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# Management of Sports Recreation Basil Beach Tourism in Kendal Regency

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**Abstract.** This study aims to analyze the management of recreational sports in Kemangi Beach Tourism in Kendal Regency. The research method used is a qualitative method with a qualitative descriptive approach. The research location is Indah Kemangi Beach, Jungsemi Village, Cepiring District, Kendal Regency. The research was conducted in June 2023. Instruments and data collection methods include interviews, observation, and documentation. Interview guides are used to guide interactions with tourist attraction managers, while tape recorders are used to record interviews. Direct observations were made at Pantai Indah Kemangi to gain a deeper understanding of recreational sports management. In addition, data was also obtained through documentation from the tourism object manager. The results of this study describe a comprehensive picture of recreational sports management at Pantai Indah Kemangi. Management related to facilities, human resources, environmental awareness, as well as challenges and opportunities identified from the perspective of managers and management of tourism objects. These findings provide an in-depth understanding of tourism management efforts that focus on recreational sports. This research provides a valuable contribution to efforts to improve and develop recreational sports management in similar destinations. Directed at improving services, training human resources, and integrating sustainable principles, the results of this study are expected to be a guide for the desire and improvement of the quality of the tourist experience at Pantai Indah Kemangi.

**Key words:** recreational sports management, kemangi beach tourism, kendal regency, tourism management, tourism development

**Abstract in Indonesia.** Penelitian ini bertujuan untuk menganalisis manajemen olahraga rekreasi di Wisata Pantai Kemangi di Kabupaten Kendal. Metode penelitian yang digunakan adalah metode kualitatif dengan pendekatan deskriptif kualitatif. Lokasi penelitian adalah Pantai Indah Kemangi Desa Jungsemi Kecamatan Cepiring Kabupaten Kendal. Penelitian dilaksanakan pada bulan Juni 2023. Instrumen dan metode pengumpulan data melibatkan wawancara, observasi, dan dokumentasi. Pedoman wawancara digunakan untuk memandu interaksi dengan pengelola objek wisata, sementara alat perekam digunakan untuk merekam wawancara. Observasi langsung dilakukan di Pantai Indah Kemangi untuk mendapatkan pemahaman yang lebih mendalam tentang manajemen olahraga rekreasi. Selain itu, data juga diperoleh melalui dokumentasi dari pengelola objek wisata. Hasil penelitian ini menggambarkan gambaran yang komprehensif tentang manajemen olahraga rekreasi di Pantai Indah Kemangi. Pengelolaan terkait fasilitas, sumber daya manusia, kesadaran lingkungan, serta tantangan dan peluang diidentifikasi dari perspektif para pengelola dan pengelolaan obyek wisata. Temuan ini memberikan pemahaman mendalam tentang upaya pengelolaan wisata yang berfokus pada olahraga rekreasi. Penelitian ini memberikan sumbangan berharga bagi upaya perbaikan dan pengembangan manajemen olahraga rekreasi di destinasi serupa. Diarahkan pada peningkatan layanan, pelatihan sumber daya manusia, dan integrasi prinsip-prinsip berkelanjutan, hasil penelitian ini diharapkan dapat menjadi pedoman bagi keberlanjutan dan peningkatan kualitas pengalaman wisatawan di Pantai Indah Kemangi.

**Kata Kunci:** manajemen olahraga rekreasi, wisata pantai kemangi, kabupaten kendal, pengelolaan wisata, pengembangan pariwisata

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## INTRODUCTION

Sport is widely interpreted as an activity that promotes physical and mental health, fostering well-being both internally and externally. In Indonesia, community sports activities are highly diverse due to the nation's rich cultural and tribal heritage. Besides being a means of maintaining health, sports activities often serve as recreational outlets to relieve stress. According to the National Sports System Law Number 3 of 2005, Chapter VI, Article 17, sports are categorized into three forms: educational sports, competitive sports, and recreational sports (Firdiansyah, 2015).

Recreational sports are practiced by individuals with interests and abilities that evolve in alignment

with local cultural values and societal conditions. These activities aim to promote health, fitness, and enjoyment. Exercise, particularly recreational sports, offers significant benefits for the human body, including stress reduction. Recreational sports often involve engaging in physical activities, such as playing games and participating in nature-based adventures (Pratama & Komaini, 2019). Effective management of recreational sports requires a comprehensive approach that incorporates organizational strategies to optimize resources and enhance engagement. This aligns with the principles outlined by Candra Wijaya and Rifa'i (2016), emphasizing the importance of efficient and effective organizational management in achieving success.

