

Sport Tourism Event on The Beach

Ruman^{1*}, Heny Setyawati¹, Nasuka², Siti Baitul Mukaromah³

^{1*} Sports Education, Postgraduate Degree, Semarang State University

^{1,2,3} Postgraduate Program, Semarang State University

Corresponding author: ruman817@gmail.com

Abstract: Sports events are very interesting in increasing visitors to a place. Sports events must get support from various sectors because, in some of the previous research on sports events, the management and design of activities were still independent and separate, it should have been joint support from the government, stakeholders and industry players, and SMEs. Methods: Two data sources were accessed (Google Scholar and Eric Journal). Study selection includes forms of sports tourism events that can increase tourism potential. The same type of qualitative descriptive research, using interview techniques, observation, and exercises was carried out. Objects to the government, society, and business actors. Results: 1860 articles were retrieved, and 5 articles were used. The shown study shows that tourist sports events have a very big influence to be held optimally so that they have the quality of being able to attract tourism, which is attractive as well as with maximum management space distention and can be combined with types of arts or sports according to local wisdom and cross-sectoral support. Conclusion: Tourism sporting events show that sporting events are an innovation in sports combined with tourism, providing excellent results for tourist distention areas which are packaged as sporting events that attract visitors to attend. Sports events need cross-sectoral support so that these activities will create satisfaction for consumers and improve the economy of industry players and MSMEs. Keywords: event, sports tourism, beach.

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INTRODUCTION

Sports events after the Olympics going on must be packed with interesting maybe, so inviting tourist attractions _ For come to place to be an objective tour. (Faturochman, Said Junaidi, 2020) . In several years final community marathon runners have to connect distance Far run No only place To get medals and podiums, but Because expansion means sport as a style of life and effort To socialize in various destinations, incl sport tourist or sport to introduce sports activity tourism in the area specific and charities, marathon event management can walk with good and achieve objective certain if you have good planning, organization, movement, and control. Sports events are very influential big to tourist attractions _ For a visit to an area objective area tour, so must be proven Together that sporting events _ can increase attraction and visitors. (Faturochman, Said Junaidi, 2020) . Industry tourist sport has developed Indonesia is growing rapidly, because it is a mountainous country, with lakes, rivers, and oceans. Synergy sports and culture have mark strategic. kindly historical, for example, movement health body originates from activity culture.

Based on the results study done on potency development tour sport as Power pull tour own potency for develop sports tourism as Power pull tour. Tours that have wisdom local with various unique cultural areas such, will make valuable destinations _ plus for a place, so must exists coordination and cooperation between perpetrator tourism and actors' culture. (Faturochman, Said Junaidi, 2020) . Activities sport traditional blowpipe activities the not optimal, less source of Power man, change culture, and shift social culture. The impact of this NusantaRun Chapter 6 Event is properly emulated because can give socialization contribute to the society around. The activity of water sports on Lake Ranau give an impact on the economy community, several strategies have been carried out to increase the number of impacts to enhance significant economy _ for the public around.

Marathon sport has very high potential Because held with a good Possible attraction marathon tour with place track good run _ is one _ Power pull marathon sports, and access place location, equipment supports, equipment, and supports activity running marathons _ scale international potential _ high. Various types of activity competition marathon criteria can follow public so that society has a role; several package activities can give Power pull, as well promote to broadly, on activities marathon tour. government role can help with the management of business society, and provision land parking area must available with worth. (Hanidar, 2014) .

In development, the area must have a physical master plan as well as HR development, on training service to rules safety, quality in increase recreation sport wide rapids. Various related issues _ with tourist sports and tourism events sports can become the basis of tourism strategy development sports and tourism sports events, following are question-related keys _ with must behavior _ considered by providers and manufacturers policy in Formulate a supply strategy:

1. When is the decision to attend events created?
2. Aspect Activities, People, and Places What's interesting to visitors to the event?
3. What connection between events and aspects journey other?
4. Will the event be interesting to visitors loyal.

Event tourism is the role of visitors who come to sporting events as a participant in a sport, be Getz (1997), definition from *event tourism* is role coming visitors _ to a sporting event nor as a participant sport, be base motivation tour comes to a place tour Because own destination interesting tour. _ If from the perspective of industry tourism, *events* are considered to become something attraction, catalyst, animator, a place for marketing, and a location for building the *image*. In research conducted by Getz (2008), at the beginning of the development of event tourism in the

1970s event were Not yet considered to become attractions inside _ the tourism system or tourism. at the moment it's an event not seen become a different learning area _ from *leisure, tourism, and recreation*. Organizing sporting events and giving contributions to income residents surrounding. Big income around 15 – 35 %, from before there is a sporting event held, the magnitude depends on level/level, time, branch of the sport being contested and precision time maintenance as well as business promote sporting events.

