

Management System for Sustainable Tourism Attraction Management in Kemuning Village Based on Sport Tourism

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Abstract: Kemuning village tourism object is one of the tourist attractions in Ngarogoyoso district, Karanganyar, Central Java, Indonesia. This village is famous for its potential for tea plantation tourism, jeep community, *river tubing*, and paragliding sports. The purpose of this study is to find out how to manage sustainable Kemuning Village tourist attractions by focusing on sports tourism. In this study, about fifty people, including stakeholders, managers, visitors, and the public, were taken as samples. A purposive sampling technique was used. While the data collection technique uses interviews, the data analysis is preparation, reduction, and conclusion using Mils and Huberman interactive analysis. This study results the conclusion that the Management of Sustainable Tourism Objects in Kemuning Village Based on Sport Tourism is related to (1) tourism management strategies, including human resources, methods, tourist attractions, standard operating procedures, facilities and infrastructure, addition and maintenance of facilities, sustainable natural resource management, and the security and safety of tourists; (2) the role of stakeholders, including the government as a regulator and related institutions; and (3) the role of stakeholders. However, further research is needed on the social, economic, and cultural impacts associated with the sustainable development of tourism villages in Kemuning Village.

Keywords: Management, sustainable tourism, sport tourism

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INTRODUCTION

The government focuses on the development of Central Java's tourism sector because Central Java has much potential that can be used to attract tourists.

Karanganyar District is one of the areas in Central Java that has much potential because the role of tourism in national development is increasing. One of the businesses that can generate foreign exchange from non-oil and gas income is tourism (Mohammad et al., 2022). Tourism not only generates foreign exchange but also contributes to many other essential things. This includes creating and expanding jobs, supporting environmental conservation, supporting the preservation and development of the nation's culture, instilling a sense of love for the homeland, and serving as a means of education (Bobsuni & Ma'ruf, 2021). Tourism will play a vital role in keeping pace with development and development outcomes because it is a labour-intensive service sector.

Tourism development can be carried out according to the potential of available tourism resources, such as natural tourism, cultural tourism, or artificial tourism, as long as the objects developed are explicitly designed for tourism purposes (Ariastini & Oktaviani, 2018). In these places, people usually relax, play, learn about past and cultural relics, or look around the natural scenery and surroundings (Wulandani, 2022). Some of these activities can basically be categorized as sports tourism activities (Nopiyanto et al., 2021).

Sports Tourism, also referred to as sports tourism, is a type of tourism that focuses on sports as the main attraction (Pambudi et al., 2020). Sports activities that can be referred to as tourism activities are activities in the form of significant events or events because events are one way to attract tourists to a destination (Lau, 2022). The synergy between tourism and sports will automatically have an impact on the level of visits and foreign exchange earnings of a country (Mandalawati et al., 2017). Sports tourism is part of the tourism industry and is developing rapidly in various regions of Indonesia (Jaelani, 2020). One of the fastest-growing tourism industries is travel related to sports. Other objective branding features, such as improving safety aspects and on-site branding, are more visible and dependent on investment and leveraging strategies from public and private entities (Nuryana et al., 2023). All forms of active and passive involvement of all stakeholders in sports activities strongly support the commercial/business value that requires a long journey from home to destination (Paramitha & Sukirman, 2019). There are several categories that are common in sports tourism activities, namely watching sports events, visiting tourist places/attractions, and participating/playing an active role in activities (Danardani & Hidayat, 2021). The sports management literature adds sports-specific factors that influence location decision-making in the sports industry and suggests new frameworks for these factors (Gusma et al., 2020).

Ngargoyoso District, Karanganyar, Central Java, Indonesia, has the potential for tea garden tourism, jeep communities, river tubing, and paragliding sports that have the potential to be developed as natural tourist attractions as destinations *for sports tourism*. *Sports tourism* is a combination of sports and recreation, which is

proliferating and is in great demand by everyone (Putra et al., 2021). The potential of sports tourism can spur community participation in order to increase global competitiveness and foreign exchange income. Tourism is the activity of travelling with the aim of getting pleasure, seeking satisfaction, knowing something, improving health, enjoying sports or rest, fulfilling duties, making pilgrimages and others (Lalu & Muttalib, 2022).). Meanwhile, exercise is a series of regular and planned physical movements to maintain movement (maintain life) and improve movement ability (Gilang Aris Pradana et al., 2020). The multiple impacts of sports tourism are in the form of improving the economy, improving infrastructure, promoting tourist destinations, and developing potential tourist attractions (Indra Kusuma et al., 2024).