The successful development and promotion of recreational sports largely depend on human resource factors, particularly individuals who serve as recreational sports coordinators. These coordinators play a crucial role in managing various aspects of recreational sports and fostering community engagement (Saputro et al., 2019). As highlighted by Firmansyah and Mahardika (2018), the integration of management principles is essential in ensuring that coordinators can perform their roles effectively, balancing resource allocation and program implementation to achieve desired outcomes.

Many recreational sports tourism spots in Indonesia remain underdeveloped and monotonous. Enhancing these sites can introduce greater variation in recreational activities, attracting visitors and preventing monotony. Potential activities for development include marine-based recreational sports such as banana boat rides, snorkeling, diving, jet skiing, and land-based activities like off-road driving, rock climbing, trekking, hiking, and outbound adventures (Sara & Komaini, 2016). To support this development, Ashoer et al. (2021) highlight the role of economic strategies in optimizing tourism potential, suggesting that a structured economic approach can drive sustainability and community benefits.

Addressing infrastructure and environmental considerations is vital. Isdarmanto (2016) underscores the importance of sustainable destination management, suggesting that maintaining ecological balance while improving facilities is critical for long-term success. Indrayana and Yuliawan (2020) also emphasize the necessity of evaluating the feasibility of sports facilities to ensure alignment with community and visitor needs.

This study focuses on advancing and developing the tourism potential of Pantai Indah Kemangi to sustain its attractiveness and draw interest from local communities and external visitors. To achieve this, it is essential to analyze the implementation of management functions and programs that play a pivotal role in enhancing the tourism appeal of Pantai Indah Kemangi. As Indartono (2013) emphasizes, character-based management is crucial in aligning organizational objectives with sustainable practices. Therefore, this research aims to investigate the "Management of Recreational Sports Tourism at Kemangi Beach in Kendal District" to provide insights into effective strategies for sustainable development and community engagement.

## METHODS

The research adopted a descriptive qualitative approach to explore and analyze the management of recreational sports tourism at Pantai Indah Kemangi. This method was chosen as it allows for an in-depth understanding of the phenomena through the collection and analysis of non-numerical data. The study was carried out at Pantai Indah Kemangi, a tourist attraction located in Jungsemi Village, Cepiring District, Kendal Regency. This location was selected due to its potential for development as a recreational sports tourism destination, as well as its significance to the local community and economy.

The data collection process involved three primary methods: observation, interviews, and documentation. Observations were conducted to gain direct insights into the physical environment, available facilities, and ongoing activities at the site. Interviews were carried out with key stakeholders, including recreational sports coordinators, local government officials, and visitors, to gather a variety of perspectives on the current state and potential development of the area. Documentation, such as reports, promotional materials, and relevant government regulations, was also analyzed to provide additional context and corroborate findings from other sources.

The data collected were analyzed using the triangulation method to ensure credibility and validity. Source triangulation involved cross-referencing information obtained from different data collection methods to identify patterns, discrepancies, and relationships among the variables studied. This approach was particularly effective in capturing the multifaceted aspects of managing a recreational

sports tourism destination, which includes environmental, cultural, and economic dimensions.

By employing this comprehensive methodology, the study aimed to provide a detailed understanding of the current management practices at Pantai Indah Kemangi and offer evidence-based recommendations for its development. This research contributes to the broader discourse on sustainable tourism and recreational sports, particularly in regional and culturally rich settings like Kendal Regency.

## RESULTS AND DISCUSSION

This research explores the potential of recreational sports tourism at Pantai Indah Kemangi, emphasizing its unique natural and geographical characteristics, infrastructure, community involvement, and the challenges in its development. The findings, supported by data collected through observation, interviews, and documentation, highlight the opportunities and constraints in transforming this beach into a sustainable recreational sports tourism destination.

