

STUDY OF E-SPORTS TOURISM POTENTIAL USING TRIPLE BOTTOM LINE ANALYSIS METHOD

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Abstract

This study discusses the potential of the electronic sports industry in the tourism sector, especially in urban areas in Indonesia. In this case, the potential in question includes the potential for product components in the electronic sports event industry ecosystem, as well as the potential for industrial models in the aspect of sustainability. The method used in this study is a descriptive method with a qualitative approach, with the distribution of participants being all tourists from electronic sports events in urban areas in Indonesia. From the results of this study, it can be concluded that currently the electronic sports industry is growing rapidly in Indonesia and the world, this industry also indicates a positive influence on the development of the social, economic, and natural resources surrounding the industrial operating environment, so that it has the potential to become a sustainable tourism resource in the future.

Keywords: E-sports in tourism; E-sports potential; sustainable tourism resource potential

A. INTRODUCTION

At the beginning of the 21st century, the advancement of technological elements combined with competitive aspects such as sports gave rise to a new format in the field of sports, the existence of which is becoming increasingly popular in various layers of modern society and then began to be known as E-sports (Dilek, 2019). E-sports or Electronic Sports is defined as a form of sports in which the main aspects of sports activities are carried out on computer devices and software systems that become the forum for competitive activities. Competitive activities in this E-sports event then become an attraction that is consumed by fans. In addition to E-sports digitizing sports activities, the implementation of E-sports also has a supporting framework from various sectors that denies all forms of activity in this industry, such as the existence of investors or sponsors from various brands, competitive leagues, international ranking systems, training agencies, and institutions that standardize the course of professional competition in the E-sports industry.

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The existence of internet technology-based tourism, also known as E-tourism, is becoming increasingly highlighted because many online community groups form from all over the world with special interests in various E-sports products, such as video game products, and gaming hardware, as well as various E-sports events. As a result of the development of the E-tourism market, various E-sports products have emerged as a new phenomenon, which is also a fundamental element in the 'digital youth' or millennial culture system (Dilek, 2019; Funk et al., 2018), and as a result, E-sports as a new business sector, touches the tourism industry in real terms and forms a new tourist market segment that makes E-sports their entertainment attraction, as well as various E-sports events as a destination for travel.

As an industrial complex that is still relatively new, E-sports and the concept of its implementation as a tourist attraction are not widely known in Indonesia. Still, despite its novelty, this sector has received enough attention in the national and international sports sphere. In August 2020, Indonesia through the Indonesian National Sports Committee and the Indonesian Ministry of Youth and Sports officially recognized E-sports as one of the sporting achievements that will be contested in future sporting events. At the international level, E-sports has also been recorded as one of the official sports to compete in the 2022 Asian Games.

In describing the potential of the E-sports tourism industry in Indonesia from the perspective of sustainable development, the author finds a match in Sir John Elkington's (1994) concept of triple bottom line analysis concept. Elkington (1998) argues that this concept is a concept that focuses on elaborating various issues regarding industrial activity on the potential for added value, not only on the economic aspect but also on the social and environmental aspects provided by industrial activity. On the other hand, this concept also tries to describe the values that have the potential to be 'lost' due to industrial activities.

From these various reviews, the authors feel motivated to conduct research on the potential of the E-sports tourism industry ecosystem in Indonesia and the potential for the sustainability of this industry by using the triple bottom line analysis method as a benchmark for measuring the E-sports Tourism industry in Indonesia, with the research title: Potential Studies E-sports Tourism Using Triple Bottom Line Analysis Method.

B. RESEARCH METHOD

This study uses a descriptive method with a qualitative approach. The descriptive method is defined by Silalahi (2010) as an investigation process to understand social problems based on creating a complete holistic picture formed in words, reporting the views of the informant in detail, and arranged in a natural setting that seeks to describe and present objects in detail. about a phenomenon that is felt by people in the social conditions they live in. Meanwhile, the qualitative research approach according to Moleong (2010) is research with a naturalistic approach to seek and find understanding or understanding of the phenomenon of what is experienced by the research subject descriptively in the form of words and language in a special and natural context. The purpose of the qualitative descriptive research method in this study is to make a systematic and factual picture of the potential of E-sports being researched within the scope of its ecosystem in Indonesia so that a clear description of the potential possessed by the E-sports tourism industry in Indonesia can be broken down.

