

OPTIMIZATION OF TOURISM POTENTIAL THROUGH EDUSPORT TOURISM IN GUNUNGGAJAH, BAYAT, KLATEN VILLAGES TO REALIZE THE VILLAGE TOURISM IN THE ERA OF INDUSTRY 4.0

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Abstract: Recently, people have begun to gain 'awareness of the enormous potential of sport as a tool to achieve development goals. Gununggajah Village has the potential for sport tourism, edusport that can be optimized. The goal that can be achieved is to increase public awareness of tourism potential. The implementation method is in the form of outbound and marketing training, making cross-country paths, mutual cooperation and sports. The implementation of the sports and culture festival makes Gununggajah village a fostered village, as well as supporting activities, namely elementary school children's tutoring. The results of this program are qualitative data in the form of the achievement of new management, mutual cooperation schedules, availability of Outbound Trainers, implementation of the Sport and Culture Festival and quantitative data on the number of Managers as many as 25 people, the creation of 2 Photo Spots and characterizing Edu-Sport, the achievement of 3 Hash House Harriers hiking trail and 10 Outbound Tools. The people of Gununggajah Village are active, have a high willingness to develop tourism objects, so that the activities carried out are achieved well. In this activity, children, teenagers, adults, parents participate directly, regardless of age so that in the development process, mutual cooperation goes well.

Keywords: *sport tourism, edu-sport tourism, sport and culture fesival*

INTRODUCTION

In recent years, sport tourism has grown rapidly, and has even become one of the trends in driving the tourism sector in Indonesia. Interestingly, Indonesia is currently considered an icon of world sport tourism thanks to its natural and cultural beauty. Tourism is one of the sectors that is of concern to the world for economic growth and increasing export income derived from tourism activities. Indonesia as one of the countries with abundant natural resources (SDA) consists of oceans and land which if managed properly can provide great benefits for the country. One of the uses that can be done is to create an area as a tourist destination. Apart from being the engine of the economy, tourism is an attractive vehicle for reducing unemployment because the development of tourism as a whole is expected to be able to create sizable jobs in areas that become tourist destinations (Pajriah, 2018). As the name implies, edusport tourism is tourism combined with sports. The United Nations World Tourism Organizations (UNWTO) explained that edusport tourism is the tourism sector with the fastest growth, because more and more tourists are interested in sports activities that collaborate with natural beauty and are wrapped in education. To get to a development through edusport tourism, it is not spared by the development of qualified human resources (HR) to support a smooth development. The development of the tourism sector in Indonesia can be seen from the ability of human resources to manage it. Adequate human resources can advance the tourism sector because qualified human resources can regulate and manage the tourism sector. Moreover, the tourism sector moves in certain areas and becomes the ownership of each region in Indonesia (Sofyan, 2019). Therefore, it is necessary to develop soft skills and hard skills from the community in developing the potential around the area so that people continue to work and earn income with the opportunities that exist despite the current conditions, one of which is the tourism sector.

Gununggajah Village, Bayat District, Klaten Regency which is located far from the city center has very interesting tourism potential. This village is famous for the existence of a stone boat tourist spot and also several other tours such as Bukit Cinta. In the village there are managers and youth organizations. The role of the manager in managing the natural potential in the area is very supportive, but lacking in tourism, especially in the field of Edu-sport such as outbound and in marketing. Actually, the area already has good access as a tourist spot. One of the attractions in Gununggajah Village is Pesona Peak Arjuna.

Based on the results of surveys, questionnaires and interviews with the community, there are several obstacles in the management of the Pesona Puncak Arjuna tourist attraction due to the lack of knowledge of soft skills and hard skills in the community. The unavailability of water sanitation facilities for MCK and the lack of development of attractive tourist spots. Realizing Gununggajah Village as a tourist attraction, there are obstacles in managing human resources and optimization in the field of edusport and sports tourism in a marketing manner that has not been carried out optimally so that in realizing the integration of cultural villages, management and assistance must be carried out in managing the natural resources owned in order to increase the potential Local community human resources in the tourism sector.

The development and management of tourism will be able to provide opportunities for all local people to try to work, thus providing great benefits for improving welfare. As a form of effort made in community development and changes in the concept of governance of tourist sites, various efforts can be made to protect, develop and utilize local culture. With the tourism sector, the natural and cultural potential can be preserved through steps or conservation efforts carried out by the community itself so that tourism becomes a way or effort to manage regional potential. As is known, at this time the community has faced the Industrial Era 4.0 which is closely related to the development of the internet and digital technology that facilitates access to information. Guidance to the community to master the application of technology in supporting welfare is very necessary. In its realization, in Gununggajah Village there is no publicity system for tourist objects and cultural villages that is integrated with the internet. The village government has made efforts in the form of village publications, but the village government feels less confident in publishing the Pesona Pesona Arjuna because the residents still lack knowledge about how to manage and market their tourism objects, it is necessary to provide training in helping and supporting the development of natural resources and natural resources. human resources in order to become a proper tourist spot so that publications can be carried out optimally.

METHODS

The method of implementing the activities used in the implementation of community service a) Beginning with FGD (Forum Group Discussion) the preparation of what is needed includes building partnerships with the Gununggajah community, program socialization, program training and simulations, as well as mutual assistance in repairing and adding facilities and infrastructure. the existing infrastructure at the peak of Arjuna tourism as well as the Sport and Culture Festival activities carried out during the pandemic while still paying attention to health protocols.

