

Management of Sports Tourism and Recreation by Government and Private Business in Banyumas Regency

Nakhnu Pujileksana
Yogyakarta State University
Yogyakarta, Indonesia

R. Lumintuarso
Yogyakarta State University
Yogyakarta, Indonesia

Abstract—This research is done from the problem of storage; therefore, the purpose of this research is to test the government and private business in Banyumas Regency. This research uses descriptive qualitative method for the benefit of local government in Banyumas Regency. The research had the manager and tourists as informants. Data collection was done by interviews, and documentation. Data validity used to lend credibility, testing transferability, testing credibility, and credit conformation. Data analysis was carried out, namely: 1. data collection, 2. data reduction, 3. data display, 4. verification. The results of this study indicate that the Baturaden Adventure Forest as government management is better than Palawi Risorsis with government management. The development and maintenance strategy in Banyumas Regency is done through 1) the development of vacant land, 2) empowering the tourism community, 3) the right to own land for Perhutani, 4) implementing the package in the context of the ability of tourists, 5) the only tourist attraction related to tourism, 6) development that is still in demand by tourists, and 7) addition of more extreme facilities.

Keywords—management, government and private management, sports, tourism

I. INTRODUCTION

Sports and tourism are two disciplines that can be combined so that they have dual strengths and effects for economic growth in Indonesia in general. Sport tourism is currently receiving great attention from the government, private sector, sports industry, tourism industry, academics and the wider community. Sports tourism is all forms of involvement, whether active or passive in sports activities, participating as participants or in organizing an activity with non-commercial objectives to business or commercial reasons [1].

Sports management is a combination of management science and sports science [2]. Sports management can be divided into two major parts, namely government sports management and private sports management. Government sports management is a management activity carried out by the Directorate General of Sports of the Ministry of National Education with all its staff both in the centre and in the regions. Private sports management is management carried out in non-government sports institutions such as KONI with all its members, namely sports branch organizations and functional body parent organizations and sports associations that are members of the sports organization's parent organization [3].

One area that can be seen now is Banyumas Regency. Banyumas is one of the districts in Central Java that has

diverse natural and cultural tourism potential. Banyumas Regency has many natural tourism destinations, such as Palawi Risorsis, which is managed by the government (Perhutani) and Baturaden Adventure Forest (BAF), which is managed by the private sector.

The existence of these two management managers, the researchers are interested in conducting research entitled management of sports tourism and recreation by government and private business in Banyumas Regency. In addition, researchers also tried to provide an understanding of how quality management of sport tourism to stakeholders can be realized optimally. So that the results of this study can later find out the shortcomings that must be corrected in the future for the development of sports tourism in Banyumas Regency.

The rest of this paper is organized as follow: Section II describes proposed research method of this work. Section III presents the obtained results and following by conclusion in section IV.

II. PROPOSED METHOD

A. Types of research

This study used descriptive qualitative method. Descriptive method can be interpreted as a problem-solving procedure that is investigated by describing / describing the state of the subject / object of the research (a person, institution, community, etc.) at the present time based on the facts described holistically by describing the detailed views of the resource persons natural and natural. Qualitative methods refer to research procedures that produce descriptive data in the form of writings and words from people as well as observable behaviour [4].

B. Time and Place of Research

The research time was April - May 2018. The research site was conducted in Banyumas Regency, Palawi Risorsis as government management and Baturaden Adventure Forest as private management

C. Research Subject

Qualitative research is research that places researchers as key instruments by talking directly to people and observing behaviour in a natural context. That natural context is the main characteristic of qualitative research because researchers face the informants directly [5]. This study wants to know the description of sports tourism management in the government and private sector in Banyumas Regency.

D. Data, Instruments and Data Collection Techniques

Data sources in qualitative research are through observation, interviews, documentation and others. The main

data sources in qualitative research are words and actions, the rest are additional data derived from documents and others [5]. In collecting data, researchers conducted observations and interviews with informants based on management functions that had been compiled and in previous expert judgment. Data collection techniques consist of: (1) observation, (2) interviews, and (3) documentation [5]. To test the validity of the data in qualitative research include credibility tests (internal validity), transferability (external validity), dependability (reliability) and confirmability (objectivity) [6].

E. Data Analysis Technique

Data analysis in this study uses Miles Huberman analysis and SWOT Analysis. SWOT analysis is a method for evaluating strengths, weaknesses, opportunities (Opportunity) and threats (Treats) in a project or business [7].

