

IMPACT OF SPORTS TOURISM FOR THE COMMUNITY

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ABSTRACT

Sports tourism is one type of tourism activity that is developing quite rapidly in Indonesia because it has mountains, oceans, rivers and lakes that are so wide. Because each region has different geographical characteristics, the development of sports tourism is very possible to be used as an alternative for recreational sports for sports lovers such as mountain sports (climbing, camping, forest exploring, cycling, or trekking, and so on), water sports (diving), canoing, snorkeling, surfing, and so on). The relationship between sport and tourism cannot be separated because both can provide benefits to each other. It may be that sporting events are held in tourist areas with the aim of providing additional entertainment for tourists, or vice versa only used specifically to attract local tourists and foreign tourists. Thus, sport can eventually trigger new businesses such as recreational entertainment venues, restaurants, hotels, small business development (accessories of the local area are becoming more developed), local specialty foods and drinks become better known, and in the end can create jobs. As a product of the sports industry, sports tourism requires further management in order to be able to attract foreign and local tourists as consumers. The development of sports tourism has great potential as an attraction and a means of promotion of the local area. People who come to watch an event or championship can travel at the same time while people who watch the championship through television will be interested in visiting the area. Likewise, it will have an impact positive for the region and community and small business and medium in the area organizing. Organizing tourism sports in a place directly can also provide benefits for the surrounding community because it can open up opportunities business, such as providing food, beverages, transportation business, both traditional and non-traditional conventional.

Keywords: sports tourism, destinations, healthy people

1. INTRODUCTION

Sports activities basically cannot be separated from other activities as well as people's daily life. Sports activities have now become a need that must be fulfilled by humans because they are able to make the body fitter than before. Sports will have a positive impact on sports players because Movement activities obtained during various sports activities will provide physical fitness and spiritual satisfaction for the body. Physical fitness in question is a change in physical condition for the better, especially in the heart, lungs, and blood vessels, while spiritual satisfaction emphasizes inner satisfaction as long as sports activities can provide pleasure for themselves.

Progress is not enough in sports that aim for physical fitness alone, but also recreational sports are developing very rapidly. In almost all parts of the world, including in Indonesia, sports tourism is now increasingly advanced so that many sports fields are now used as destinations for tourists, especially sports that utilize natural facilities such as mountains, lakes, rivers and oceans. Sports activities that are carried out regularly and programmed for humans can make a complete human being, feel in life to be more calm, comfortable, and peaceful. This impetus has caused today's sports

culture to become a part of human life, who are aware of the importance of physical fitness and spiritual satisfaction to be more developed in people's lives. The pleasure of exercising regularly and systematically and continuously, the perpetrators will always gain physical fitness and spiritual health, while on the other hand the impact of sports tourism as one of the development sectors in the economy, if its management is carried out properly and in accordance with government programs, should be able to make a major contribution to the community. regional progress and the welfare of its people (Sudiana, 213).

2. DISCUSSION

A. Sports Tourism Concept

In fact, until now, there is no one who agrees on a definition of what "Olahraga Wisata" is. This is in contrast to the well-accepted definitions of "Sport" or "Tourism". For example, in RI Law No. 3 of 2005, it is explained that sport is "all systematic activities to encourage, foster and develop physical, spiritual and social potential". According to the International Council of Sport and Education quoted by Lutan, et al (2000) that "Sport is a physical activity that contains the nature of the game and contains struggles with oneself or struggles with others as well as confrontations with natural elements." Based on the two definitions above, it can be concluded that sport is a physical activity that contains the nature of the game either through struggle alone or with other people carried out by a person or group of people in a programmed, systematic, and sustainable manner with the aim of getting physical, spiritual, and mental fitness. social. The Scientific Disciplinary Committee (2000) describes the identification of general sports characteristics as follows.

1. Sport is a beneficial subsystem: its implementation is voluntary without coercion.
2. Dimension-oriented sports physical: physical skills.
3. Sport is a real activity, not an illusion or imagination.
4. Sports, especially competitive which emphasizes the aspects of performance and achievement so that it involves elements of struggle, sincerity, and the surprise factor, as opposed to the chance factor so that performance achieved through personal effort.
5. Sport takes place in an atmosphere of social relations and is human in nature, not evoking low instincts, and in fact evoking solidarity.
6. Sports must lead to efforts to improve and maintain health total or wellness (KDI, 2000).

