

The Potential of Sport Tourism in the Southern Coastal Area of Yogyakarta

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Abstract—the objective of this study is analyze the possibility of having a sport tourism center in the southern coastal area of Yogyakarta. The qualitative descriptive analysis was used to carry out and analyze this study. Data was obtained from primary and secondary sources. Primary data was collected by conducting interviews and through observation. The finding results showed that the all coastal located in Yogyakarta Regency had potentials sport tourism centers that can be develop into ta snorkeling, surfing, tracking, swimming, camping, outbound, fishing, and climbing in rock cliff centers.

Keywords—sports, tourism

I. INTRODUCTION

Tourism is currently the world’s number one leading vacation and sightseeing industry, while sports is regarded as the world’s number one leisure industry [1]. Sports can now be viewed as an attractive center or as a center of attraction within the broader tourism industry [2]. These concepts enable various regions and areas to stand out amongst their competitors, thereby, increasing their competitive edge globally. This attracts consumers who are keen on getting in touch with nature, and interacting with the community to enjoy more healthy and interactive holidays [3].

Sports tourism activities indirectly increases the economy of the host communities [5-7]. In Indonesia, sports tourism creates potential investment [8]. This is because the landscape in Indonesia is so rich that it attracts tourists who come, to have a feel of good sports. Sports tourism improves the economy of the community around the tourist region. If the coastal area of a region has lots of sports tourism potential, it will have a huge impact on the community's income. Usually, the area surrounding the coastal region is one of the best places to develop various types of sports tourism activities capable of increasing the interest of tourists [12].

Yogyakarta has the potential of developing sports tourism centers capable of attracting tourist, thereby, improving its economy. This province is properly developed in such a way that it attracts huge amount of tourists yearly, making Yogyakarta one of the provinces with highest tourist visits in Indonesia [9,10]. The table below, represents the data collected from tourists visit to Yogyakarta from 2011-2017 [13].

TABLE I. DATA TOURIST TO VISIT IN YOGYAKARTA 2011-2017

| Years | Tourist | | Equals |
|-------|---------|------------|------------|
| | Foreign | Domestic | |
| 2011 | 461.162 | 8.982.772 | 9.443.934 |
| 2012 | 499.478 | 10.869.504 | 11.368.982 |
| 2013 | 647.833 | 12.193.563 | 12.841.396 |
| 2014 | 572.617 | 16.435.444 | 17.008.061 |
| 2015 | 740.409 | 18.281.409 | 19.021.818 |
| 2016 | 491.592 | 24.035.674 | 24.527.266 |

From this data obtained, it can be seen that Sports tourism, is one of the major reasons why tourist pay a visit to Yogyakarta. It would also be perfect to develop the various economic societies of Yogyakarta. Yogyakarta is one of the provinces in Indonesia with lots of wide coastal regions.. These wide coastal regions if properly developed into potential sports attraction centers, will further increase the inflow of tourists into Yogyakarta.

Gunungkidul regency is one of the areas in Yogyakarta with a large amount of coastal regions. This research aims at analyzing the coastal regions in Yogyakarta to determine the best region/s tfor the development of sports tourism in Yogyakarta. Some of the regions to be analyzed Gunungkidul Regency, include: Sadranan beach, Nglambor beach, wediombo beach, Siung beach etc. It will make it easier fot the researcher to explore, observe and map out the developed sports tourism centers in the coastal areas.

II. METHODS

A. The Type of research used:

The type of this research technique used in carrying out this study is the qualitative analytical descriptive technique, which is based on field research. The research was conducted from September to December 2017 at Gunungkidul Regency in Yogyakarta. Secondary data was collected from the tourism data of Gunungkidul Regency, statistical data from the Department of Tourism Yogyakarta and Gunungkidul Regency, and from Yogyakarta Tourism Office. The target location used is the southern coast region of Gunungkidul Regency.