Research previously make *A events sports tourism*, still separated with several mutual components _ supports, so *events sports tourism* Still there is a few lacks. On research, This researcher finds nothing new When will _ carry out *A events*, including 1. Get involved with existing government and *stakeholders*, because _ government plays a very important role important as Power supports an event and so are *stakeholders*. 2). Management of events 3). Promotion 4). HR (Human Resources) must be provided training, for add competence committee. 5). Selection type activity sport to be implemented 6) Facilities and infrastructure must support activity *events*. 7). Assistance and training to perpetrator industry and SMEs, 8). *Packaging Events*.

METHOD

Access Used _

Method type _ research that researchers use is an e- review literature study with access to the collection of articles used is a search for literature sources using keywords on *Google Scholar, Eric Journal*. Type study Study of literature is A study to explain the main points of discussion following objective information obtained (Herliandry et al., 2020).

Keywords (Search Terms)

Sport Tourism Event on the Beach

Article Timeframe

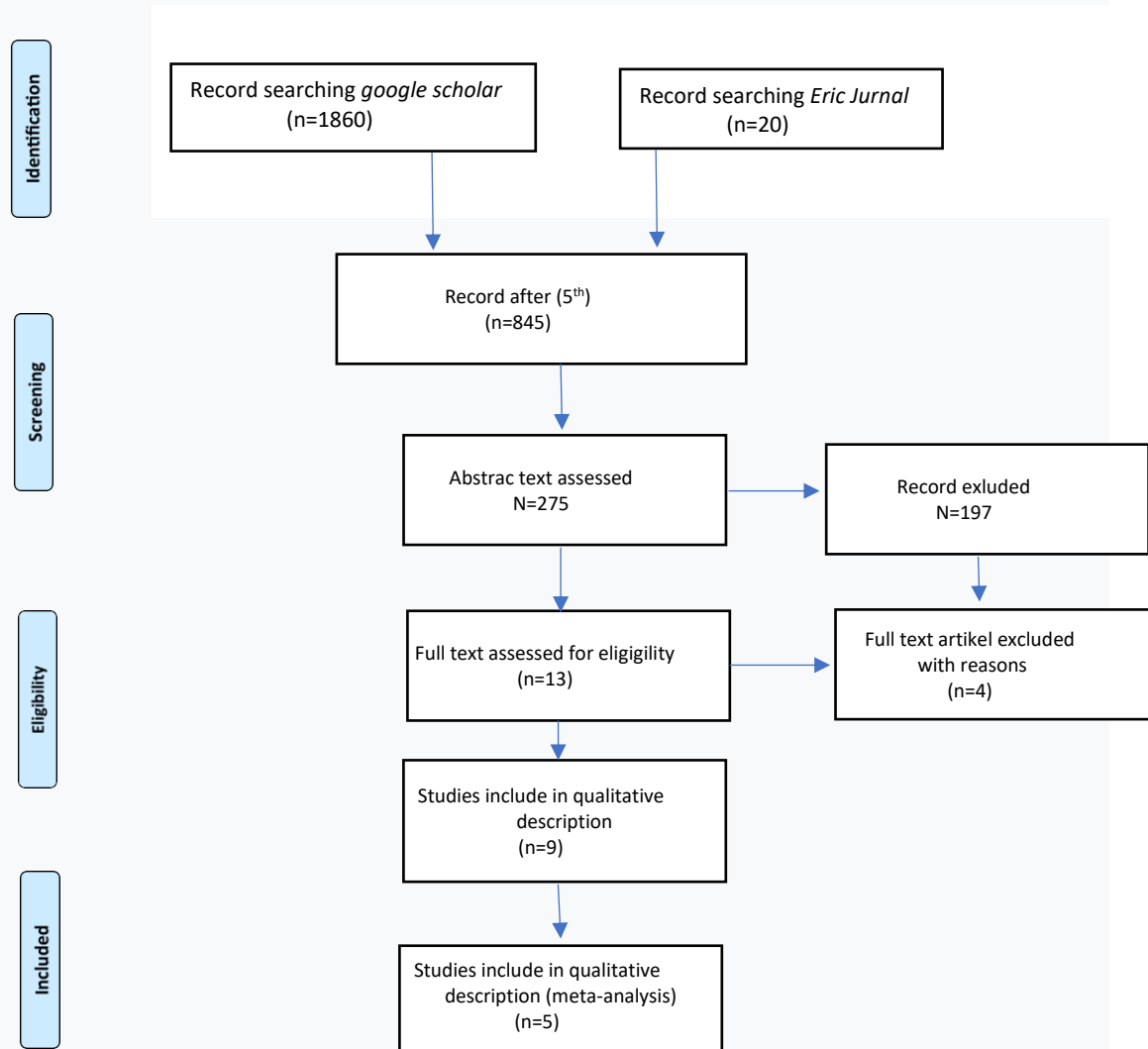
The timeframe used _ is articles in 2018 8 to 2022 because there has been a lot of research related to this title in the past 5 years.