Likewise, the definition of "Tourism" that has been accepted in the world, among others: Khodyat (1983) and Sunaryo (2004) states that tourism is a journey from one place to another, temporary in nature, carried out by individuals or groups, as one of the business activities. to seek balance or harmony and happiness with the environment in the social, cultural, natural, and scientific dimensions. Likewise by Pitana and Gayatri (2005) say that tourism is an activity that directly touches and involves the community, thus bringing various impacts on the local community. Based on the above definition, it can be concluded that tourism is a temporary trip made by individuals or groups, from one place to another as an effort to get happiness and balance with the natural environment and involve the community in various social and cultural dimensions. Completely in the Law of the Republic of Indonesia No. 10 of 2009 concerning Tourism in article 1 states:

Tourism is a travel activity carried out by a person or group of people by visiting certain places for the purpose of recreation, personal development, or learning the uniqueness of the tourist attraction visited for a while. Tourists are people who travel. Tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, the government, and local

governments. Tourism is all activities related to tourism and are multidimensional and multidisciplinary in nature that arise as a manifestation of the needs of each person and country as well as interactions between tourists and local communities, fellow tourists, government, regional governments, and entrepreneurs. A tourist attraction is anything that has uniqueness, beauty and value in the form of a diversity of natural, cultural, and man-made wealth which is the target and purpose of tourist visits. tourist destination areas, hereinafter referred to as tourism destinations, are geographical areas located within one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism. tourism business is a business that provides goods and/or services to fulfill tourist needs and organize tourism. tourism entrepreneur is a person or group of people who carry out tourism business activities. The tourism industry is a collection of interrelated tourism businesses in the context of producing goods and/or services to fulfill tourism needs in the implementation of tourism. a tourism strategic area is an area that has the main function of tourism or has the potential for tourism development that has an important influence in one or more aspects, such as economic, social and cultural growth, empowerment of natural resources, environmental carrying capacity, and defense and security. Competence is a set of knowledge, skills, and behaviors that must be possessed, internalized, and mastered by tourism workers to develop work professionalism. certification is the process of granting certificates to tourism businesses and workers to support the improvement of the quality of tourism products, services, and tourism management. the central government, hereinafter referred to as the government, is the President of the Republic of Indonesia who holds the governing power of the Republic of Indonesia as referred to in the 1945 Constitution of the Republic of Indonesia. Regional government is the governor, regent or mayor, and regional apparatus as elements of regional government administration. minister is the minister whose duties and responsibilities are in the field of tourism. RI Law No. 10 of 2009 concerning tourism mandates that tourism resources and capital be utilized optimally through the implementation of tourism aimed at increasing national income, expanding and equalizing business opportunities and employment opportunities, encouraging regional development, introducing and utilizing tourist attractions. and destinations in Indonesia as well as fostering a sense of love for the homeland and strengthening friendships between nations (Depbudpar, 2009).

To this day "sports tourism" has several definitions ranging from the narrowest, namely travel undertaken solely to participate in competitive sporting activities; to a broader definition, namely sports tourism is a tourism activity carried out by carrying out fun sports activities, without any element of coercion and is generally carried out in tourist attraction areas (Danasaputra, 2009).

Mutohir, 2012 said that in Indonesia for the purpose of developing sports tourism (sport tourism), it can be interpreted as follows. traveling for non-commercial reasons and leisure and leisure

3. all active and passive activities in sports or participation informally and in an organized manner for non-commercial/business reasons and must leave home or place of residence

work. Sport Tourist, namely: individual/group or visitors who live a minimum of 24 hours with the main purpose of participation in sports and regional visits as a secondary goal. Tourism Sports are people who travel or live in places outside their usual environment participate in sports activities (competitive or recreational) (Mutohir, 2012).

B. Development of Sports Tourism

Modern human activities today have undergone many changes in progress, namely it is not enough for

sports that aim for physical fitness only, but also recreational sports are developing very rapidly. In almost all parts of the world, including in Indonesia, sports tourism is now increasingly advanced so that many sports are now used as objects and attractions for tourists, especially sports that utilize natural facilities such as mountains, lakes, rivers, and oceans.

Sports tourism is one type of tourism activity that is developing quite rapidly in Indonesia because it has mountains, oceans, rivers and lakes that are so wide. Because each region has different geographical characteristics, the development of sports tourism is very possible to be used as an alternative for recreational sports for sports lovers such as mountain sports (climbing, camping, forest exploring, cycling, or trekking, and so on), water sports (diving), canoing, snorkeling, surfing, and so on) (Danasaputra 2009).

