

STRATEGY OF SPORTS INDUSTRY DEVELOPMENT AS SUPPORTING TOURISM IN DIY

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ABSTRACT

The development of the sports industry has increased rapidly. New business opportunities in the field of sports are very wide open for sports lovers. Even today that is experiencing an increasing trend in the world of sports in the sports and tourism industry. With the existence of a sporting event somewhere in a muscle will increase the carrying capacity of the tourism sector. In the Special Region of Yogyakarta (DIY) has a very high chance between the sports industry and tourism. Where now there are many sports events held in DIY, both national and international level. On the other hand DIY has a very rapid development of tourism sector. Therefore the researcher intends to conduct research with the aim to know the strategy of sports industry development as a supporter of tourism in DIY.

This research is a qualitative descriptive study. Technique of data collection is done by observation, interview and documentation. Research subjects in this study involves managers of tourist attractions, sports event organizers and sports industry practitioners. The validity of data is done with the provision and triangulation of data through existing sources. Data analysis using SWOT analysis method by reducing data, presenting data, verification or drawing conclusion.

Along with the development of tourism in DIY which is experiencing an increase of special strategies are needed to attract tourists. Optimizing the management of several tourist objects thus increasing tourist interest. Promotion of tourism destinations in DIY also need to be improved, either through print media, electronic media and social media. In terms of services, some attractions still need to be improved. There needs to be structuring and regulation binding on all components of tourism management in DIY to realize an integrated service standard so as to provide comfort for the tourists both local and international. Optimizing the potential of tourism by cooperating with sports industry players to jointly synergize between the development of sports industry, especially sports events to increase tourism sector in DIY. Sport industry development strategy to support tourism in DIY one of them is to multiply even a large-scale sports events both national and international level by packing the sport-based event is a tourist. In addition it is necessary to maximize cooperation with the provision of services field tours and travel to be able to offer tourist attractions that can be visited. Another strategy, the need for cooperation between relevant agencies, tourism object managers, sports event providers and sports value provider to synergize together promote tourism in DIY. Mobilize and embrace human resources, community and tourism community to jointly encourage the development of tourism in DIY. It needs special assistance to human resources in order to be able to develop the sports industry that is packaged by combining the tourism sector. In addition, special strategies are

needed to promote the sports industry's synergy with tourism simultaneously through printed media, electronic media and social media so that it can be accessed easily by people around the world.

Keywords: Sport Industry, Tourism

INTRODUCTION

Globalization has had a significant impact on the various dimensions of human life. Malcolm Water (1997) cited Kamrani (2004: 7) suggests that there are three dimensions of the process of globalization, namely: economic globalization, political globalization, and cultural globalization. The universalization of the global value system that occurs in the cultural dimension has obscured the human values system of human life, especially in developing countries like Indonesia in the 21st century. Indonesian nation in this era of globalization is facing quite severe challenges, therefore the nation can also be said as a reflection of the value of life that occurs in society.

As a social and cultural phenomenon, sport can not escape from the moral to the modern, namely the dominance of the market. The acceptance of its sociological existence is guaranteed by its ability to adapt to the market, or vice versa, the market that will make it the target of its extension. This is in line with what is revealed by Slack (1998), quoted Fajar (2010: 12) sport is a commodity goods, where such a commodity product becomes the target of market power.

Although the sport in this beloved country still stagnant in achievement. one of which is due to lack of facilities and good education programs. For that field of sports industry development Indonesia has had to do industrialization of sports as one way to tackle the problem. At the same time, the interest of western countries and the United States to invest in sports in Asia is the right moment to develop the industrialization of sports (Ibnu, 2011: 1).

The sports industry is defined by Pitts, Fielding and Miller as "all production of goods, services, places, people, and thoughts that are offered to customers, relating to sport. (Pitts, Fielding, and Miller, 1994). Ozanian (1995) cited Harsuki (2011: 2) says that; "Sport is not just big business.

Exercise is one of the fastest growing industries, because it deals with aspects of the economy, the media and clothing to food and advertising, sports everywhere, coupled with an unending ringing of cash register machines. " According to Nuryadi (2010: 10), Sport Industry is an industry that creates added value by producing and providing sports related to equipment and services. Sport marketing is the application of specific principles and marketing processes to sports products and to market non-profit sports products through association with sports.

