

Getting to Know the Jogjakarta's Tourism through Sports' Activities

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ABSTRACT

Jogjakarta is one of the Indonesia's and the world's tourism places which need to be developed intensively through many promotions and one of these is through sport's activities. Nowadays, sport's activities are believed as one of the way to increase the tourism income both for the government and the society. It can be seen from the increase of the investment and the goods' and services' trading that happens in which the sports' championship is held locally, nationally, or internationally.

Sport is one of the tourism assets that should be given an attention particularly by the government, investors and the Jogjakarta's society. In line with it, there should be the same attitudes and steps in developing the tourism through sports' activities so that it can give a contribution to the Jogjakarta as one of the tourisms' destinations nationally or internationally.

There are some ways to make it true, which will be explained later. First is making interrelated system. Based on the geography model, there are three basic elements of tourism system; generating region, transit region/route, and destination region. Secondly is the tourism system model, which contains four elements that are market, travel, destination, and marketing. Thirdly is related to sports' activities. It includes the planning, action, and maintaining. All of the elements are needed in order to make the sports' activities are held regularly and handled professionally.

The sports' activities can be done in many ways such as running championships, , outbound management training (OTM), and kites' championship or tourisms' sport packages. All of these can be held in the tourism objects as one of the ways to promote the beauty of Jogjakarta's tourism places. Moreover, we also need to classified the tourism objects that can be used for the tourism sports' activities based on its interest: the unique aspect and the esthetic aspects.

Key words: tourism, promotion, and sport

INTRODUCTION

Yogyakarta is a historical city. It had ever been as the Mataram kingdom capital, the Indonesia capital around 1949. It has some palaces. The first is the Indonesian President's Palace (Gedung Agung) that still be used for the government ceremonial and official activities. Secondly, the Yogyakarta's Palace or "Kraton" or

“Istana Sultan”. A long time ago, Yogyakarta was a kingdom named “Kasultanan Ngayogyakarta Hadiningrat”. Even the Yogyakarta’s governor is also as the King of Yogyakarta’s Palace. Those two places are located near Malioboro. And those are still used as real palaces not only as a history. Around the Kraton there is the Palaces’ Waterfall or “Istana Air” that was used as the bathing area or swimming pool for the Kraton’s family.

The third is the Palace located in Kotagede (It is considered as the other palace for the Yogyakarta’s king). Kotagede is located in the south of Yogyakarta. It is considered older than the previous palace and smaller. Once, it was the capital of the kingdom. In Kotagede, we can find the silver handicraft because it is the center of the silver making in Yogyakarta.

The fourth palace is called Queen Boko’s Temple (Kraton Ratu Boko). It is not as famous as the other palaces. It is located out of Yogyakarta city but not too far away. Queen Boko’s Temple is a palace that was built in the top of a hill. It is near Prambanan Temple. It is called a palace because its building has the palaces’ characteristics such as swimming pool, an open hall, gates, etc.

Yogyakarta has many unique things as explained above so that it is not a surprise if Yogyakarta becomes the tourist destination for the domestic or abroad tourists. So that the DIY’s government is trying their best to develop Yogyakarta as the tourists’ destination along with the investors and Yogyakarta’s society. Moreover, the World Tourism Organization has declared that the year of 2004 as the Tourism and Sports’ Year. In line with it many countries have done many strategies to increase the tourist visit in their country through tourism sport activities. For example, there are

many countries that are willing to be a host of certain sports events such as Olympic, FIFA World Cup, Sea Games, etc. These activities are used as one of the ways to promote their tourism visit, to make prosperous of their people, and to invite investors so that their countries are generally having improvements. In line with the tourism sport activities, the British Olympic Association (BOA) says that the Australian government can earn 2 million poundsterling from the Sidney Olympic.