According to Chong Kim (2012), Sport Tourism can be defined as people visit specific places to enjoy sport events, sport facilities, and sport players. From this explanation, it is very clear that sport tourism can be defined as a sport to visit certain places, to enjoy family events, sports facilities, and sports games, so it can be interpreted that tourism sports activities can be carried out together with the family while enjoying the available sports facilities by doing sports. various sports activities so that physical fitness and inner satisfaction can be obtained directly.

According to Fandeli (2001), tourism by exercising in the open is a sensation in itself if the challenge can end in success. Exercising in the open today is one of the tourism commodities that can make tourists feel at home in tourist destinations. This is due to natural conditions that are still beautiful and cool, in addition to being supported by adequate infrastructure.

C. The Impact of Sports and Tourism Hubungan

The relationship between sport and tourism cannot be separated because both can provide benefits to each other. It could be that sporting events are held in tourist areas with the aim of providing additional entertainment for tourists, or vice versa only used specifically to attract local and foreign tourists (Danasaputra, 2009). Thus, sport can eventually trigger new businesses such as recreational entertainment venues, restaurants, hotels, small business development (accessories of the local area become more developed), local food and beverages become more well known, and in the end can create jobs.

As a product of the sports industry, sports tourism requires further management in order to be able to attract foreign and local tourists as consumers.

The management must be coherent and well planned, will be able to have a positive impact on tourism development and in the end will be able to encourage an increase in regional foreign exchange earnings.

Danasaputra (2009) said directly the development of tourism sports can provide great benefits to the government in terms of:

1. improve the economy around the ongoing sports tourism;
2. increase tourism potential areas;

3. share information with people to stimulate their active participation;
4. increase cooperation between the central government and the regions in controlling tourist attractions and tourist objects;
5. develop and find new tourist attractions to improve existing tourist attractions;
6. increase job opportunities;
7. improve local products and marketing in all aspects of tourism;
8. introducing various types of regional culture, and sports lovers who are competed or used as sports attractions. The development of tourism sports has great potential as an attraction and a means of promotion for the local area. People who come to watch an event or championship can travel at the same time while people who watch the championship through television will be interested in visiting the area. Likewise, it will have a positive impact on the region and the community as well as small and medium-sized businesses in the implementation area.

The implementation of tourism sports in a place can also directly provide benefits for the surrounding community because it can open up business opportunities such as the provision of food, drinks, transportation businesses both traditional and conventional. Bali as a tourist destination, is expected to provide benefits for the government and the community because sport tourism activities are one of the activities favored by the local community or foreign tourists because they are done in their spare time with the aim of getting physical and spiritual satisfaction. to sports actors because the movement activities obtained during various sports activities will provide physical fitness and spiritual satisfaction for the body. Physical fitness in question is a change in physical condition for the better, especially in the heart, lungs, and blood vessels, while spiritual satisfaction emphasizes inner satisfaction as long as sports activities can provide pleasure for themselves. It is hoped that it can provide benefits to the government and the community because sport tourism activities are one of the activities favored by the local community or foreign tourists because they are done in their spare time with the aim of getting physical and spiritual satisfaction. The motion obtained during various sports activities will provide physical fitness and spiritual satisfaction for the body. Physical fitness in question is a change in physical condition for the better, especially in the heart, lungs, and blood vessels, while spiritual satisfaction emphasizes inner satisfaction as long as sports activities can provide pleasure for themselves. It is hoped that it can provide benefits to the government and the community because sport tourism activities are one of the activities favored by the local community or foreign tourists because they are done in their spare time with the aim of getting physical and spiritual satisfaction. The motion obtained during various sports activities will provide physical fitness and spiritual satisfaction for the body. Physical fitness in question is a change in physical condition for the better, especially in the heart, lungs, and blood vessels, while spiritual satisfaction emphasizes inner satisfaction as long as sports activities can provide pleasure for themselves.

3. CONCLUSION

Sports tourism can be defined as a sport of visiting certain places, to enjoy family events, sports facilities, and sports games, so it can be interpreted that tourism sports activities can be carried out together with the family while enjoying the available sports facilities by playing various sports games

so that directly physical fitness and inner satisfaction can be obtained.

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