

THE DEVELOPMENT OF HASH HOUSE HARRIERS TO ADVANCE SPORT TOURISM INDUSTRY IN YOGYAKARTA

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Abstract

Hash House Harriers is one of outdoor running or walking sport activity. As a natural and cultural-based tourism city, Yogyakarta may become a potential place to developing Hash House Harriers. Indeed, the city may become “a magnificent attractor” for both domestic or foreign tourists to see and to enjoy the beauty of Indonesia. This can be a powerful stimulant to advance tourism as a favorable developing industry in Yogyakarta.

Hash House Harries has been well developed in Yogyakarta for many years. In addition, Yogyakarta has successfully carried out several Hash House Harriers in local, national or international level. Regarding to the increasing numbers of the Hash House Harriers Club in Yogyakarta and the higher frequency of competitions, this sport may become a special tourism icon of Yogyakarta. In order to develop the sport better, however, it needs synergic cooperation among related parties, that is the government, agencies and also people.

As a system, tourism requires a good cooperation from its elements. Instead, an appropriate tourism management system of Harsh House Harriers plays a significant role to promote Yogyakarta as a world tourism destination. This achievement can be a model for other cities to develop their natural and cultural potency to be profitable sport tourism in the future.

Keywords: Hash House Harriers, sport tourism

INTRODUCTION

Running and walking is a sport that can be done by whoever, whenever, and wherever, our daily activity may even not ever escaped from both sports. In a sport science study itself, both sports are one of “aerobics” that may increase physical fitness evidently and significantly. Some experts suggest that it is hoped that we exercise daily with a certain direction or instruction. It is very possible that the sports are covered with a healthy activity in a pleasant condition. There is

one activity that may be strange for our ears, that is, *Hash House Harriers*. It is one of activities with nature as a base.

Indonesia is popular in the world as one of countries that has natural beauty and an extraordinary cultural enchantment. We know that Bali is a very popular tour destination in the world, but do not forget that Yogyakarta is a “Special” territory and has become the second tour destination in Indonesia after Bali. Actually, Yogyakarta is the tour destination that trade on its nature and culture as a “magnet” to attract tourists. It is very reasonable that the Yogyakarta government makes the tourism development as basis point for the development success.

The domestic and foreign tourists can get benefit from the Yogyakarta nature and culture and by which surely can attract the tourists to come to Yogyakarta. At the present, Yogyakarta has many kinds of activities that are purposed to invite people to come to Yogyakarta, but it is interested that the *Hash House Harriers* activity may give a contribution to the tourism development in Yogyakarta. This activity is a kind of sports that aims at becoming us healthy, but in other side the sport may cause a positive supportive effect to the tourism. The supportive effect may have not been felt or seen evidently, so that a tourism management approach is required. Yogyakarta needs to develop the sport tourism with this *Hash House Harriers*. This aims at increasing the Yogyakarta tourism. The *Hash House Harriers* activity can be done in some areas with an interesting tourism in Yogyakarta.

Hash House Harriers

Hash House Harriers is a kind of sport that can be done outdoor or open air (outdoor activity), which resembles a cross-country running sport. Recently, this activity is called *Hashing*. In 234 B.C., Hanibal run with *On On* from the Rome front gate as far as the Alpine mountains and marked his journey with elephant dirt. On Desember in 1938, for the first time in Kuala Lumpur, Malaysia the modern hashing was carried out by Albert Stephen Ignatius Gispert, An England Accountant who stayed in Malaysian and the first man who play *Hash*

House Harriers. In the beginning, this activity revolved only a meadow, and finished in a Chinese Restaurant that was called *Hash House*. Now *Hashing* was known as a kind of sport, social, hunt, and hard work in a required distance about 8-10 km passing through forests, farms, meadows, and other places.