Law of the Republic of Indonesia no. 3 of 2005 on National Sport System (2005: 4) that sport industry is sport business activity in the form of goods and / or services. The sports industry can take the form of infrastructure and facilities produced, traded, and / or leased to the public. Communities conducting industrial goods and / or sports services should pay attention to the welfare of sports actors and the advancement of sport. In the Law of the Republic of Indonesia No. 3 of 2005 on National Sport System (2005: 36) guidance and development of sports industry implemented through mutually beneficial partnership to realize an independent sports activities and professional. Of course the local government in developing the sports industry provides ease in the formation of centers of coaching and sports development.

In the national economy, the sport industry is a considerable base in supporting the transformation industry structure, from agrarian society to industrial society. In order to anticipate the imbalance between urban and rural economies, the sports industry has a strong role. The role of the sports industry can, among other things, encourage rural restructuring in a more developed direction, through employment absorption, increased public incomes, and industrial deployment (Farida, 2011: 4).

According to Fajar (2010: 12-13) there are three patterns related to the growth of the sports industry in Indonesia, such as: a) in Indonesia there are potential sports actors and various scope / great sports dimensions. This is one of the success of the government's program to promote sports, b) there are three areas of the sector of arable fields, namely sports education, sports recreation and sports achievement, and c) the magnitude of the growth opportunities in the sports industry. Of the three areas of arable fields above, the sports industry can penetrate in various market segments.

In addition to choosing and making various approaches to success in the sports business, it is also necessary to build a good communication with various parties. With communication able to solve the existence of a conflict, so that will get the concept of a higher quality solution, although there will be a change, but the change leads to a better and give impact to the common progress, especially in the sports industry. The sport industry has the following characteristics: a) persistent attention to business, b) being part or branch of business, and c) something that employs a lot of manpower and capital, which is a tangible activity of trade.

Application of science and technology in sport coaching both to improve the quality of teaching and learning process and training is a must. Process quality ensures achievement of targeted learning outcomes and sports achievements. It is difficult to imagine the achievement of learning achievement or high achievement without the use of science and technology. The availability of science and technology support including teaching laboratory facilities and sports training is needed in an effort to improve the achievement. For example, the success of sports achievements of other countries such as Australia and China are due to this problem. e. Sync program between; government, society, and private Sports policies taken by the Government are indispensable

and still dominant for the smooth process in the field, such as sports financing subsidies. Public and private parties as implementers in the field, will take refuge behind the policy decided by the government, so that in the implementation, the public or private parties can work quietly and safely. The third party market or market, is obliged to popularize or popularity sports in the community, so that the sports sector not only as a nonprofit sector but also profit and can be sold to the community.

f. The Role Of Banking In The Development Of The Sports Industry

In terms of coaching, banks can actually play some of them have their own sports club and actively participate in the competition and recruit talented athletes. It is desirable that banks not only serve as sponsors of events or a club that are usually intended as promotional endeavors, but can go deeper. The sport industry can be divided into two, namely the sport itself and its supporters. The sport can be an event or branch, while many supporters. Some of the supporting factors are mass media, both electronic and printed; sports equipment, advertising, arena rental services, knick-knacks or merchandises, and much more. The number of banks operating in the country at this time around 120. If only each want to enter and run its role in accordance with the ability, we are optimistic the national sports will be excited again.

The development of sports industry, especially sports tourism needs to get serious attention in order to be able to create an advanced society and more transformative nature of advanced society both in structure and culture (Farida, 2011: 2). The prospect of tourism in the global market ahead is getting better. According to the World Tourism Organization (WTO), the world tourism industry is expected to continue to grow at 4.3 percent annually by 2020. The WTO also predicts that in 2010 1.046 billion people will visit and increase by 1.602 billion people in the year 2020, of which 231 million people (in 2010) and 438 million people (in 2020) will travel in the East Asia and Pacific region. While John Naisbitt in his book *Global Paradox* (1994), suggests that about 8 percent of exports of goods and services come from the tourism sector. Tourism has also become the largest contributor in international trade from the service sector (37 percent), becoming a major source of foreign exchange in 38 percent of countries in the world. Meanwhile in Southeast Asia, the tourism industry contributes 10 to 12 percent of GDP and absorbs 7 to 8 percent of the workforce. Tourism is one industry that has important role in economic development, social, culture, and environment. Sustainable and sustainably planned tourism development based on community will be able to contribute to the country's foreign exchange earnings and create jobs. In addition, tourism development can also create revenues that can be used to protect and preserve cultures and the environment and directly touch local communities / tourist destination villages.