III. RESULT

The organizational management process at Baturaden Palawi Risorsis and Baturaden Adventure Forest has implemented five aspects of management functions which include planning, organizing, employee, leader and control. Data is strengthened with data from interviews with informants as follows:

A. Implementation of Management Functions

a) Planning

Planning involves determining organizational goals and means is a supporting factor to achieve them. As is known planning is one of the best ways to improve performance in achieving goals [8]. The plan made will determine the goals that the organization wants to achieve. Planning requires a clear concept of organizational goals. Planning is the decision making of an organization that will be followed by each division [9]. Planning work programs carried out by Palawi Risorsis in the form of long-term programs and short-term programs. Each division is responsible for planning and implementing the work program. The long-term program that will be implemented is adding new vehicles, road improvements, ticketing improvements, land expansion, and waste management to be more organized. The short-term planning program is the renewal of facilities and infrastructure, the arrangement of traders, and the expansion of the marketing area.

Planning the development of sports tourism in Baturaden Adventure Forest (BAF) for long-term work programs is the making of restaurants / cafes and the addition of flaying fox by starting from the top of the forest to the bottom of the parking lot. The short-term program is the implementation of routine events and the maintenance of infrastructure facilities on a regular basis.

b) Organizing

Organizing refers to the development of the formal structure of the organization, which is organized in an integrated manner with clearly defined lines of authority [10]. Organizing decides where decisions will be made, who will do a job and what tasks and who will do it work for who in a company [11]. Good communication between leaders and subordinates becomes the strength of a Palawi Risorsis manager. The weakness that arises now is the lack of attention from Perhutani as the owner. Managers must be good at managing the implementation of work programs with funding sources coming from income / ticketing. The existence of a

management structure in Baturaden Adventure Forest makes it easy for employees to know their respective duties or responsibilities. The strength of the source of funds for the development of pure facilities and infrastructure comes from the existing profits. Routine facilities and infrastructure receive treatment and rejuvenation if there are those that are not suitable for use. The manager applies sharia principles in the management of BAF, by not borrowing money at the Bank.

c) staffing

It is clear that the cost, staffing decision and recruitment effects on an organization are clear. Economic and cultural changes make organizational success and survival dependent on staffing [12]. Employee welfare in Palawi Risorsis is considered by the manager by providing welfare and safety for employees. Employees' families get the welfare of education managers and welfare for children. Employees develop themselves by doing a comparative study to another sport tourism place in order to increase knowledge and insight. However, in the recruitment of employees there are still deficiencies, namely that there are deposits from Perhutani families. There is no special educational background for employees because managers prioritize employees who can count like accountants. The recruitment of BAF employees is carried out by direct interviews by leaders. The manager prioritizes local people in recruitment. Employees must have high loyalty to Baturaden Adventure Forest. the strength of the employees at Baturaden Adventure Forest is to have each other and equip fellow employees like their own family. Human resources are another force because they are professionals and have a good educational background.

d) Leadership

Running effective leadership has an important role in managing a business, in today's business environment, you cannot use old ways of business management, because that is not enough to keep a company in a modern market [10]. The Palawi Risorsis leadership was carried out by the central Perhutani employees, because Palawi was the son of a Perhutani company so Perhutani had full rights to determine the leader. The leader is now in the central Perhutani, Jakarta. Leaders who initially only manage wood and now manage tourist attractions, so many leaders learn and listen. The weaknesses in Palawi Risorsis are the complicated Perhutani bureaucracy and the long procedure. The leaders at BAF have advantages that can move fast, professional, perfectionist, detailed, and have a very broad insight to be able to understand what is needed by employees or tourists. The role of a leader other than as a lead must also be able to motivate his subordinates in carrying out their duties. BAF leaders always motivate every time they complete the task as a form of leader's attention to their employees.

e) Control

Controlling ensures the proper execution of plants and consists [10]. Control is a control and monitoring progress towards achieving goals and taking evaluative actions to correct obstacles in carrying out organizational activities when needed [13]. The management of Palawi Risorsis in the implementation of work programs always conducts

communication and evaluation. Evaluation is carried out in four stages, every month, every quarter, every semester, and every year. Each evaluation produces new things for the process of developing tourist attractions. Evaluation is constrained by a long distance from the leader. Baturaden Adventure Forest managers conduct regular evaluations twice a month by all employees. Evaluate the clients that have been handled, discuss the work program that will be carried out in the future, and improve what has happened. After carrying out the evaluation is constrained by language, because it must use language that is easy to understand for all people or all educational backgrounds.

B. Facilities and Infrastructure

Management of the management of Recreational Sports in Palawi Risorsis is carried out to the maximum. Facilities and infrastructure are obtained from the profits and assistance of Perhutani. Every year the manager makes a budget and asks for assistance from the Perhutani. The management of facilities and infrastructure is carried out by the Head of the Division of Infrastructure as the responsible person. In the implementation of the district head as a supervisor, the entire executor is carried out by staff or unit (Head of Unit) Palawi Risorsis. There are obstacles to tourist attractions that are far apart, each facility and infrastructure is managed by each head of unit.