Tourism managers must also be innovative and creative. According to Julianti et al., (2023) Innovation is the process of developing and implementing new methods to increase or create value benefits from a product or good. Websites are one of the media that has currently developed very quickly. In addition, it can improve a person's understanding if they can use information and communication technology, as well as existing social media platforms (Lohana et al., 2023). Oleh karena itu, peneliti melakukan penelitian yang disebut sebagai Therefore, the researcher conducted a study called "Management System for Sustainable Tourism Attraction Management in Kemuning Village Based on Sport Tourism".

METHOD

This survey research is a type of qualitative research. This research involves fifty stakeholders, managers, visitors, and communities around tourist attractions as populations and samples. Purposive sampling is a sampling method. The data collection technique uses interviews with a structured system, while the data analysis technique uses data reduction, data presentation, and conclusion drawing through Mils and Huberman's interactive analysis reduction. Tools for the Management of Sustainable Tourism Attraction Management Based on Sports in Kemuning Village include tourism management strategies, stakeholder roles, and tourism impacts. For more clarity, see the instrument grille table;

Table 1. Sport Tourism-Based Sustainable Tourism Object Management Instrument in Kemuning Village

Variabel	Indikator	Sub indikator
Management of Sport Tourism-based Tourist Attractions	1. Tourism Management Strategy	1. Human resources, 2. method 3. Attraction of tourist attractions 4. Existence of standard operating procedures 5. facilities and infrastructure, 6. Addition and maintenance of

Variabel	Indikator	Sub indikator
		facilities 7. Sustainable natural resource management 8. Tourist security and safety
	2. Stakeholder Role	1. government as a regulator 2. government as a facilitator 3. Structured development planning and control
	3. Tourism impact	1. Improvement of the economic sector/ Welfare of the local community 2. Preservation of local culture 3. Regional original income 4. Tourist security and safety 5. Protection of natural assets 6. income, and; 7. marketing

RESULTS

The researcher used interactive descriptive analysis in accordance with the study of tourism object management. An interactive descriptive analysis was carried out to find out how much the management of Kemuning Village tourist attractions in Karanganyar District is. The results of the analysis calculation of each indicator and sub-indicator on the research variables can be described as follows:

1. Tourism management strategies

a. Human resources

Skilled and knowledgeable human resources in various fields are needed in the management of tourist attractions to ensure efficient operations, a pleasant visitor experience, and long-term sustainability. Some of the essential functions played by human resources in the management of tourist attractions are as follows: operational management, visitor services, tourism product development, marketing and promotion, sustainability and preservation, relations with local communities, training and development of human resources, and financial management.

b. method

Managing tourist attractions well requires many approaches and methods that can help achieve sustainability, marketing, and operational goals. Managing tourist attractions can involve strategic planning, operational management, human resource development, marketing and promotion, visitor services, sustainability and environmental management, security

and safety, product development and innovation, and collaboration and partnerships.

c. Attraction of tourist attractions

Identify the attractiveness of a village, produce and develop its superior products, and carry out tourism branding to improve the reputation of the village. Efforts are made to improve or promote this tourism through social media or websites. Business owners or operators use social media to grow their businesses, such as through influencers or promotions on social media such as Instagram, Facebook, YouTube, and TikTok, brochures, and additional promotions such as tour packages, study tours, and so on, which are usually carried out at schools or companies for activities. For superior products of villages, MSMEs, sales around tourist destinations, and sales in local markets help promotion.

d. There are operational standards, procedures, and adequate infrastructure

Adequate infrastructure and proper standard operating procedures (SOPs) are essential for effective and sustainable management of tourist attractions. The following is an explanation of two critical components in the management of tourist attractions: Standard Operating Procedures (SOPs). A standard procedure (SOP) document outlines the steps that must be followed to carry out a particular process or activity consistently and efficiently. In the management of tourist attractions, standard operating standards (SOPs) help ensure that all operational activities run in accordance with the set standards—implementation of Standard Operating Procedures (SOP) and Infrastructure Facilities in the Management of Tourist Attractions.