In designing this research design, several main urgencies become the basis of the author, first, the author finds that there is still a lack of research references related to the potential of E-sports in the scope of tourism in Indonesia. Furthermore, there is also an urgency regarding the

sustainable development goals agenda in the implementation of industrial activities in terms of sustainable development based on the idea of "Fulfilling the needs of the present without compromising the fulfillment of the needs of future generations" in UN's Our Common Future (1987). describes the potential of the E-sports tourism industry from the sustainability aspect of its activities as a new and growing industry that is popular in the 21st century, through the Elkington TBL concept as a reference for analyzing the potential sustainability of the E-sports industry. It is hoped that with this research design, the authors can describe the potential of various product components that exist in the ecosystem of the E-sports tourism industry in Indonesia and describe the potential for sustainability of the E-sports Tourism industry in Indonesia.

C. RESULTS AND ANALYSIS

Based on the results of the research that has been carried out, the authors can conclude that the E-sports Tourism industry as a new tourism resource has enormous potential, based on the fact that viewed from the audience scope aspect, this industry has a very large national market at 175 million people and is still will continue to grow in the future in terms of its market segment of 54% coming from the productive and pre-productive age groups.

From the revenue scope aspect, geographically, Indonesia is in a very strategic position in the Asia-Pacific economic region where the majority of the global E-sports industry revenue turnover is located, allowing Indonesia to empower international markets in the Southeast Asia region. On the national side, there are around 202 million Indonesians who are a potential market for the E-sports Tourism industry in Indonesia, this established market makes the Indonesian national product-market ecosystem very potential as an economic area for various E-sport products and E-sports events. Tourism.

In terms of sustainability, this industry is also considered to have a 'quite good' economic and social impact on the environment of E-sports tourism tourists, measured by the formation of various new jobs, the existence of a chain economic effect in the implementation of E-sports activities, the development of social relations and skills development for consumers of E-sports products in Indonesia. However, discussing sustainability from an environmental perspective due to the lack of samples of environmental conditions that can be studied at this time, conclusions that can be drawn from participants' answers regarding the potential for environmental sustainability of the E-sports tourism industry activity are currently in a neutral position, where for now the existence of activities The E-sports tourism industry has not shown any impact on the natural environment in Indonesia. This condition, according to the researcher's analysis, may change along with the growth of E-sports tourism industry activities in the future, and further studies are needed to describe aspects of the contribution of the E-sports tourism industry in Indonesia to the natural environment in Indonesia.

Furthermore, as a special note in this research, the following are summaries of actual findings that have high urgency that must be the attention of various parties in the development of the E-sports Tourism industry as a future Indonesian tourism resource:

1. Indonesia accounts for <1% of global E-sports products. As one of the most populous countries in the world and a country located in a strategic economic area for the global E-sports industry, Indonesia still has not empowered the E-sports industry in terms of the formation of E-sports products or E-sports tourism events.
2. The distribution of E-sports products in the Indonesian market increased from 32.7% in 2019 and generated total revenue of Rp. 24.8 trillion in the 2020 period, but 99.5% of this revenue flows to various overseas E-sports products due to the lack of local products that can empower 175 million potential markets for the E-sports industry in Indonesia.
3. Various local E-sports businesses still have not felt the economic impact of organizing various events in this industry, related to this aspect of community involvement must be

a concern in regulating the implementation of events in the E-sports tourism industry in Indonesia in the future.

4. Some articles are considered to be lacking in detail and firmness in the PBESI regulation Number: 034/Pb-Esi/B/Vi/2021 which is considered by E-sports activists in Indonesia as an obstacle to the production of local gaming products.

D. CONCLUSION

Based on the results of the researcher's analysis, the application of e-sports tourism in Indonesia has enormous potential which can be measured from the number of existing local markets, as well as from market interest that has the characteristics of high enthusiasm for e-sports products. But on the other hand, in terms of regulations and empowerment of local products, there are currently very few products circulating in Indonesia, so most of the products circulating in Indonesia are imported products.

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