Hashing was carried out in the suburb areas, which had green air without pollution and the area of hills, mountains, valleys, river channels, which were situated in a rural areas that had beautiful and cool landscaping. The *Hashing* activity started with participants (*Hashers*) came together in a place (*Run Site*) as start (*On On*) and finish (*Down Down*) lines. *Hash Master* atau *Hash Mistress* led the carrying out of *Hashing*. *Hash Master* atau *Hash Mistress* shouted *On On* loudly as a sign that *Run* began. *Hashers* run following *kawul* spread by *Hares*, its route was adjusted with each *Hashers* ability. The distance of *Hash House Harriers* sport are divided into 3 categories: 1) *Short/ Puppy* (3-5 km), *Run Medium* (5-8 km), 3) *Run Long Run* (8-13 km) (Mataram Yogyakarta HHH, 1994: 48), sometimes there is a *Super Long* category (10-115 km) (Malioboro HHH, 13: 2002). The *Hasher* participants would be back again to *finish* in *Run Site*, and after all *Hashers* arrived the respect ceremony of *Down Down* was carried out. The *Down Down* ceremony is a special characteristics of *Hash House Harriers* sport that led by *Hash Master* or *Hash Mistress* and *Hash Music* help singing the song of *Down Down* in an International standard.

Yogyakarta Tourism

Who do not know Yogyakarta? The Special territory that has various kinds of interesting nature and culture. Perhaps community in the Indonesian archipelago have known Yogyakarta and those who come from other countries surely have known Indonesia. You will see that many foreigners go back and forth in Yogyakarta. Actually, Yogyakarta has a special characteristics that may not be met in other country, and becomes a part of the Indonesian Republic United State. Yogyakarta's role as the Struggle City, Student city and Education Center, and Cultural Center City, is supported by its beautiful scenery, has promoted Yogyakarta as an interesting city to visit and enchanting to show.

Nowadays, Yogyakarta has become it self as a Tour Destination City. Its sincere friendliness, the special characteristic of Yogyakarta will welcome tourists at the time they visit Yogyakarta, while its deep intimation go along when they leave Yogyakarta bring a sweet memorial that will be unforgettable all along time. The Yogyakarta tour potensial is undoubted anymore. Beginning from Cultural Tour, Tour Attraction, to Natural Tour, which are so beautiful supported by tourism facilities. Although Yogyakarta is about 3.186 km² in width and its community is lack and more 3.311.812 people (the data in 2000), but has interesting and enchanting scenery (Yogyakarta Tour Direction, 1: 2003).

Yogyakarta has various kinds of tour potensial, one of them is Natural Tour Potensial that is very beautiful and interesting. The Natural Tour Potensial consists of Mountains and Great Garden, Beach and Reservoir, Cave, Village, Agro, Recreation, and Sport (Yogyakarta Tour Direction, 39: 2003). The Natural Tour Potensial of mountains and great garden in Yogyakarta is as follows: the top of Merapi mountain, Kaliurang mountain and its surroundings, the top of Suroloyo, the tour and education forest of Wanagama, Gambar Mountain, Clereng Bathing, Gembiraloka great garden and zoo, sand knoll. The potensial of beach and reservoir is as follows: the Galagah/ Congot beach, Trisik beach, Parangtritis beach, Ngrenehan beach, Baron beach, Kukup beach, Krakal beach, Sedeng beach, Siung beach, Pandan Simo beach, Wedi Ombo beach, and Sermo reservoir. The potensial of Cave tour is as follows: the Cerme cave, Selarong cave, Kiskendo cave, and Seropan cave. The potensial of village tour is as follows: the Kasongan tour village, Pucung tour village, Pundong tour village, Tanjung tour village, and Krebet tour village. The tour potensial of agro that is known in Yogyakarta is the Salak Pondoh tour agro, which is situated in Turi district, Sleman Regency, which is about 25 km to the north of Yogyakarta. In addition, there is the tour potensial of recreation and sport, that is, Kids Fun recreation park and Purawisata recreation park consisting of: the Ria Tour Park, Etnik Café, Sendratari Ramayana, *Gazebo Garden Restaurant*, and *Djava Restaurant*.