Fig. 1. Toilet at Palawi Risorsis

From Figure 1, other facilities that are still poorly maintained include: the hall and toilet. Visitors have to spend more if they want to go to the toilet. But the toilet is still less of a concern by the manager in the maintenance process, even though every point of the toilet is provided.

Tourism sports activities in Baturaden Adventure Forest (BAF) are strongly influenced by supporting facilities and infrastructure. The manager is very focused on the equipment in BAF, because the equipment affects safety in the implementation of outbound. In addition, the safety manager must also beautify facilities with the concept of nature. Procurement of facilities and infrastructure is borne by the BAF manager, without assistance from other parties and purely from the existing profits. Maintenance of facilities and infrastructure is carried out periodically by the responsible officer (see Figure 2).



Fig. 2. Toilet Baturaden Adventure Forest

C. Analysis of Management Management Development Strategies

1) Palwai Risorsis

- Program for long-term and short-term work plans with improved management.
- Right to own land without having to rent.
- Empowering the surrounding community to become traders in an effort to improve the economy of the surrounding community.
- Increasing human resources so that they can work optimally.
- Evaluation in increasing tour packages.

2) Baturaden Adventure Forest

- Long-term and short-term programs for utilizing nature and organizing events.
- Become the only tourist place that focuses on tourism sports activities.
- Adding more extreme rides to attract tourists.
- Improve employee performance in providing services to tourists.
- Open another market in the form of a cafe / restaurant to keep tourists interested.

IV. CONCLUSION

The results of the study found that the management of tourism and recreation sports between the government and the private sector in Banyumas district had carried out management functions. As revealed by Trenberth, L., & Hassan, D, management functions include: planning, organizing, staffing, and evaluating [14]. Government management and private management have carried out these five functions in their organizational management. However, management of private tourism and recreation sports is superior in quality management compared to government. This is in line with the opinion of Akhmad Saiful Hadi (a member of the Banyumas Regency DPRD). One way to advance tourism development in Banyumas Regency is by creating sporting events at tourist attractions by the government and the private sector. The lack of this event resulted in the development of tourism places in Banyumas Regency still stagnant [15].

ACKNOWLEDGMENT

Thanks to Yogyakarta State University for accommodating us as researchers and also giving us a way to complete the requirements of the master's degree in sport (M.Or). Thanks to all lectures for guiding researchers,

especially for Dr. Ria Lumintuarso. And thanks to all of the 2016 Sports Science friends.

REFERENCES

- [1] Castyana, B. (2013). Pengaruh program pariwisata olahraga Borobudur interhash 2012 dalam meningkatkan kunjungan wisata ke daerah tujuan wisata Kabupaten Magelang. *Journal of Sport Science and Fitness*, 1, 11-16
- [2] Harsuki. (2012). *Pengantar Manajemen Olahraga*. Jakarta: PT RajaGrafindo Persada.
- [3] Harsuki. (2003). *Perkembangan Olahraga Terkini*. Jakarta: PT RajaGrafindo Persada.
- [4] Moleong, L.J. (2014). *Metodologi Penelitian Kualitatif*. Bandung : PT Remaja Rosdakarya Offset.
- [5] Creswell. J.W. (2016). *Pendekatan metode kualitatif, kuantitatif dan campuran*. Yogyakarta: Pustaka Pelajar.
- [6] Sultana, N. & Razi, A. (2012). Is Recruitment and Staffing Decision Are Crucial to Success ?. *Global Journal Inc.*, 12, 81-85.
- [7] Erwin. S. (2014). *Lebih memahami analisis SWOT dalam bisnis*. Surabaya: Kata Pena.
- [8] Fadlillah, A.W.A. (2015). The Effect of Applying Managerial Skills in the Field of Management (An Application on Sudanese Universities in Khartoum). *Business & Management*, 3, 245-252.
- [9] Rao, M.S. *et al.* (2013). Role of management in Today's Changing World Environment and Emerging Challenges of Organizational Behaviour. *International Journal of Parmaceutical Sciences and Business Management*, 1.
- [10] Krote, M.L., & Bucher, C.A., (2007). *Managemenr of physical education and sport*. New York: Mobsy Year Book. Inc.
- [11] Solihin, I. (2009). *Pengantar Manajemen*. Bandung : Erlangga.
- [12] Bartoluci, M., Hendija, Z., & Petracic, M. (2014). Analysis of education system as a factor of tourism development in croatia. *Proceedings of 6th International Scientific Conference on Economic and Sosial Development and 3rd Eastern European ESD Conference, Bussines Continuity, Vienna*.
- [13] Kemenpora. (2010). *Penyajian data dan informasi statistik olahraga nasional*. Jakarta : Kemenpora.
- [14] Trenberth, L., & Hassan, D. (2012). *Managing sport business an introdustion*. New York: Rountledge.
- [15] *Koran Radar Banyumas*, 20 Maret 2018.