



Sport Tourism Profile in Sumedang Regency

Agung Bahtiar¹, Indra Safari², Rizal Ahmad Fauzi³✉

Physical Education of Elementary Teacher Program, Universitas Pendidikan Indonesia, Bandung,
Indonesia¹²³

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Abstract

The purpose of this research is to describe sport tourism places in Sumedang Regency and to find out how much sport tourism there is in Sumedang Regency. Based on this, researchers want to collect data to be used as recommendation material for the Tourism, Culture, Youth and Sports Office (Disparbudpora) and become information material for visitors. So that it can provide excellent opportunities for the local community in the economic field. The research method used is a qualitative method with a descriptive research design in the form of interviews, observation and documentation. Sumedang Regency is a hilly and mountainous area with altitudes between 25 m - 1,667 m above sea level. Most of Sumedang is mountainous, except in a small part of the northern region which is lowland. Mount Tampomas (1,667 m), is located in the north of Sumedang Urban Area. Sumedang Regency as a tourism area is very potential, especially after the construction of the Cileunyi - Sumedang - Dawuan (Cisumdawu) Freeway which connects Bandung with Cirebon through the Cipali Trans Java Toll Road. The easier accessibility to Sumedang will contribute to the flow of tourists entering the Sumedang area. Based on the results of interviews with the Department of Tourism, Culture, Youth and Sports (Disparbudpora), the agency has not coordinated and collected data on the number of sport tourism in Sumedang Regency. It was concluded that Sumedang Regency has eight sports tours namely: Paragliding, Rafting, Horse Racing, Mountain Bike, Motocross, Off-road, Golf and Pencak Silat Village. The eight sports tours are further divided into three according to the place, namely water, land and air sports tours.

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✉ Correspondence address :
E-mail: : rizalafauzi13@upi.edu

INTRODUCTION

Modern human activities have now undergone many changes in progress, namely not only sports that aim for physical fitness but also sports that are recreational in nature are very rapidly developing (Sudiana, 2019). However, participation in many sports, recreational activities and tourism is still not evenly distributed (Higham, 2021). In the Grand Design of National Sports Development 2010-2014 for Recreational Sports, the objectives of recreational sports are three of which are closely related to the sports industry; First, improving facilities and infrastructure to support recreational sports development, second, increasing partnership patterns and recreational sports industries, and finally developing a reward system and improving community welfare (Huda, 2017). Recreational sports are sports carried out by the community with a willingness and ability that grows and develops in accordance with the conditions and cultural values of the local community for health, fitness and pleasure. Therefore, sports and tourism have the same goal (Yana et al., 2021).

Sport is one of the main sources of motivation for traveling (Mesci et al., 2021)). In almost all parts of the world, including Indonesia, sport 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 (Sudiana, 2019). Sport tourism can be broadly described as: encompassing travel outside the primary residence to participate in sporting activities, for recreational or competitive purposes, travel to observe sports at grassroots or elite levels, and travel to specific places (Mirari & Mhend, 2023). Sport tourism can be defined as travel undertaken for recreational (non-commercial) reasons, to participate in or observe sporting activities that take place outside the usual place of residence and may or may not have a competitive purpose. Although sport tourism was initially seen as a tourist activity, it is now seen as a cultural sport experience (Jiménez-García et al., 2020). Sport tourism has now become a lucrative market given the potential of the world's destinations and the diversity of sports. As an economic driver, this sector is growing and managers will begin to utilize this area, especially due to its contribution to regional development (Afrilian, 2018). Sport tourism as a form of special interest tourism in the world of tourism and is widely developed in various regions because it can boost tourist visits (Hadi & Yulianto, 2021). Like co-

ming to a destination and doing various things such as sports activities or just watching the event (Praisra et al., 2021). One of the characteristics of special interest tourism is the quality experience. Quality experience in special interest tourism is obtained by active participation. With the active participation of tourists, all physical and psychological will feel the objects or tourist activities they participate in (Kusuma et al., 2020). There are four important elements that need to be observed in tourism development, including attractions, accessibility, amenity and management (Zefri & Soma, 2022).

Sport tourism is a sports-based trip away from home for a limited time, where sport is the main goal, both as a sports player and non-sports player, which in this case is a large portion of non-sports players and sports supporters or supporters (Djohan et al., 2020). Sports and tourism are two different but closely related fields (Mollah et al., 2021). The relationship between sports and tourism cannot be separated because both can benefit each other. It is possible that sports events are held in tourist areas with the aim of providing additional entertainment for tourists, or vice versa, they are only used specifically to attract local and foreign tourists (Sudiana, 2019). So tourism and sports are able to show their potential as something interesting as recreational sports. The potential lies in the strength and attractiveness of sports which naturally symbiotic mutualism with the tourism sector (Fitriantono et al., 2018). One type of alternative tourism that has received a lot of attention today is sports tourism (Finahari et al., 2019).