All of the potensial has become attractive power for tourists to visit Yogyakarta and affect all social and economic activities indirectly, which help

increasing the standard of living of Yogyakarta people themselves, especially the people who stay in areas that have the tour potential. The tour attractive power and object can be enjoyed not only by looking around and buying something, but also requiring creating some creative forms of tour activities that are more attractive as an attempt to give impressed experience and memorial for the tourists (The Study of ODTW and Integrated Tour Route, 4: 2003). The tour attractive power and object of Yogyakarta may become a place for carrying out some events in a National, Regional, or International Scale. The positive and negative effects toward natural environment need to become some considerations in conducting the events.

The Development of Hash House Harriers in Yogyakarta

The development of *Hash House Harriers* has been so thriving and mushrooming in the world including in Indonesian. Yogyakarta, as a city in Indonesian, does not slip of the development of *Hash House Harriers*. The development of *Hash House Harriers* in Yogyakarta has been done by its people for a quite long time. In Yogyakarta, it has been established 3 clubs *Hash*, respectively that is, Yogyakarta *Hash House Harriers* (JHHH), Mataram-Yogya *Hash House Harriers* (MY HHH), and the last, Malioboro *Hash House Harriers* (MHHH). It is greatly related to Yogyakarta as the quite interesting tour destination with various natural tour potential, which is so beautiful and enchanting. Up to now, the clubs still do *Run* continuously, which are situated in Yogyakarta tour potential and object areas, which is carried out weekly.

Yogyakarta has become a host many times for carrying out the *Hash House Harriers* event in the national scale, which is often called PAN INDO HASH. This event gives a chance to Yogyakarta to promote its natural beauty. Actually, because this sport always uses interesting natural locations in every event. A tourism approach in carrying out of the event is very visible and may give a maximum contribution to the tourism in Yogyakarta. For example, the PAN INDO & SEA HASH, which is carried out on August 7-9, 1998, which had involved many tourism components, that is: 1) a human (as a tourist), 2) a place (a

physical component that includes in the activity itself), and 3) time (a time component that spent during the journey and when staying on a purposed place) (Salah Wahab, 3-4: 1996).

The participants of PAN INDO & SEA HASH 1998 were also as tourists who would enjoy the beautiful scenery of Yogyakarta through *Hash House Harriers* sport, who came from many corners in the fatherland, such as: the South Sumatera, Lampung, Riau, Bangka, Jakarta, Bandung, Tasikmalaya, Semarang, Magelang, Cilacap, Solo, Malang, Kalimantan, and the kin country of Malaysian. Some places that are used in the event is a very important thing in related to tourism. The *Hash House Harriers* sport needs nature as a place for carrying out the activity, so that it possible that the place is the tour potensial and object that situated in Yogyakarta. In addition, because the participants of PAN INDO & SEA HASH 1998 came from many cities, so that it is required to prepare satisfied accommodation and transportation. The available facilities supporting the event in Yogyakarta were as follows: Star Hotels, Melati Hotels, Youth Cottages, and Restaurants, air and land transportation, Tour and Travel Bureau, handicraft enterprise. The implementation of this activity usually spent many days and the participants who would follow it took a trip, which spent time depended on the distance between the participants' city and Yogyakarta. The PAN INDO & SEA HASH 1998 was carried out during three days, but it is possible that the participants (*Hashers*) stayed in Yogyakarta more than three days. The natural and cultural beauty of Yogyakarta was never passed away by the participants who really wanted to take a tour.

Yogyakarta must be able to increase a number of tourist visits in the future. Such sport events above prove that the sport is so interesting when it is integrated with tourism in a city. Such the sport even as PAN INDO & SEA HASH has become the real tourism. All components that must be available in every tour have been included into this *Hash House Harriers* sport. The activity is still in the national and regional scales. Let's imagine, what if the *Hash House Harriers* sport activity is carried out in the International scale. *Hashers* from various countries will come to Yogyakarta, and not only to fulfill "invitation" as a

participant but also to enjoy the nature and culture of Yogyakarta. Economically, how many foreign exchanges that will be taken by Yogyakarta from one sport event.