e. Addition and maintenance of facilities

The addition and maintenance of facilities is an integral part of the approach to increase the attractiveness of tourist attractions. Six critical steps in improving tourist destinations are to add and maintain adequate and well-maintained facilities. These facilities enhance the visitor experience and enhance the attraction and reputation of the destination. Tourist attraction managers can increase tourist satisfaction and comfort, strengthen the reputation of the destination, and encourage repeat visits by providing adequate and quality facilities. Facilities will remain relevant and attractive to visitors in the long run if a participatory, sustainable, and innovative approach is applied.

f. Sustainable natural resource management

Sustainable natural resource management means managing natural resources in a way that makes it possible to meet human needs today while still being able to meet human needs in the future. In this case,

natural resources are used to prosper people while maintaining the sustainability of their environmental functions. So, natural resources do two things: they drive economic growth and sustain living systems.

g. Tourist security and safety

Keeping an eye on tourists' safety and security is crucial for the tourism sector. Emergency planning and procedures, training and education, facilities and infrastructure, security technology and systems, cooperation with authorities, effective communication, safety insurance and guarantees, and safety awareness promotion are some of the ways that can be used to keep tourists safe and secure at tourist attractions.

2. Stakeholder roles

a. government as a regulator

The government plays a vital role as a regulator in the management and supervision of the tourism sector. In tourism management plans, the government plays a significant role in policy and regulation making, supervision and law enforcement, infrastructure development, promotion and marketing, workforce training and development, collaboration and partnership, research and development, and cultural and nature preservation.

b. government as a facilitator

To encourage sustainable and inclusive tourism growth, the government's role in managing tourist attractions is vital. The government helps and connects private businesses, local communities, and tourists in the tourism industry. The government has a vital role in providing an environment that supports tourism growth. The government can ensure that the tourism industry develops sustainably and generates great economic benefits by providing infrastructure, improving the quality of human resources, providing financial support, and developing supportive policies. To achieve this goal, governments, the private sector, and local communities must work together.

c. Structured development planning and control

The government's role in systematically regulating and supervising development is vital to achieving sustainable and inclusive development. By creating a comprehensive plan, closely supervising its implementation, and involving various stakeholders, the government can ensure that development runs according to the goals and with maximum benefits for the community.

3. The impact of tourism on improving the community's economy

a. Improvement of the economic sector/ Welfare of the local community

Tourism significantly improves the economy of the local community. Economic growth, job creation, and community welfare can be significantly boosted by the tourism industry. The tourism sector has a positive effect on the economy and welfare of local communities, including job creation, increased income, infrastructure development, local community development, increased tax revenue, improved quality of life, and development of public services and infrastructure.

b. Preservation of local culture

If managed correctly, the impact of tourism on improving the community's economy and preserving local culture can have a positive impact. Tourism can be one of the primary sources of income for people who live around specific cultural heritage locations or cultural areas. Tourism can help preserve local culture and economic growth as follows: greater awareness and understanding of culture, development of cultural products and services, increased demand for local food, increased demand for tour guide services, support for local creative activities, investment in cultural preservation and restoration, empowerment of local communities, and cultural preservation.

c. Regional original income

The impact of tourism on the increase in LOI (local original income) can be huge. One of the main sectors that contribute revenue to local governments through various taxes, levies, and other sources of revenue is tourism. Tourism can increase local income through tax and levy revenues, revenue from business licenses, revenue from goods and services, revenue from events and festivals, savings and alternative income, increased investment and development, and encourage and strengthen local economies.

d. Tourist security and safety

The impact of tourism on improving the community's economy and the security and safety of tourists can be very positive. The security and safety of tourists are essential factors in the formation of the image of tourist destinations and have a direct impact on the growth of the tourism industry. Here are some of the positive impacts of tourist security and safety on the community's economy: increased tourist visits, diversification of the local economy, investment in security and safety, partnerships with local communities, positive promotion and marketing, and increased investment and development.

