THE DEVELOPMENT OF TRADITIONAL SPORTS AS A TOURIST VILLAGE ATTRACTION

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Abstract

Objective: The purpose of this research is to develop traditional sports as attractions of a tourism village.

Method: This research uses a method of field survey approach with focus group discussions, limited trials, and cultural stage. Analisis based on strength, weakness, opportunity, threats (SWOT). The research is conducted in Tambaknegara Village, Rawalo sub-district, Banyumas Regency. The location is selected based on consideration of the villages tourism village developed by Tourism, Cultural, and Sports Office of Banyumas Regency.

Results: The results are in the forms of traditional sports including Dul-Dulan, Eteng Gablogan, and Gerit Ingo-Ingo are greatly potentials utilized as alternative tourism attractions.

Conclusion: The recommended alternative strategies should be made are massing development, community participation increase, tourism marketing improvement, guiding enhancement, packaging quality attention of traditional tourism sports

Keywords: traditional, sport, tourist

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INTRODUCTION

Tourism is important for many rural territories, notably with respect to economic development (March, 2017). One community empowering effort on tourism sector may be performed by developing a real community tourism concept in society. The development policy basically is to solve problems of unemployment, uneven income distribution, and poverty.

One community tourism model is village tourism which is supported by government for the sake of community income diversification and environmental preservation maintenance. The existence of village tourism is expected to provide economic benefits either directly or indirectly to village communities since goods and service are provided by them.

To develop this tourism village, there must be various tourism products, such as performing the unprocessed tourism products based on visitors’ needs and requests. Visitors are greatly interested in cultures and local people’s daily lives. The tourism products are expected meeting the needs of tourism village.

The existence of tourism village has an obvious role in order to provide benefits for local government to improve regional income from tourism sector and to realize the development even distribution to the isolated villages which may directly enjoyed for the sake of village community welfare and prosperity. the more general implications to the field of sport tourism are offered with particular regard to motivation, place, and consumption (Gregory, 2017)
Nowadays, tourism village has become a strategic issue in order to have even distribution of development based on community empowerment emphasizing on local wisdom. In Central Java Province, tourism villages are rapidly growing and have become the alternative local tourism sites. Based on data of the Cultural and Tourism Office of Central Java, by 2015, there have been more than 145 tourism villages facilitated and developed by provincial governments.

However, the development of tourism villages in the surrounding areas of Banyumas, Banjarnegara, Purbalingga, Cilacap, and Kebumen (Masbarlingcakeb) particularly tends to depend on natural phenomenon attractions, such as water falls, including curugs (cascades), rivers, lakes, mountains, and beautiful sceneries. In facts, there are still numerous other tourism village attractions which have never been deeply observed that they are obviously potentials to attract either domestic or foreign visitors in the forms of traditional sports. Sport tourism therefore has implications for destination residents who may benefit from, or incur the costs of this development, with potential impacts ranging across the local–global spatial spectrum (Hinch, 2016). Event stakeholders are advised to create temporary and permanent transformations that can enhance the connection between the facets of the event and the context of the host to attract domestic and international participants all year round (Inge, 2016)

The purpose of this research is to identify and then develop the potentials of traditional sports, which may become attractions in a tourism village object, as well as analyze the strengths, weaknesses, opportunities, and challenges of the existing traditional sports related to the development strategies as the reinforcing tourism village supports.

METHODS

This research is conducted using an observational approach that the temporal and other secondary data are collected from the field. This research is conducted in Tambaknegara Village, Rawalo Sub-District, Banyumas Regency. The research location is selected based on consideration that Tambaknegara is a guided tourism village developed by tourism, cultural, and Sports Office of Banyumas Regency.

There are several steps in conducting this research, including potential identification through field surveys, interviews, Focus Group Discussions, Limited Trials, festivals, and developmental recommendations provided based on Strengths, Weaknesses, Opportunities, dan Threats (SWOT) analysis.

Sampling Procedures

The deeper informational collections on traditional sports or games commonly played by the local people or communities those days, are conducted by interviewing village public figures as the elderly local people, that is, Head of Islamic Kejawen communities, Kyai Karta Miharja from Eastern Area Group (Bonjok Wetan Hamlet), and Kyai Muharto from Western Area Group (Kali Tanjung Hamlet). The in-depth interviews with both village public figures result in the necessary information that the existing traditional sports.