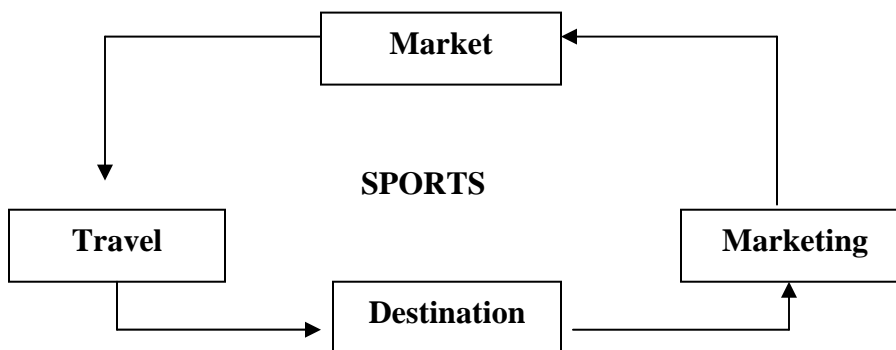
DISCUSSION

Tourism and sport are related each other. It has been occurred in our ancient civilization. It can be seen from the paintings in Pharaoh's tomb from ancient Egypt. It was explaining the kings' journey of having an entertainment and sport activities such as hunting in the dessert or swimming in the Nile River (Depari, 1997). In Indonesia, these kinds of activities are done also from the ancient times. From the history book, we can find that the noble at that time did a sport recreation such as hunting in the woods and camping. The Kertagama book explained that in 14th century, Your Highness Hayam Wuruk was traveling around his kingdom with his assistances (Pigeaud, 1962). In the early 20th century when the Dutch led Indonesia, the Susuhunan Pakubuwono X was fond of traveling and hunting (Pigeaud, 1995). From some examples above, we can see that sport and tourism are related each other. It is bounded together with the society in any period of time not only its contribution to the society civilization but also its contribution in creating understanding and peace among people, kingdom or countries.

Mechanism of Tourism System Related to Sport

Introducing tourism through sports' activities cannot be separated from the whole tourism system. According to Mill and Morrison (1985), as also said by other writers, that tourism is an interrelated system. System is a complex united of things. In it, we will find input, process, output, and feedback. Some models can be used to explain the tourism system. Based on the geography model, there are three basic elements of tourism system (Pearce, 1995, Leiper 1989) as follows.

1. Generating region is the place where tourists start and end their tourism journey.
2. Transit region/route is the link spot to the tourism destination. It is the place where there will be route that should be followed by the tourist in order to be able to arrive in the tourism destination.
3. Destination region is the place where the tourist should visit and the tourism activities are happened.



The figure of Sport Concept in Tourism System

The sport activities itself should be arranged and planned professionally. In order to be successful in holding a certain event, the committee should planned it well both in planning its concept and its process. The planning can be a long term or short

one. The long term planning (for 5, 10, or 25 years) is usually used for big national or international events. Whereas, short one is used for events held often such as annual events or less than one year events. But the most important things in the planning of developing sport tourism is firstly identifying its product and its market, knowing how to manage it and its source.

The action in holding the planning comes from a well planning that needs a good cooperation among all elements involved in it; the society, the government, etc (depend on the events' scale).

The last one is maintaining. We need to know how to maintain the event to be held regularly if it gives a good contribution to the economic, social, culture, and politics aspects. By doing so the committee can hold the event regularly and it is handled professionally. That is why the tourism sport activities are important to be held in Yogyakarta so that it will make Yogyakarta as one of the national or international tourism destinations and increase the tourist visit to Yogyakarta.

The kind of tourism sport activities can be done in the city, village, or free open site around Yogyakarta. Therefore, first, it is very important to find the appropriate strategy in developing and identifying the source of the tourism places' interest. It means that we need to classify the potential tourism sport in Yogyakarta and the kind of sport activities could be held in those places and its supported facilities. Secondly, the developing of tourism sport also means the developing of the tourism places itself, the developing of sport tourism packages, the developing of sport tourism services, and the developing of sport tourism promotion.

SPORT TOURISM PLACES

Daerah Istimewa Yogyakarta has many potential places that could be developed as sport tourism places such as Prambanan Temple, Kaliurang, Parangtritis Beach, etc. in this case, the writer will only choose three places that can be developed as sport tourism places. They are Prambanan Temple, Kaliurang, and Parangtritis Beach. Prambanan Temple is a beautiful and fertile land. In ancient time, Prambanan was a capital that is now known as “Boko’s Palace” or “Kraton Boko”. Unfortunately, its remain buildings do not give any clue of an existed Kingdom and the Kings role in that area. Kalasan Prasasti gives a clear clue about it. It is a characterized hand-written made in the year of 778 M. Raja Balitung’s Prasasti in 907 M also explained about it. It explained the inheritance of Sanjaya Emperor that followed Hinduism and that role at that time.

