the community and further strengthen the social legacy it produces.

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