Design or Data Analysis

SWOT analysis covering Strengths, Weaknesses, Opportunities, and Threats is intended to explain the entire identified strengths and weaknesses to provide a developmental recommendation based on the existing potentials and local wisdom consideration. Finally, include a statement with the procedure that participants provided informed consent. When you write your own procedure section, you can determine whether to include how you obtained informed consent. Strictly speaking, it is not part of the data collection process, so you can logically argue that it does not belong in this subsection.

Focus Group Discussion (FGD) is performed to obtain similar perception as traditional sports are selected due to their potentials and special characteristics utilized as Tambaknegara tourism village’s alternative attractions. FGD
participated by village public figures, including the Village Head, Katam; Head of Kelompok Sadar Wisata, Sumarno; Tourism Activist, Dewi; elderly local people; Budi, and 2 youth figures.

**RESULT**

Tambaknegara tourism village of Rawalo sub-district of Banyumas Regency is one tourism village with a special interest. Its various activities are organized by the communities and village activists of Kelompok Sadar Wisata (Pokdarwis) Tirta Kencana. The interviews resulted from Head of Pokdarwis Tirta Kencana of Tambaknegara Village, Sumarno, the information is obtained that Tambaknegara Village has several tourism sites, such as Kalibacin, Gua Kodo, and Batu Kelir. The land contour is classified into a hilly area with the pine forest and other interesting attractions such as enjoying sunrises and sunsets.

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<table>
<thead>
<tr>
<th>No.</th>
<th>Traditional Sport’s/Game’s Name</th>
<th>Characteristics/Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Jaguan</td>
<td>In-group/guessing the opponent</td>
</tr>
<tr>
<td>2.</td>
<td>Dul-dulan</td>
<td>In-group/dominating the opponent</td>
</tr>
<tr>
<td>3.</td>
<td>Suwejapu</td>
<td>In-group/guessing the opponent</td>
</tr>
<tr>
<td>4.</td>
<td>Cubelek Suweng</td>
<td>In-group/guessing the opponent</td>
</tr>
<tr>
<td>5.</td>
<td>Misik</td>
<td>In-group/guessing the opponent</td>
</tr>
<tr>
<td>6.</td>
<td>Gobak Dung</td>
<td>In-group/chasing the opponent</td>
</tr>
<tr>
<td>7.</td>
<td>Gobak Sodor</td>
<td>In-group/touching the opponent</td>
</tr>
<tr>
<td>8.</td>
<td>Sugr Jambe</td>
<td>In-group/dominating the opponent</td>
</tr>
<tr>
<td>9.</td>
<td>Eteng Gogologan</td>
<td>In-group/defeating the opponent</td>
</tr>
<tr>
<td>10.</td>
<td>Gent Ingo-ingoga</td>
<td>In-group/catching the ball</td>
</tr>
</tbody>
</table>

SWOT analysis covering Strengths, Weaknesses, Opportunities, and Threats is intended to explain the entire identified strengths and weaknesses to provide a developmental recommendation based on the existing potentials and local wisdom consideration.
DISCUSSION

The SWOT Matrix mentioned above is organized based on Strength, Weakness, Opportunity, and Threat as strategic factors for internal and external analysis. The analysis results in strategies formulated as follows: SO strategy is a combination of strength and opportunity factors with the following alternative: 1) Massing improvement of traditional sports 2) Youth Empowering development 3) Increasing tourism marketing of traditional sports. WO strategy is a combination of weakness and opportunity factors with the following alternative: 1) Improving community participation 2) Enhancing traditional sports. ST Strategy is a combination of strength and threat factors with the following alternative: 1) Maintaining special characteristics of traditional sports 2) Deepening OT observation. Meanwhile, WT strategy is a combination of weakness and threat factors with the following alternative: 1) Paying attention to packaging quality of traditional sports tourism.

CONCLUSION

Traditional Sports of Dul-dulan, Eteng Gablogan, dan Cerit Ingo-Ingo are greatly potentials as Tambaknegara tourism village’s alternative attractions. Alternative strategies should be well developed as tourism attractions by massing development, community participation increase, tourism marketing improvement, guiding enhancement, packaging quality attention of traditional tourism sports.

REFERENCES


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