In addition, there is an opportunity to synergize the cultural industry and sports industry that has the potential to become an object and a tourist attraction. The proximity between the cultural industry and the sports industry with tourism has been recognized by many countries. In some countries, a unique and exotic cultural industry is a tourist attraction. Similarly, the world championships in various sports, such as the Olympics and Football World Cup able to invite millions of fans and foreign tourists. As a product of the tourism industry, the Culture and Sports Industry requires further processing in order to appeal to tourists as consumers. Processing these two products synergistically and planned will have a positive impact on tourism development and will ultimately be able to encourage

increased foreign exchange earnings from tourism in the form of event-based tourism, whether cultural events, sports events or a combination of both. The tourism development referred to in this study is focused on event-driven tourism. Event-based tourism being studied is cultural events and sports events that have great potential as an attraction and as a means of promotion of the organizers. People who come to watch an event can all travel while people watching the event through television become interested to visit the area. Organizing the event is also able to provide benefits for the region and the community as well as small and medium enterprises around the implementation.

A cultural activity and a synergized sport will be able to bring in both foreign and local tourists. But until now in Indonesia the utilization of art and culture to market sport event has not been widely used by sports marketing experts, and vice versa. Meanwhile in Australia, in organizing the Sydney Olympics, marketing programs and organizing sports events have been synergized with the arts and cultural programs, by making art and culture as the main components required in organizing a sports event.

The event tourism event becomes an integral and main part of tourism development and marketing strategy. Even tourism can be used to describe social phenomena and this can be interpreted as "systematic development, planning, marketing and a flashback of past history". The purpose of the tourism event can be: a. To create a favorable image for the destination of the destination country or country. b. To expand the cultural information and local traditions. c. To spread the demand for tourism more evenly in a region. d. To attract foreign and domestic visitors.

Statistics show, for example; that in the sector of exhibition event segments can increase a strong international presence between 15% and 20%. It is very beneficial to other tourism sectors like hospitality and transportation. Many official delegations from various countries then added other activities such as business trips to mini vacations (Sunday Times, 28/2/1999: 16). Events can be the most common channels where visitors fulfill their desire to taste local food and traditions, participate in the game, or be entertained. Local and regional events can have the added advantage of keeping the domestic tourism market active (Getz, 1991: 67). Even travelers or visitors can be defined as those who travel far from home for business, pleasure, personal affairs or other purposes (except to commute from work) and who stay at the event's destination (Masberg, 1998: 67).

Olympic Games is one form of cultural and sports industry synergies that can attract tourists, not surprising when the Olympic Games contested many countries. The event was a close combination of sports, festivals, rituals, and opening / closing ceremonies (Chalip, 1992; MacAloon, 1984; Moragas, 1992). As in the 44th rule of the Olympic Charter stating that: (1) the organizing committee (OC) for the Olympic Games must arrange cultural event programs submitted to the International Olympic Committee (IOC) for approval; and (2) the program should promote harmonious relationships and mutual understanding and friendship among participants and visitors of the Olympic Games.

While in the next explanation stated that the cultural program should include: (1) cultural events that must be organized in the Olympic region and inflicted the universality and differences of human culture; (2) any other event having the same purpose held in host city with a number of reserved seats free of charge for IOC accredited participants; and (3) Cultural

programs should be implemented during the Olympic Games event.