B. Subject of Research

The Department of Tourism, the tourist manager and the tourist, in Gunungkidul Regency and Yogyakarta, were the three subjects used in carrying out the research so that the resulting data is valid and reliable.

C. Procedure

This research explains where sports tourism development in Yogyakarta is headed and especially that of Gunungkidul Regency. Data was collected using the triangulation method of researchers, interviewing the manager and by direct observation. The population used in carrying out this research consists of coastal tourism objects in Gunungkidul Regency owing to the fact that the Gunungkidul Regency had lots of potentials object and resources capable of creating an exciting sports tourism.

The purposive sampling technique was used in carrying out the sampling research, because not all coastal regions in Yogyakarta had the potential resources required to create a sports tourism center. The researcher, therefore, chose some coastal regions in Yogyakarta, which can easily be developed into a modern sports tourism center. The research used samples obtained from tourist attraction centers owned by the tourism centers in the process of managing sports tourism in the area. The researchers also carried out some field observation study to be able to determine new tourist attraction centers that can be developed and used as sports tourism centers.

D. Data, Instruments, and Data Collection Techniques

Qualitative data is the data type used to carry out this study. The qualitative data was obtained through direct observation of tourism objects and tourist attraction centers. Data source was primary and secondary data. Primary data was obtained by conducting direct interviews with the resource persons using questionnaires. Secondary data was obtained from relevant agencies. This data consists of statistics of the number of tourist visits, the potential of nature and landscape owned.

Instruments used in this study are interview guides, observation sheets, and document scrutiny sheets. Data was collected by conducting interviews, documentation, and by observation. For interviewing, techniques used comprises of external and internal information related to tourism objects sourced from competent experts both of manager, the relevant agencies, and tourists.

E. Data Analysis Technique

The model used for data analysis in this study refers to the process of interactive qualitative analysis. The analysis process consists of four components namely data collection, data reduction, data presentation, and draw conclusions [4].

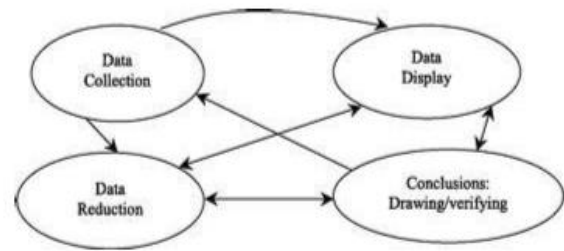


Fig.1. Component Data Analysis Miles and Huberman

The four components relationships associated with these components are presented above. The components of data collection are obtained through interviews, observation, and documentation. Data is reduced by selection, centralizing, simplification and by the transformation of the rough data obtained from field notes. Presentation of data is essential for data analysis and in determining, the actions needed to overcome the results of the analysis. We could conclude by saying that a combination of the meanings of each component is essential in order to obtain configuration, pattern, and causal relationships in the study

III. RESULTS AND DISCUSSION

Gunungkidul has the potential wealth of llot of coastal regions. The number of coastal regions in Gunungkidul could be a tourism development center especially in terms of in sports tourism. Below is the picture of distribution location sports tourism in Gunungkidul areas.



Fig. 2 Gunungkidul Regency Tourism Map

The map shows the distribution of various tourism centers in Gunungkidul Regency. The coastal area is the most extensive area to be developed into a new sport tourism area. The coastal area in Gunungkidul has numerous advantages over those of the other areas. This is because it consists of a huge amount of a white sand, and experiences huge wave (because it directly faces the Indian Ocean). The beach is located in Bukit Seribu national park, which has many hills and mountains, thereby, making the Gunungkidul

coastal a potential sports tourism center for water sports, ground sports or air sports.

Gunungkidul coastal is characterized by very rich, clean, healthy, and natural beach. The Water color of the beach is still crystal clear, making it suitable for conducting snorkeling activities. The beach waves at Gunungkidul makes it suitable for surf and sailing activities. Another great benefit of this region is the natural appearance of mountains, which is of great benefit to mountain climbers and for developing rock climbing activities. Besides the above-mentioned benefits, Gunungkidul coastal has a fairly wide white sand, a distinct advantage for tourists, because it is suitable for the development of sports recreation activities such as outbound activities and camping.