### Potential of Recreational Sports at Pantai Indah Kemangi

The natural characteristics of Pantai Indah Kemangi offer significant potential for recreational sports tourism. Geographically, the beach is characterized by flat topography, white sandy shores, and clear seawater, creating a tranquil and inviting atmosphere. The presence of shaded areas provided by trees further enhances its appeal as a location for relaxation and recreational activities. Visitors often describe the natural beauty of the beach as one of its primary attractions. In the context of recreational sports, several activities have been identified as promising due to the beach's physical features and climatic conditions. Surfing is one of the standout activities, with local waves deemed suitable for both beginners and experienced surfers. Interviews with local stakeholders and visitors revealed widespread interest in surfing, supported by the beach's consistent wave patterns and manageable terrain. These findings align with prior studies that emphasize the importance of wave consistency and accessibility in establishing a location's suitability for surfing tourism (Meurs & Johnston, 2020; Indartono, 2013).

Other potential water sports include snorkeling and diving. The clear seawater and diverse underwater ecosystems make the beach an excellent location for exploring marine biodiversity. Coral reefs and marine life add an educational and adventurous dimension to these activities, attracting both amateur enthusiasts and professional divers. This aligns with recent research on marine tourism development, which highlights the role of biodiversity in promoting sustainable tourism (Gomez et al., 2021; Firdaus & Komaini, 2016). Air-based recreational sports, such as parasailing, also present an opportunity for development. The panoramic coastal views and favorable wind conditions enhance the feasibility of these activities. Visitors expressed interest in engaging in parasailing for the unique experiences it offers, such as viewing the coastline from an aerial perspective. These findings are supported by evidence from regions where parasailing has been successfully integrated into tourism offerings, illustrating its potential as an income-generating activity (Smith et al., 2022; Butarbutar et al., 2021).

### Challenges in Developing Recreational Sports Tourism

Despite its significant potential, the research identified several challenges that hinder the development of recreational sports tourism at Pantai Indah Kemangi. One of the primary obstacles is the limited infrastructure available to support these activities. Existing facilities, such as equipment rental shops, changing areas, and parking spaces, are inadequate to meet the needs of visitors. Emergency medical facilities are also absent, raising concerns about visitor safety during high-risk activities like surfing and parasailing. These findings corroborate the conclusions of Hall and Page (2019), who emphasize the necessity of adequate infrastructure for tourism development (Asad et al., 2020; Bayu & Bayu, 2021).

Safety and supervision were also noted as critical issues. Currently, the beach lacks a comprehensive system for monitoring recreational sports activities and ensuring visitor safety. The absence of trained lifeguards and clear safety guidelines poses risks, particularly for water-based and high-altitude sports. Interviews with visitors and community members underscored the importance of implementing rigorous safety protocols to build trust and attract more tourists. Similar findings have been reported in coastal tourism studies, which stress the role of safety measures in enhancing tourist satisfaction (Jennings, 2018; Hernawan, 2020).

Environmental factors, including weather conditions, also impact the viability of certain activities. Seasonal variations in wind and wave patterns may limit the availability of surfing and parasailing. Additionally, a lack of visitor awareness regarding environmental ethics contributes to issues such as littering and coral reef damage, threatening the sustainability of recreational sports tourism. Another challenge is the limited awareness and education among visitors about the responsible use of natural resources. Observations revealed that many tourists engage in behaviors that could harm the environment, such as stepping on coral reefs or leaving trash on the beach. This underscores the need for targeted educational campaigns to promote sustainable tourism practices, echoing recommendations from recent marine conservation studies (UNEP, 2022; Irfandi & Rahmat, 2017).

### **Visitor Demographics and Behavior**

The study also examined the demographics and behavior of visitors to Pantai Indah Kemangi. The majority of visitors fall within the 20-40 age group, with an equal distribution of male and female tourists. Most visitors come from nearby cities in Central Java, primarily for recreational purposes or to engage in light sporting activities. Their interests align with the beach's potential for hosting a diverse range of recreational sports. Visitors highlighted the importance of comfort and accessibility in their choice of recreational sports destinations. Adequate facilities, such as clean restrooms, shaded seating areas, and parking spaces, significantly influence their overall experience. Many respondents expressed a willingness to pay for additional services, such as equipment rental and guided tours, provided these are delivered at a reasonable cost and meet quality standards. These insights are consistent with findings from tourism behavior studies, which show that convenience and quality of facilities are key factors in destination choice (Dolnicar, 2020; Candra Wijaya & Rifa'i, 2016).