Referring to the experience of other countries in organizing event-based tourism, there are several examples that have been developed. For example, to develop a Canadian government sports event annually organizes a sports event congress (Sport Even Congress) which is a representative meeting of sports actors; sports organizations; the right holder of the event, convention and visitors bureaus; economic development institutions; supporting industries; sponsor organizations / companies; and event management companies both national and international. The forum becomes a means of marketing sports events where the right holder of the event has the opportunity to offer his event to the city representative to host.

Australia establishes a national sports tourism development strategy in the form of The National Action Plan for Tourism which has been proclaimed since 1998. In Australia, every sporting event is planned so well that it can bring in tourists both foreign and local. Recognizing this, and taking the experience of Sydney Olympiad, the marketing program and the organization of sports events are synergized with the arts and culture program, by making art and culture the main component required in organizing a sports event.

In Scotland the event has a significant potential in supporting the development of tourism. Therefore, the Scottish Government has a great commitment to develop the event that is reflected by the launch of the major national event of 'Competing on an International Stage' by the Scottish Executive in 2003. Even the Government has a vision to make Scotland as a leading event in the world 2015, by: (1) making the event as "icon" or event hallmark; (2) events that can be developed into world events; (3) international events held in Scotland without investment in infrastructure; (4) annual or mid-year events that can be developed in specific areas. This event can be sport, history, art and culture or festival. In order to disseminate the national strategy, the Scottish Executive and Visit Scotland created the Even Scotland partnership with public institutions, event organizers, media and private sector. The institute provides financial support and consultation to ensure, create and develop major international sport and sport events in Scotland.

The country of Indonesia is rich with cultural industries and sports industry potential to support tourism. This support of cultural resources is seen with an abundance of the nation's riches and cultural diversity. All three millennia of cultural currents flow into the archipelago from India, China, the Middle East and Europe. All of the world's cultures are represented in certain places, such as in Hindu Bali; Chinese settlements in Jakarta, Semarang and Surabaya; Muslim centers in Aceh, Makasar and the Padang plateau; in the Calvinist Minahasa and Ambon areas; and the Catholic Flores areas. This shows that Indonesia is a country rich in activity and cultural expression that is very unique and exotic which is very potential to be developed. Based on the above description, shows that the sports industry is not foreign in the world of tourism Indonesia. However, the development of synergy between the two fields is not yet optimal. Therefore, the researcher is interested to do research on sports industry development strategy as supporting tourism in DIY. In order to improve the performance of national tourism built a joint commitment to develop the sports industry in synergy. Forms of support are required at all levels of actors, including government, private sector, and community at policy and operational levels at the central and regional levels.

METHODS

The design in this study used a qualitative approach. Qualitative research is a study that intends to understand the phenomenon of what is experienced by the subject of research holistically by way of describing into words and language in accordance with the actual situation in the field (Moleong, 2004: 6). The research method used in this research is descriptive qualitative research method. Descriptive research is a form of research intended to describe the phenomena that exist, both natural phenomena and man-made phenomena. The phenomenon can be the form, activity, characteristics, changes, relationships, similarities, and differences between phenomena with one another phenomenon (Sukmadinata, 2006: 72). With the use of qualitative methods, the data obtained will be more complete, more in-depth, credible, and meaningful so that research objectives can be achieved. (Sugiyono, 2009: 181). This research uses data analysis technique model Miles and Huberman. Miles and Huberman in Sugiyono (2009: 246), argued that the activity in qualitative data analysis conducted interactively and lasted continuously until complete, so the data is saturated. Data analysis using SWOT analysis method by reducing data, presenting data, verification or drawing conclusion.

DISCUSSION

The development of tourism sector in DIY currently tend to experience a very significant increase. This is shown by the growing and increasing tourist destinations in DIY, so that the tourism sector will be able to help drive the economy of society. DIY Jargon as a city of students and cultural city becomes its own magnet against the tourists to come to DIY. The strength of tourism in DIY lies in local wisdom and cultural culture of society and is supported by human resources who already have an awareness of the positive outlook of the tourism sector. Creative human resources also become its own strength to the development of the tourism sector. In addition, there are still many tourism potentials that can still be worked maximally to support the populist economy. Various supporting facilities are also available in DIY such as infrastructure, accommodation and akseptability good so as to boost the tourism sector.