Sumedang District is one of the regions that has leading sectors in agriculture, tourism and culture. Tourism development is directed at the availability of adequate tourist attractions according to the potential of local resources and supported by reliable tourism actors (Djuwendah et al., 2017). Most of the area of Sumedang Regency is hilly and mountainous except in a small part of the northern part of Sumedang Regency. Then the lowest elevation reaches 26 meters above sea level and the highest is the Tampomas mountain peak with an altitude of about 1,684 meters above sea level (Ristiani, 2020).

According to the data from the Regional Medium-Term Development Plan (RPJMD) of Sumedang Regency in 2018-2023, sport tourism is included in special interest tourism. In accordance with Sumedang Regency Regional Regulation Number 10 of 2020 concerning the Master Plan for Tourism Development of Sumedang Regency for 2021-2025 in Article 14 it is stated that:

Regional Tourism Development Areas (KPPD) and Regional Tourism Strategic Areas (KSPD) have primary and secondary tourist attraction centers that function: a. development of superior tourist attractions; and b. development of supporting tourist attractions. Based on the KPPD Development Plan paragraph 3 articles 29, 30 and 31 sport tourism includes secondary tourist attractions. And based on the KSPD development plan paragraph 5 articles 35, 36 and 37 sport tourism is included as a secondary tourist attraction, while in article 38 sport tourism is mentioned as included in the primary tourist attraction (Nadialista Kurniawan, 2020).

Based on observations that researchers see the management of sport tourism in Sumedang Regency is considered less than optimal in an effort to maintain and find tourist sites. Likewise, there is no harmony between policy and reality in the field. Therefore, if the data collection of sports tourism profiles in Sumedang Regency is realized to be used as recommendation material for the Tourism, Culture, Youth and Sports Office (Disparbudpora) and become information material for visitors, it will become an economic and business opportunity for the surrounding community. With the research of sports tourism profiles in Sumedang Regency, this can provide a very good opportunity for the local community, that if it is realized it will have an impact on local residents in the economy.

Based on some of the things described above, of the many studies that discuss sports tourism in Sumedang Regency, no one has conducted research related to sports tourism profiles, so this research will be a reference for future researchers.

METHODS

This research method uses qualitative research methods with descriptive characteristics. Qualitative research is a research process to understand human or social phenomena by creating a comprehensive and complex picture that can be presented in words, reporting detailed views obtained from informant sources, and conducted in a natural setting (Fadli, 2021). The research instruments used to obtain data are through observation, interviews and documentation using MSPDM (Marketability, Sustainability, Participatory, and Disaster Mitigation) as research support. MSPDM is used as an analysis of the profile of sport tourism in Sumedang Regency (Setiawan et al., 2019). Aims to describe sport tourism places in Sumedang Regency.

According to Spradley, qualitative research

uses the term social situation, which consists of: place, actors, activity. These three things can be explained as follows. Place is the location where the research will be conducted. Actors are informants or participants who are used as sources of information. Activity is the behavior or activities of the research subject (Waruwu, 2023). Subjects that are used as sources of information consist of the Department of Tourism, Culture, Youth and Sports (Disparbudpora), Tourism Awareness Groups (POKDARWIS) and managers or managers of sports tourism sites with observation, interviews, and documentation, in order to obtain representative information about sports tourism in Sumedang Regency.

The first is observation to observe social interactions and behaviors that aim to collect data or information. Second, interviews to get in-depth information about experiences and views. And finally, conducting documentation to provide clear and detailed information from the results of observations and interviews. In this study, the data analysis technique used Miles and Huberman in Sugiyono (2016) where there are three stages of qualitative data analysis, namely data reduction, data presentation, and verification (Nugraha et al., 2022).

RESULTS AND DISCUSSION

Based on the results of research through the first, second and third sources Sport tourism in Sumedang Regency there are 8, namely: Paragliding, Rafting, Horse Racing, Mountain Bike, Motor Cross, Offroad, Golf and Pencak Silat Village.

Paragliding is one of the attractions of special interest tourism. Paragliding activities started to become popular in the early 80s. It is not clear who started it, but the process of creating paragliding went through a long process and was inspired by hang gliding and parachuting activities (Zefri & Soma, 2022). Paragliding in Sumedang Regency originated in Toga Village in 2002, precisely during the leadership of Mr. Regent Misbah and has been running ever since. Paragliding in Sumedang Regency has 3 places, namely: Kampung Toga, Batu Dua and Bukit Buricak Burinong Jati Gede. Kampung Toga has a height of 200 m from the landing site and has a Launch to Landing Distance of 900 m and the flying season is usually done from January to December. For Batu Dua which is 500 m high from the landing site and has a Launch to Landing Distance of 2610 m and the flying season is usually done from May to October. Buricak Burinong Hill

which is 195 m high from the landing site and has a Launch to Landing Distance of 900 m and the flying season is usually done from February to November. The view of the hills wrapped in the beautiful Jatigede Reservoir is one of the characteristics of the flying location which opened in 2019.