e. Protection of natural assets Growth of the Tourism Industry

The impact of tourism on improving the community's economy in the protection of natural assets can be a mutually supportive cycle if managed wisely. Below are some of the positive impacts of tourism on the community's economy in the context of protecting natural assets:

Increasing Environmental Awareness, Alternative Sources of Income, Developing Nature-Based MSMEs (Micro, Small and Medium Enterprises.), Responsible Tourism Management, Improving Environmental Infrastructure, Waste and Waste Management, and the development of Responsible Tourism.

f. income

The impact of tourism on improving the community's economy in terms of income can be very significant. The tourism sector has great potential to create new jobs, increase household income, and diversify sources of income in various sectors of the economy. Here are some of the positive impacts of tourism on community income: job creation, increased household income, income from the sale of local products, increased local government revenue, infrastructure development, and local community involvement.

g. marketing

The impact of tourism on improving the community's economy in terms of marketing can be very significant. Tourism is an industry heavily influenced by image and promotion, and practical marketing efforts can increase the number of tourist visits, generate additional revenue, and create new business opportunities. Here are some of the positive impacts of tourism on the community's economy in the context of marketing: increasing tourist visits, diversifying business opportunities, increasing the use of facilities and infrastructure, supporting MSMEs, increasing people's income, increasing investment, and developing the destination image.

DISCUSSION

1. Tourism management strategies

a. Human resources,

The role of human resources in managing tourist attractions is very vital and involves various interrelated aspects. With good management, HR can help create a positive tourism experience, ensure efficient operations, and support the sustainability of the attraction. Continuous training and skill development are also crucial for adapting to changing trends and market needs. This is supported by the results of the research by Lao et al., (2024) that competent and well-trained human resources will be able to manage tourist attractions optimally, ensure visitor satisfaction, and support the sustainability and development of tourism in the area. Then Khotimah & Pawestri, (2022) The Regional Government has a role as a regulator, namely to make policies that will be used as the basis for the implementation of tourism development.

b. Method

Tourist attraction managers can create an attractive, safe, and memorable environment for visitors, as well as ensure the sustainability and growth of tourist attractions in the long term. Marlina, (2019) In development, the tourism sector is one of the sectors that has the potential to create very progressive growth in developing countries, especially in Indonesia. Alim Irhamna, (2018) The main tourism product is an attractive key that can attract tourists to a particular destination.

c. Attraction of tourist attractions

Each tourist attraction has a unique attraction that can attract various segments of tourists. Attraction managers need to understand and promote these attractions appropriately to attract more visitors and provide a memorable experience. By effectively managing and promoting these attractions, attractions can increase their visibility and ensure long-term sustainability. Tunggal & Saadjad, (2019) In the world of tourism, everything that is interesting and valuable to visit and will be seen is called an "attraction" or commonly called "tourist attraction" attractions or tourist attractions, either present naturally or those that usually take place every day and are held explicitly at certain times.

d. There are operational standards, procedures, and adequate infrastructure

Standard Operating Procedures and adequate infrastructure are the two main pillars in the effective management of tourist attractions. Both ensure that travellers have a safe, comfortable, and satisfying experience, while managers can run operations efficiently and sustainably. Nurkadri et al.,(2019) By implementing clear SOPs and providing adequate facilities, tourist attractions can increase their attractiveness and achieve long-term sustainability.

e. Addition and maintenance of facilities

The addition and maintenance of facilities is an integral part of the strategy to improve tourist attractions. Adequate and well-maintained facilities not only enhance the tourist experience but also contribute to the attraction and reputation of tourist destinations. Renovation and maintenance of facilities are essential steps in improving tourist attractions. Hermansah, (2019) states that by providing adequate facilities and maintaining their quality, tourist attraction managers can increase tourist satisfaction and comfort, strengthen the reputation of the destination, and encourage repeat visits. A sustainable, innovative and participatory approach will ensure that the facility remains relevant and attractive to tourists in the long term.

f. Sustainable natural resource management

Sustainable natural resource management is the management of natural resources that can ensure the fulfilment of current human or population

needs without reducing their potential to meet human needs in the future. Natural resources themselves are used for the prosperity of the people while still paying attention to the sustainability of their environmental functions. Thus, natural resources have a dual role, namely as capital for economic growth and at the same time, as a support for the living system

g. Tourist security and safety

By implementing these strategies, tourist attraction managers can create a safe and comfortable environment for tourists. Priyanto et al., (2018) Guaranteed security and safety not only increase tourist confidence but also contribute to the attraction's positive reputation and long-term sustainability.