Fig. 3. Sports tourism in Nglambor coastal (Snorkling)



Fig. 4. Sports tourism in Sadranan coastal (Rowing)



Fig. 5. Sports tourism in Siung Coastal (Camping)



Fig. 6. Sports tourism in Siung coastal (Rock climbing)



Fig. 7. Sports Tourism in Parangtritis beach (Paragliding)

From the picture above, it can be deduced that tourist attraction can be seen in various types of tourism sports and can be developed in the district of Gunungkidul. The various sports can be seen in the table bottom.

TABLE II. VARIOUS OF SPORTS IN GUNUNGKIDUL COASTAL AREAS

| No | Various of Sports | Wediombo | Siung | Parangtritis | Nglambor | Sadranan |
|----|---------------------|----------|-------|--------------|----------|----------|
| 1 | Outbond | V | V | V | V | V |
| 2 | Camping | V | V | V | V | V |
| 3 | Surfing | V | | | V | V |
| 4 | Rowing | V | | | V | V |
| 5 | Snorkeling | V | | V | V | V |
| 6 | Swimming | V | | V | V | V |
| 7 | Fishing | V | V | V | V | V |
| 8 | Tracking | V | V | V | V | V |
| 9 | Adventure | V | V | V | V | V |
| 10 | Flying Fox | V | | | | V |
| 11 | Rock Cliff climbing | | V | | | V |
| 12 | Paragliding | V | V | V | | V |

The distribution of tourism sport activities in Gunungkidul Regency provides evidence that sports tourism activities in Gunungkidul Regency will tremendously increase the number of tourists. The data is a testimony on

how tourist visits to Gunungkidul Regency continue to increase in line with the development of tourism sports. From observation and data obtained from the interview conducted, it can be seen that the development of tourists began to increase after 2011 after which many beaches in Gunungkidul Regency opened up their sports tours, which include snorkeling, surfing, and rowing. The most interesting part are the frequent cave tubing done around the river by tracing the cave using a tube. There are many types of the sports tourism, which would not make visitors to get bored easily while visiting the place [14]. The data is taken from Department of Tourism Yogyakarta, and every year the data is checked to evaluate the performance of tourism in all districts in Yogyakarta.

TABLE III. DATA TOURIST VISIT TO COASTAL AREAS GUNUNGKIDUL

| Years | Tourist | | Equals |
|-------|---------|-----------|-----------|
| | Foreign | Domestic | |
| 2012 | 2.053 | 1.277.012 | 1.279.065 |
| 2013 | 3.558 | 1.818.693 | 1.822.251 |
| 2014 | 5.319 | 3.679.818 | 3.685.137 |
| 2015 | - | 2.642.759 | 2.642.759 |
| 2016 | 3.882 | 3.416.008 | 3.419.890 |

The growth in the number of tourists will have an impact on the increase and growth of the economy. [15]. Sports tourism is one of the modern tourist alternatives used as an alternative to increase the number of tourists [16]. This situation is also one of the factors that are very important for the process of increase the economy of communities around the coastal area, because it will create new jobs opening with the arrival of a larger number of tourist arrivals.



Fig. 8. Increase in society increases incomes through the provision of new jobs around the coast.



Fig. 9. Increase in society incomes through new jobs around the coast



Fig. 10. Increase in society incomes through new jobs around the coast

IV. CONCLUSION

Sports tourism is one of the newest types of tourism activity used to increase the number of tourists that visit a particular region. Increased tourist visit, is one way to increase the income of the people around the coast. Sports tourism is also one of the alternative ways to increase economic growth in a region, concerning this, numerous sports activities are packaged to attract tourists, which will positively influence the economy growth.

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