### **Community Involvement and Environmental Impact**

Community involvement plays a crucial role in the sustainable development of recreational sports tourism. Local residents expressed interest in participating in the management and promotion of the beach, particularly through small businesses such as food stalls, souvenir shops, and equipment rentals. Such involvement not only supports the local economy but also fosters a sense of ownership and responsibility among community members. The importance of community-based tourism in fostering sustainable practices has been widely documented (Goodwin, 2019; Kusmiati, 2020). However, the research also highlighted the environmental impact of increased tourism activities. Unregulated visitor behavior and inadequate waste management systems have led to pollution and degradation of natural resources. Coral reefs and marine ecosystems, vital for snorkeling and diving activities, are particularly vulnerable. The findings stress the importance of integrating environmental management into tourism development plans to preserve the natural beauty and ecological health of Pantai Indah Kemangi. Recent studies emphasize the need for community-driven environmental conservation programs to mitigate such issues (Peters et al., 2023; Isdarmanto, 2016).

### **Strategies for Sustainable Development**

Based on the findings, several strategic measures can be implemented to optimize the potential of Pantai Indah Kemangi while addressing existing challenges:

- 1) Developing essential facilities such as changing rooms, equipment storage, parking areas, and medical emergency units is critical. Incorporating environmentally friendly materials and designs in these developments will minimize ecological impact (Bayu & Bayu, 2021; Arikunto, 2016).
- 2) Implementing strict safety protocols, including the deployment of trained lifeguards, safety signage, and regular equipment checks, is essential to ensure visitor safety. Training programs for staff and local community members can further enhance these efforts (Hernawan, 2020; Asad et al., 2020).
- 3) Organizing workshops and awareness programs to educate visitors about environmental ethics and safe practices can reduce negative impacts and encourage responsible tourism. Information boards and digital platforms can also be used to disseminate educational content (Indrayana & Yuliawan, 2020; Firdaus & Komaini, 2016).
- 4) Leveraging social media, official websites, and collaborations with travel agencies can help promote the beach to a wider audience. Highlighting unique experiences such as snorkeling in coral-rich waters or parasailing over scenic coastlines will attract niche markets (Ashoer et al., 2021; Butarbutar et al., 2021).

- 5) Encouraging partnerships between local residents, government authorities, and private stakeholders can enhance resource mobilization and ensure equitable benefits. Training programs and financial support for local entrepreneurs will further boost community involvement (Goodwin, 2019; Kusmiati, 2020).
- 6) Establishing waste management systems, protecting marine ecosystems, and enforcing environmental regulations are essential for sustainable tourism. Regular monitoring and evaluation of ecological health will help identify and mitigate emerging issues (Isdarmanto, 2016; Peters et al., 2023).
- 7) Expanding recreational options beyond water sports to include hiking trails, cultural exhibitions, and family-friendly activities will attract a broader audience and reduce dependence on seasonal sports (Firdaus & Komaini, 2016; Febrianta, 2014).
- 8) Improving transportation infrastructure, such as roads and public transit options, will make the beach more accessible to domestic and international tourists. Initiatives like shuttle services or ridesharing partnerships can further ease travel (Arikunto, 2016; Indartono, 2013).
- 9) Establishing mechanisms to track visitor satisfaction, environmental impacts, and economic benefits will ensure that development efforts align with long-term goals (Firmansyah & Mahardika, 2018; Firdaus & Komaini, 2016).

This study contributes novel insights into the intersection of recreational sports tourism and sustainable development in a regional context. Unlike previous research, it integrates detailed analyses of visitor behavior, community involvement, and environmental management. By emphasizing a holistic approach that considers physical, social, and ecological dimensions, this research offers a comprehensive framework for developing Pantai Indah Kemangi as a sustainable recreational sports destination. Furthermore, the findings provide practical strategies that can serve as a model for similar destinations in other regions, thereby contributing to the broader discourse on sustainable tourism development.

## CONCLUSION

This research concludes that Pantai Indah Kemangi holds significant potential as a sustainable recreational sports tourism destination, owing to its natural beauty, geographical advantages, and strong visitor interest. The findings reveal that while the beach's existing characteristics create a strong foundation for various recreational sports activities, challenges such as inadequate infrastructure, safety concerns, and environmental management need to be addressed. The research contributes to science by offering a holistic framework that integrates infrastructure improvement, community involvement, and sustainable practices, ensuring the long-term viability of recreational sports tourism. Going forward, these insights emphasize the need for collaboration between stakeholders, including local governments, communities, and private entities, to develop Pantai Indah Kemangi into a leading example of sustainable tourism. This approach not only benefits the local economy but also sets a precedent for similar destinations seeking to balance tourism development with environmental preservation and community empowerment.

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