In the same time, in the same period of Sanjaya, there was Buddhist developed by the Syailendra Emperor. It had a strong relationship with Sriwijaya Emperor in Palembang. Once upon a time, Buddhist is well developed and in the top position. It left many important building that you can see it until now. Prambanan Temple as you can see now is a temple that is being well taken care. Some small temples in it are restored and well arranged with beautiful garden. Its unique building and beauty can attract both the domestic and abroad tourists. Prambanan Temple has a big potential to be developed as one of the sport tourism places. Besides its unique and esthetic building, it is supported by many facilities such as hotels, an easy transportation from the airport, only a short time needed to reach it. Moreover, the Adisucipto airport is opened internationally now so that it will make the developing of Prambanan Temple as one of the sport tourism

places easier. The kinds of sport activities that suit to be developed are running championship or the 10th KM walking championship (Gerak Jalan). It can start and end in Prambanan Temple. And the theme of it should be fit with tourism promotion.

The second one is Kaliurang. It lies at the foot of Plawangan hill on the southern slope of mount Merapi, around 28 KM, north of Yogyakarta. This is refreshing holiday resort for those seeking refuge and tranquility amidst the lush green tropical splendour. As a mountain resort, Kaliurang offers accommodation facilities such as villas, bungalows, inns as well as recreational facilities such as swimming pools, tennis courts, and playgrounds. Many people visit Kaliurang, especially during holidays. Young people, like boy scouts enjoy going there since it provides camping sites and good places for mountaineering. Those who like mountain climbing can climb the Merapi Mountain from it.

One can stay overnight in Kaliurang then start very early in the morning, and climb the Merapi via Kinahrejo village to descend again at noon. When the weather is clear, a spectacular sight of the panoramic view that covers the surrounding forest of Plawangan and Kaliurang, and the rolling green countryside that fades into the distant misty horizon of the Indian Ocean can be seen easily. The best time to view the mountain is right after sunrise (before) 09.00 o'clock). When the early morning light starts after lifting up the shroud of mist around its peak, we can see its morning beauty.

From the explanation above, we can promote Kaliurang as one of the free sport tourism places. The kinds of sport activities that could be done in this place are mount climbing, rafting, mountaineering, paragliding, hiking, bicycling, and Outbound

Management Training (OTM) that are very popular right now. That is why Kaliuarng is needed to develop further especially for adventure and challenging sports.

The third one is Parangtritis Beach. This place is also having so many beauties both in abstract way (supranatural) or scientific phenomenon. The story legend of it said that this beach is the palace of Kanjeng Ratu Kidul, it is the palace beyond the world, that role the Southern Sea. Out of this phenomenon whether it is existed or not, Parangtritis Beach is a worthy place to promote it as one of sport tourism places. Moreover, it has many interesting sites that can be developed such as Parangwedang, Parangkusumo Beach, Gambirowati Highland, Langse Cave, and the Syeh Belu-Belu Tomb. It is lies 27 KM southern Yogyakarta city. Its location is easy to reach with many kind of transportation such as bus, car, motorcyle, and even bicycle. Moreover, there are so many hotels facilities if you want to stay overnight. These hotels are supported by restaurant, swimming pool, warm bathing site, camping area, etc. All tourists are not allowed to swim in the beach because it has a very dangerous wave. But they still can enjoy their time riding a horse or a small delman. Along the seashore there are many small tradisional food courts that serve many kinds of tradisional food. The wind flow in parangtritis Beach is admitted suitable for holding a kite championship like what happen in bali. Based on that characteristics. Parangtritis Beach can be promoted as one of the sport tourism places.

CONCLUSION

As what I have explained above that taurism and sport has many aspects included such as social, cultural, economic and political aspects. Sosial and cultural

aspects happen when there is a contact between the local society and the tourists (both the spectators and the championship participants). Tourism and sport has a good and huge contribution in buiiding the understanding andpeace among people or nation. It also contributes economically. It increases the society prosperity and strengthens the spread of the trading investment both locally and nasionally.

There are many countries all over the word that want to be a host of certain sport event which is believed giving a huge support to the development of tourism in their countries. This kaind of thought is also happen in Indonesia. There are many provinces that want to be a host of certain sports event in order to earn a big profit from the tourism sector especially from the sport toursm activities.

Jogyakarta is one of the Indonesian historical cities. It has many unique places, miracle things, annd beauties. That can be used to support and develop the sport tourism. Those places are Prambanan temple, Kaliurang, Parangtritis Beach, and many other place which give contribution to the developmental of tourism in Jogyakarta.

Jogyakarta can be one of the desired tourism cities for both domestic and abroad tourists through holding many sport events like what we have discussed previovsly as long as it is well planned and handled professionally.

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