The development of the tourism sector in the form of tourist villages and interesting new tourist destinations in every district in Yogyakarta has tremendous potential. The existence of cultural heritage buildings, kraton, and relics of historical objects that exist in DIY is also a special attraction for tourists. Natural potential in the form of mountains and oceans, strategic geographical location makes DIY worthy of being a tourist destination. Some of the tourism potentials that can still be developed in DIY are water tourism (along the south coast, reservoirs, rivers), nature tourism (in the hills, merapi), cultural diversity, culinary tours, technology tours, educational tours, historical tours, promoting local wisdom and culture, sport tourism and water sports. By looking at tourism potential and existing strength of the tourism sector in Yogyakarta will be able to compete with tourism in other areas.

Along with the development of tourism in DIY which is experiencing an increase there are still some shortcomings that must be addressed. Although it is difficult to show the weakness of the tourism sector in DIY, but there are still some things that become complaints from the traveler community who often visit various tourist destinations in DIY. Management of some tourist attraction is not optimal so that the attraction of tourists is still lacking. Promotion of tourism destinations in DIY also need to be improved, either through print media, electronic media and social media. In terms of

services, some attractions still need to be improved. In addition, routine maintenance must also be done by the manager of the tour so that the tourist attraction can be neat and clean so that every tourist can be impressed and will re-visit again in the future. There are some objects complained about the arrangement and management of parking that has not been centralized because there are some unscrupulous people who make their own parking rates where the tariff is much more expensive than the tariffs that have been determined by the provincial government of DIY, thus causing tourists feel burdened and reduce comfort when traveling. Therefore, there is a need for structuring and regulation binding on all components of tourism management in DIY to realize an integrated service standard so as to provide comfort for the tourists both local and international. There are several potentials that can be developed to boost the tourism sector in DIY. Tourism potential that can be developed at this time is the culinary tour, tourist village, beach tourism, natural attractions and new tourist attraction. There are some supporters who are able to leverage the tourism sector in DIY is a good aksestability between tourist attractions with one another, the distance is relatively short so it allows tourists to visit tourist destinations. In addition, the enthusiasm of tourists to visit tourist destinations in DIY and then help promote it through social media.

Another potential that can still be developed to increase tourist visits to tourist destinations in DIY is with the sports industry. The development of the sports industry that exist today is actually quite good, it is shown by the existence of various sports events both nationally and internationally held in DIY such as BWF Word Junior, Asean Futsal Club Championship, Indonesia Profutsal League, Asia Futsal Competition, ISL, IBL, Proliga, POMNAS and so forth. More and more sports events should be able to attract supporters, athletes, coaches, official, game equipment and sports lovers to visit the sights. In addition there are several sports industries that can be developed and juxtaposed with tourism such as rafting, outbound, bike tour, fly kite, jemparingan, bike cruise tours, rowing, marathon in tourist areas, extreme sports, sports games on the beach and so forth. Actually with the growing development of sports industry in DIY it will be able to provide its own carrying capacity for the tourism sector. This is shown when there is a sports event, athletes and sports lovers who come to DIY will take the time to visit the nearby attractions with the sport event, so it will be a potential promotion either through word to word or social media from his personal account. However, in reality the current development of sports industry in Yogyakarta has not been able to contribute significantly to the tourism sector in DIY. This is because there has not been a synergistic management pattern between sports industry players with related agencies and tourism object managers. In addition, there is still lack of coordination with related parties and lack of human resources who have the willingness and ability in the sport industry improving in supporting tourism in DIY. Therefore a special strategy is needed to be able to synergize between the development of sports industry, especially sports events to increase tourism sector in DIY.

Along with the development of tourism in DIY, there are still some complaints that can threaten the comfort of tourists while visiting tourist destinations in DIY. Frequent occurrence of natural disasters such as erupting volcanoes, whirlwinds, earthquakes, high waves can cause tourists inconvenience during the visit, even when a natural disaster such as a mountain erupts, some attractions must be closed to anticipate the safety of tourists. However, natural disasters that occur when packaged properly will turn into an attractive natural

tourism potential because it has its own challenges such as lava tour.