Search Strategy and selection studies

Search strategy techniques use searches based on electronic data For published articles _ from the very beginning until the first 5 years last in 2018: Analysis literature using the keywords " events sports tourism", sports tourism.

Study Selection

Out of 1490 potential citations identified relevant _ through search (*google scholar*), 850 notes filtered 5 years last, and 0 articles text complete rated use *eric journal*.



RESULTS

The results of the research will be presented in a table that will place the journals that have been reviewed in the literature. Table 1 will display the results of the research including, the year of publication of the article, name of the journal, type of publication, type of methods, and findings researcher. To make it easier to see the research results will be presented in Table 1.

No	Literature Review	Journal Name	Sinta	Method	findings researcher
1	Pradana , FGA, Asha, A., Hidayat , N., Juniarisca , DL, & Imron , A. (2020). Development Strategy Tour Tradition Ojhung Based Sport Tourism in the Regency Sumenep. JOSSAE (Journal of Sport Science and Education), 5(2), 83-93.	JOSSAE (Journal of Sports Science and Education),	4	descriptive	must Keep going develop art tradition of Ojhung as a destination tour-based sports (sports tourism), through cooperation cross-sector,
2	Rizqika , HN, Rustiadi , T., & Sulaiman , S. (2020). Nusantaraun Event Management Chapter 6 Wonosobo – Mount South 169 Km In 2018. <i>Journal of Physical Education and Sports</i> , 9 (3), 312-316.	<i>Journal of Physical Education and Sports</i> ,	4	descriptive	the event also delivers an impact on culture sport
3	Astuti, P., Rahayu , S., Soenyoto , T., & Priagung , P. (2022). Local Cultural Wisdom to Maintain the Existence of Traditional Sports Sumpitan in Samarinda City, East Kalimantan Province. <i>CHAMPION: Journal Sport</i> , 7 (1), 188-200.	<i>Journal Sport</i>	3	descriptive	From the results of the research, efforts to preserve the traditional sport of blowpipe have been carried out by relevant agencies and the community through the socialization of involvement in schools and the Sempaja Madya Gymnasium area and villages. Assessing the sports development index known as the Sports Development Index (SDI) will Good cooperation cross-sectoral.
4	Pramudia , H. (2019). POTENTIAL ANALYSIS OF PADANG CITY COASTAL AREA AS AN INTERNATIONAL SCALE MARATHON SPORT TOURISM. <i>JOURNAL OF EDUCATION AND FAMILY</i> , 11 (1), 104-115.	<i>JOURNAL OF EDUCATION AND FAMILY</i>	4	descriptive	tour sport marathon this "potential high" for held with quality attractions tour marathons and conditions excellent tracking location
5	Putra, W., Rahayu , T., & Wahyudi , A. (2021). Analysis of the Potential of Sport Tourism as a Tourist Attraction in Lake Poso. <i>Journal of Physical Education and Sports</i> , 10 (3), 265-271.	<i>Journal of Physical Education and Sports</i>	4	Description	Lake Poso's potency For develop sports tourism as a Power pull tour.

DISCUSSION

Art event development of traditionally based sports will create A culture sport in society, so the preservation sport traditional will _ be held as a sports tourism event besides bringing in the perpetrators accompanying tour _ in the event or at a time preservation sport traditional. For increase *sport development index* (SDI) will be Better If work the same with all sectors.

Management object tour is a very important factor Because Of the increased investment from visitors who travel, support facilities and infrastructure as well as excellent, competent human resources as well as support from party private. (Suryani, 2009) . All must each other coordinate and build communication between perpetrator tourists along with Work following duties and powers. Innovations and ideas before realized must be evaluated especially first for the sake of development and progress destination tour. (Hanidar, 2014) . To increase the economy public around location tours must exist capable of development _ and increase mark economy society. Support and roles from Government expected with hope can increase visitor attraction _ For come

to place tour such, so in a manner automatic effect repair more economy _ ok. (Komaini, 2018) . Even bicycles international racing bicycle is an example of a sporting event with potential interesting so that tour visits to place the. (Sadi, 2018).

Suggestion

Sports can hold with involve all sectors, government, business actors, and society because having a sporting event can increase the economy public around.

CONCLUSION

Events sports tourism shows that sporting event is an innovative new in combined sport _ with tourism, giving very good results for area distension packed tour _ a sporting event that gives rise to visitors present. Sports events need support across the sector, so activity will create satisfaction for consumers and increase the economy of industry players and SMEs.

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