FINDINGS AND DISCUSSION

Village community empowerment is carried out online and offline. Offline activities are carried out on weekends because some are unable to attend. Forum Group Discussions are still being conducted through whatsapp groups with village officials and youth organizations. The activity stages include building partnerships, Cooperation with the Gununggajah community, program socialization, program training and simulations, as well as mutual assistance in repairing and adding existing facilities and infrastructure in Arjuna Peak tourism as well as Sport and Culture Festival activities carried out during the pandemic while still paying attention to protocols. health. The achievement of program objectives that have been implemented can be seen from the percentage of people who participate in each activity.

The implementation methods that have been carried out are: 1) Potential: the potential contained in Gununggajah Village, namely Arjuna peak with beautiful natural scenery, active Pokdarwis and youth organizations, people who want to develop and Gununggajah Village as a Tourism Village; 2) Initial Condition of Target Community: based on the observations of the existing managers at that time they were less active and tended to be vacuum and in a period of reorganization of managers. Lack of synergy in the roles of managers and youth organizations in managing tourism potential. The land of Arjuna Peak belongs to the village, but road access is still very difficult. Village communities are active and willing to develop, so they are enthusiastic about empowerment programs. This is evident from the participation of the community in activities as much as 75%, and the average attendance of the community in training by 60%.

PHP2D Activity Process:

1) Building a cooperative partnership with the Gununggajah Village government, youth organizations, art activists, Klaten Tourism Office, Klaten Culture Service, and Yogyakarta State University; 2) Program socialization at the suggestion of the village head and facilitated by the village. PHP2D socialization was carried out to all village officials, youth youth representatives, management representatives, and art activists. The socialization discussed the introduction of PHP2D, program offerings, and program agreements and implementation times; 3) The first training on the potential of Outbound HR 3 times with resource person Mr. Danardono, M.Or as a Lecturer of the Faculty of Sports Science, Yogyakarta State University. Followed by representatives of youth organizations, representatives of managers, representatives of BUMDES, representatives of art activists and representatives of PKK and volleyball women. This training made the community aware of the importance of tourism that can support the local economy; 4) The second training is on good tourism management and marketing and publication training. Marketing speakers from Mr. Purwanto, S.Sos, Msi as the Head of the Tourism Division and from Mr. Y. Yoyok Kartiko Cahyo. S.Sos as Head of Gununggajah Village. For publications from Sholeh's brother, a videographer, training on tourist attraction publications on social media such as Facebook and Instagram. Activities in the form of account creation, discussion of promotional strategies, attractive tour package offers, and routine management of social media systems. The training was attended by representatives of managers, bumdes and youth organizations; 5) After that, together with the community, they worked together to organize and build adequate facilities to repair the ship as a photo spot. Gotong royong is accompanied by people from all walks of life. The tourist attraction lies in the natural scenery of Arjuna Peak. f. Tutoring activities for children in Gununggajah village are carried out regularly on Saturday afternoons, this activity helps children complete assignments and add insight, especially during the pandemic, now schools are still online; 6) Then join the women's volleyball team which is routinely done on Saturday afternoons, because women's volleyball in Gununggajah village is active and often competes between villages. This activity is also routinely carried out to fill spare time to stay healthy during the pandemic; 7) Morning exercise activities are routinely held on Sunday mornings by inviting gymnastics instructors from UNY Faculty of Sports Science students; 8) The activities of making hash house harriers cross-country trails are carried out routinely every weekend with a target of reaching 3 lanes, namely 3 km, 5 km, and 7 km. The benefit of this activity itself is to support tourism potential for the prey of the cross-country lover market; 9) Preparation for the Sport and Culture Festival as well as the opening of the Pesona Peak Arjuna tour; 10) after several months of hiatus due to the pandemic.

CONCLUSION

The implementation of village community empowerment is one effective way to improve the quality of rural communities to welcome industry 4.0 by developing innovation and creativity. By holding various types of soft skills and hard skills training events, it is hoped that the community can develop in a positive direction. The following are some of the activities carried out and obtained by the training and mutual cooperation activities.

1) Compilation of a mutual cooperation schedule for the maintenance of Arjuna Peak every Sunday at 07.00; 2) The Sport and Culture Festival as the highlight of PHP2D was held on Sunday 21 November 2021 at Puncak Arjuna, attended by the Tourism Office, Culture Office, Chancellor for Student Affairs UNY, Expert Staff for Student Affairs UNY, Provincial DPRD, Klaten DPRD, The sub-district head of Bayat sub-district, all apparatus of Gununggajah Village, Bumdes and of course the people of Gununggajah Village. It started with a cultural carnival, art performances from the nusa fence pencak silat, asad pencak silat, the Jatian art performance of Turonggo Mudho Gununggajah. The exhibition which was filled with batik made by Gununggajah batik craftsmen and the UMKM bazaar, the event was carried out smoothly and very lively while still prioritizing

health protocols; 3) Sustainability after program implementation: This village will be used as a fostered village of FIK UNY. The Management Group is the group that will continue the program and is considered capable of being responsible for monitoring and providing information on the progress of activities every day while the Implementing Team is not in the local village. Direct monitoring by students and lecturers every four months; 4) The activity resulted in the following results:

a) Road construction; b) The formation of a ship photo spot; c) There are directions; d) The formation of a ticket booth; e) Formation of bulletin board in the form of a wall magazine (mading); f) The creation of the front decoration of the entrance gate.

The people of Gununggajah Village are more aware of the tourism potential of Arjuna Peak. There are physical changes in the form of portable toilets, interesting photo spots, and hash house harriers hiking trails. The establishment of a partnership between Pokdarwis and Karang Taruna that synergizes and the establishment of partnerships with Perhutani and Bumdes.

AKNOWLEDGMENTS

The author would like to thank the Faculty of Sports Science, Yogyakarta State University for providing moral and material support so that PPM activities can be carried out and the results obtained are as predicted in the manufacture, soft skills and hard skills training. In addition, the authors also thank all the teams involved and have helped in the implementation of this activity.

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