Rafting or often called rafting is a river wading activity that is favored by many people who have tried it ranging from children, teenagers, adults to parents who are 60 years old even those who do not have the ability to swim are not an obstacle to participating in this activity (Ratno & Siahaan, 2018). The history of rafting entered Indonesia in 1986 led by UI mapala colleagues. At that time it was called the swift current sport as the times developed now it became rafting because it became an outstanding sport compared to other tourist sports. Rafting in Sumedang Regency was established along with paragliding in 2002 in Toga Village. Arung Jeram itself is located on the Cimanuk river with an initial location in the Parakan Kondang Campground area, Kadujaya Village and ends at the Gendeng Tourism Area, Karyamukti Village.

Sumedang horse racing has deep historical roots in the culture and traditions of its people. Sumedang, a small town in West Java, Indonesia, has a horse racing tradition that has been passed down from generation to generation among its people. Horse racing in Sumedang is not only a sporting activity, but also an important part of local culture and identity. This tradition is usually carried out in order to celebrate certain events, such as religious holidays, harvest parties, or other traditional ceremonies. Apart from being a sporting and entertainment event, horse racing in Sumedang also has deep social and cultural values. The horses used in racing are often specially prepared and valued as part of the cultural heritage that must be preserved. Sumedang Horse Racing has 2 venues, namely: Sindang Raja, North Sumedang District and Tanjung Sari, Tanjung Sari District.

Mountain bikes are one of the most popular types of bicycle variants in the community, because they are effective and can enter all terrains (Arifianto et al., 2021). Mountain bike trails in Sumedang Regency are located in Tahura Gunung Palasari, Pasanggrahan Village, South Sumedang District. Mount Palasari is located in the city center, 2 km from the Bandung-Sumedang national road or 3 km from Sumedang Square. Mount Palasari has become a fixed track for mountain bike, cross country and down hill for the cycling community. The district govern-

ment in collaboration with ISSI Sumedang and the bicycle community wants to make Mount Palasari, which is under the supervision of the Department of Environment and Forestry, a part of sports tourism.

Motocross is a form of sport that combines the competence of a racer with the automotive field or more precisely the engine. This sport is included in the category of extreme sports so that it requires excellent physical condition and good mentality. Motocross itself is a popular sport, not limited to teenagers, but also children (early age) to the elderly, both men and women (Karimuddin et al., 2023). The track of motocross is located in the Pamulihan District and Ganeas District, Sumedang Regency.

Offroad is a driving activity other than on the highway. Usually, offroading is done in the wild with various extreme trails. Starting from roads in the wilderness, wet and muddy soil, crossing rivers, passing through water puddles, to steep rocks. Sumedang Regency itself regarding Offroad sports, the track is located in the Cimalaka and Jatigede areas.

Golf tourism is one of the tourism fields that can be seen from various perspectives, one of which is a form of sports tourism or special interest tourism (Rajoendah et al., 2023). Golf is located in Jatinangor area which used to be called Bandung Giri Gehana Golf and Resort now Jatinangor National Golf and Resort and this game is also much in demand by foreign tourists such as Japan, Korea and China.

Then finally, the inauguration of the West Java Pencak Silat Center Building is located in Kiara Payung, Sukasari District, Sumedang Regency, on Friday, September 1, 2023. The existence of the Pencak Silat Center is proof of the commitment of the West Java Provincial Government to continue to develop and preserve pencak silat as the face of Indonesian culture and tourism-based sports, especially in West Java. With the rapid flow of outside cultural information that erodes the love of native culture, Sundanese people are equipped with the advice of *silih asih*, *silih asah* and *silih asuh*, meaning that to anyone let us love each other, love each other and say good things to each other. The Pencak Silat Center can be the pride of the people of West Java and Indonesia, even the world.

Based on the MSPDM study through interviews with the second and third sources, that the form of promotion for sport tourism is in the form of Social Media, Social Media is the main source and the easiest form of promotion for

sport tourism in Sumedang Regency. For 2025, the Tourism Office will submit input to the Regional Government for improvements to facilities and infrastructure that can support sports tourism activities in Sumedang Regency even better in the future. The participation of the local community as a whole is quite good towards this sport tourism. Because they can collaborate between operators and local communities so as to create economic opportunities for local communities. While regarding natural disasters in sport tourism to date is still normally distributed, both water, land and air sport tourism each have different preventive measures even though the natural disasters are the same. So that until now natural disasters that interfere with sports tourism activities in Sumedang Regency can be anticipated.

CONCLUSION

Sumedang Regency has many sport tourism including: Paragliding, Rafting, Horse Racing, Mountain Bike, Motor Cross, Offroad, Golf and Pencak Silat Village. Sport tourism in Sumedang Regency can be said to be complete in geographical location because it has water, land and air sport tourism. The Regent of Sumedang Regency in 2019 has declared that Sumedang Regency will become a tourism district and as a form of seriousness the government in 2025 through the tourism office will submit input to the local government on improving facilities and infrastructure that support sports tourism activities in order to help communities that do have the potential to develop spot tourism attractions.

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