Issues that are developing at this time related criminality that threatens the convenience of tourists is 'klitih'. The frequent 'klitih' criminal issue in DIY is a serious threat to the DIY government. 'klitih' is the activity of a group of irresponsible people who deliberately attack someone while traveling with a sharp weapon or other blunt object, so it can hurt even to death. Therefore, in order to maintain the comfort of the tourists while visiting the tourist attractions in DIY required special strategy to dismiss the issue 'klitih' is. Another issue that is happening today is the presence of a group of terrorist network people who have entered the DIY. Where this terrorist issue can be a threat for tourists to visit the DIY especially foreign tourists. Therefore, the DIY government must take preventive steps in cooperation with the TNI and Police to immediately solve the problem of criminality and terrorists. Because if the level of security DIY region is guaranteed it will increase the convenience of tourists in visiting tourist destinations that exist throughout DIY.

From the SWOT analysis that has been described above there are still some things that need to be developed to boost the tourism sector in DIY. There are several opportunities for tourism destination development that can be developed in DIY. One of the opportunities that has not been optimal is from the sports industry side. Where the current development of the sports industry, especially about the sporting event has mushroomed in DIY along with the development and utilization of existing sports value. The development trend of the sports industry in the field of sports events has increased significantly, so it can be said that the more sports events held in DIY it will be a magnet for sports lovers to come to DIY. The phenomenon should be captured positively by the managers of tourist destinations in DIY to be able to promote to sports lovers who come to DIY in order to enjoy various tourist attractions in DIY to fill his spare time while watching sports games. Therefore it is necessary to have a special strategy to be able to synergize between the development of sport and tourism industry in DIY. Sport industry development strategy to support tourism in DIY one of them is to multiply even a large-scale sports events both national and international level by packing the sport-based event is a tourist. Where at every sport event held in DIY, it is necessary to cooperate with tourism object to offer tour packages on the sidelines of sports event. In addition it is necessary to maximize cooperation with the provision of services field tours and travel to be able to offer tourist attractions that can be visited. Another strategy, the need for cooperation between relevant agencies, tourism object managers, sports event providers and sports value provider to synergize together promote tourism in DIY. Mobilize and embrace human resources, community and tourism community to jointly encourage the development of tourism in DIY.

It needs special assistance to human resources in order to be able to develop the sports industry that is packaged by combining the tourism sector. The sports industry for example by organizing sports events held at tourist attractions such as paragliding done at depok beach and surrounding areas, marathon around the temple, rock climbing beach, gowes roaming tours, dunhill bikes, extreme sports, outbound and nature roaming. So that more events are held in the tourist attraction will be more attractive to tourists to visit these attractions to enjoy the panorama of tourist attractions as well as follow or watch sports events held. In addition, special strategies are needed to promote the sports industry's synergy with tourism simultaneously through printed media, electronic

media and social media so that it can be accessed easily by people around the world.

CONCLUSION

Along with the development of tourism in DIY which is experiencing an increase of special strategies are needed to attract tourists. Optimizing the management of several tourist objects thus increasing tourist interest. Promotion of tourism destinations in DIY also need to be improved, either through print media, electronic media and social media. In terms of services, some attractions still need to be improved. There needs to be structuring and regulation binding on all components of tourism management in DIY to realize an integrated service standard so as to provide comfort for the tourists both local and international. Optimizing the potential of tourism by cooperating with sports industry players to jointly synergize between the development of sports industry, especially sports events to increase tourism sector in DIY. Sport industry development strategy to support tourism in DIY one of them is to multiply even a large-scale sports events both national and international level by packing the sport-based event is a tourist. In addition it is necessary to maximize cooperation with the provision of services field tours and travel to be able to offer tourist attractions that can be visited. Another strategy, the need for cooperation between relevant agencies, tourism object managers, sports event providers and sports value provider to synergize together promote tourism in DIY. Mobilize and embrace human resources, community and tourism community to jointly encourage the development of tourism in DIY. It needs special assistance to human resources in order to be able to develop the sports industry that is packaged by combining the tourism sector. In addition, special strategies are needed to promote the sports industry's synergy with tourism simultaneously through printed media, electronic media and social media so that it can be accessed easily by people around the world.

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