The Yogyakarta Tourism Potential that supported by so many tourism facilities is a big capital to carry out the sport events of *Hash House Harriers*. Likewise, the *Hash House Harriers* sport, which has motto “*Fun, Fitness, and friendship*”, has an equal characteristic with the available attractive and object tourism in Yogyakarta. The implementation of these events will also promote directly Yogyakarta as a tour destination, which should be visited by domestic or foreign tourists. Therefore, the Sport Tourism in Yogyakarta will be realized, which indicated by the success of carrying out of the *Hash House Harriers* sport event, which gives some contributions to the development of tourism in Yogyakarta, that is, making use of the tourism potensial in Yogyakarta while carrying out the *Hash House Harriers* sport event.

The development of sport tourism in Yogyakarta must be increased progressively and continuously now and in the future, so that the Yogyakarta development objectives that emphasize on the tourism can be achieved. The sport tourism is hoped to give a maximum contribution for the Yogyakarta people wholly, in the economic, social, cultural fields, and so on.

The Yogyakarta Government, in this case, must make cooperation with some elements to improve the sport tourism, so that it is organized better. The tourism approach in every sport event like the *Hash House Harriers* sport needs to be done. In addition, the implementation of the sport event must be profesional, so that the objective of the sport itself does not loose. It needs to cooperate among all elements, which concerned with the activity, the Government, state or private enterprise, and people participation in preserve this Yogyakarta city as a tour destination city.

CONCLUSION

The sport tourism that is being improved in the present time, in fact, has an economic rate. In appropriate with the *World Tourism Organization* (WTO) in

celebrating the World Tourism Day in 2004 with theme “Sport and Tourism: Two Powers that can increase understanding each other, developing culture and community.” Based on the objectives, each city is hoped to be able improve the sport and tourism and develop sportsmanship in the community, the sport and tourism can walk together to increase the national development, each city has an active role to reach the sport and tourism activity. Both support and are continuous each other in the realization of national development. People come to a place not only to exercise but also to enjoy the natural and cultural beauty in a city where they visit.

The implementation of the *Hash House Harriers* sport event in Yogyakarta that has been done many times in local, national, regional, and hopefully international scales give some positive effects on the development of tourism business in Yogyakarta. This implementation may increase the number of tourists going to Yogyakarta, because the participants are not only as *hashers* but also as tourists who enjoy the nature and culture Yogyakarta through the sport. The increasing of tourist numbers means the increasing of the Yogyakarta territory income through preparing accommodation and transportation. Hotels, restaurants, transportation means, and handicrafts enterprises can increase their income during this event. The existed *Hash House Harriers* clubs must be preserved through promoting and increasing their participants. The establishment of the *Hash House Harriers* clubs out of Yogyakarta territory is important, so that the people can join the *Hash House Harriers* clubs. Thus, the socialization of this sport will be done continuously along with the development of the clubs.

It is necessary to make good cooperation among the government, private institutions, and people. In this case, the government functions as infrastructure supplier, widen many kinds of facilities, increase coordination between officials and private components, the organization and general promotion internally and externally (James J. Spillane, 133: 2001). A private institution functions as a supporter for this event by giving capital contribution for carrying out the event. The important thing is that people must keep order, safeness, comfortness, cleanliness, so that the tourists who visit Yogyakarta feel safe and comfort to stay

in Yogyakarta. Friendliness is very important for all elements involved in a sport event, so that the sport tourism can be realized.

Reviewing that the *Hash House Harriers* sport event is beneficial, it suggests that territories in Indonesian should develop this sport. The tour potential that has not been cleared away hopefully can be used to carry out the sport events in local, national, regional, or even international scale. The development of *Hash House Harriers* sport is possibly done by every territory, which has interesting and challenging tour object. Good cooperation with the territory that has developed this sport is important for the ones that have not carried out the sport. The spreading of sport tourism in the Indonesian archipelago hopes to be achieved by carrying out the *Hash House Harriers* sport events. At last, it can bring Indonesian to be wealthy and prosperous like what the Indonesian people hope.

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