2. Stakeholder roles

a. government as a regulator

The government's role as a regulator in the tourism industry is vital to ensuring that the sector develops in a sustainable, safe, and responsible manner. By establishing appropriate regulations, conducting effective supervision, and providing the necessary support, the government can create an environment conducive to tourism development that benefits the local economy, society, and the environment.

b. government as a facilitator

The role of the government as a facilitator in managing tourist attractions is vital to support the development of sustainable and inclusive tourism. As a facilitator, the government acts as a liaison and supporter of various parties involved in the tourism industry, including the private sector, local communities, and tourists. As a facilitator, the government plays a crucial role in creating a supportive and conducive environment for the development of tourism (Jariono et al., 2022). By providing infrastructure, improving the quality of human resources, providing financial support, and developing supportive policies, the government can ensure that the tourism sector develops sustainably and provides broad economic benefits. Collaboration between the government, the private sector, and local communities is essential to achieve this goal.

c. Structured development planning and control

The government's role as a facilitator in planning and controlling development in a structured manner is vital to achieving sustainable and inclusive development. By developing a comprehensive plan, closely supervising its implementation, and involving various stakeholders, the government can ensure that development runs in accordance with the expected goals and provides maximum benefits to the community.

3. The impact of tourism on improving the community's economy is related to tea garden attractions, jeep communities, river tubing, and paragliding

a. Improvement of the economic sector/ Welfare of the local community

Tourism has great potential to improve the economy and welfare of local communities through job creation, income increase, infrastructure development, economic diversification, and economic multiplier effects. However, to achieve maximum benefits, governments and other stakeholders must ensure that tourism development is carried out in a sustainable, inclusive, and sensitive manner to local culture and environment.

b. Preservation of local culture

Tourism can be a powerful tool for preserving local culture while improving the community's economy. However, governments and other stakeholders must develop sustainable and culturally sound strategies to ensure that local communities can fairly feel the benefits of tourism while protecting their cultural heritage.

c. Regional original income

Tourism can be a significant source of income for local governments through various sources of income, which in turn can be used to develop and improve the welfare of local communities. Local governments need to manage the tourism sector wisely and sustainably to ensure that local communities feel the economic benefits of tourism equally.

d. Tourist security and safety

The safety and security of tourists are essential not only for maintaining the reputation and growth of the tourism industry but also for having a significant positive impact on the economy of the local community. By ensuring that tourist destinations are safe and comfortable, the government and other stakeholders can create an environment that supports the economic growth of the community while providing a positive experience for tourists who visit.

e. Protection of natural assets

Through a sustainable and environmentally sustainable approach, tourism can significantly contribute to protecting natural assets while improving the economic well-being of local communities. Governments, tourism actors, and local communities must work together in this effort to ensure that tourism has a sustainable positive impact on nature and local communities.

f. income

Thus, tourism has a positive impact on increasing the income of local communities through various means, which can ultimately improve their well-being and quality of life. However, governments and other

stakeholders must ensure that the benefits of tourism are distributed fairly and sustainably to the entire local community.

g. marketing

Effective marketing can be the key to increasing the economic potential of the community in the tourism industry. Through proper promotion and innovative marketing strategies, tourism can make a significant contribution to increasing the income and well-being of local communities.

CONCLUSION

Based on the results and discussions, it was concluded that the Management of Sustainable Tourism Objects in Kemuning Village Based on Sport Tourism could be developed by utilizing the attractiveness owned by the village related to (1) tourism management strategies consisting of human resources, methods, tourist attractions, the existence of standard operational procedures, facilities and infrastructure, facilities and maintenance, sustainable natural resource management, and the security and safety of tourists; (2) the role of stakeholders consists of the government as a regulator, the government as a facilitator, planning and controlling development in a structured manner; and (3) tourism impacts: improvement of the economic sector/welfare of local communities, preservation of local culture, local native income, security and safety of tourists, protection of natural assets, income, and marketing

Conflict of Interest

In this study, there were no conflicts of interest.

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