

THE POTENTIAL OF PARAGLIDING SPORTS TOURISM TO SUPPORT RURAL TOURISM IN BANYUMAS REGENCY

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ABSTRACT

Tourism is an important contributor in encouraging economic and business development in Banyumas Regency. This research is aimed at assessing the potential for developing paragliding activities that have been running incidentally to be developed into a sport tourism destination that can encourage tourism growth in the northern and western parts of Banyumas Regency. A qualitative approach was chosen because this study is exploratory in nature with data collection using unstructured in-depth interviews, observation, and secondary data. The study results show that this potential is worth developing considering the very limited number of sport tourism destinations in the Banyumas area and its surroundings, while there are quite a lot of sport tourism enthusiasts both as active and passive actors. Investment to improve infrastructure at destination spots and access is an aspect that must be prioritized. Paragliding sport tourism involves two villages, so it is necessary to build understanding and agreement to collaborate between stakeholders so that if the destination is developed, no party will feel disadvantaged. Conclusions and suggestions are explained in more depth at the end of this paper.

Keywords: paragliding; sport; tourism;destination; Banyumas

1.Introduction

It is believed that good management of tourist attractions and destinations can boost the economy (Presenza & Sheehan, 2013); Papanikos, 2015). Banyumas Regency has a diversity of tourism and culture which has the potential to be encouraged to develop the local economy. Types of tourism are currently increasingly diverse, and can be related to various socio-cultural aspects such as education, sports, history, and so on. One type of special interest tourism that is increasingly in demand is sports tourism, because the demand for tourists who want unique value, memorable experiences and challenging experiences is increasing (Perić, 2010).

One type of sport that is increasingly popular is aeromodelling, which offers a high challenge and requires special skills to control a parachute. Today, paragliding is not only a sport, but also a

type of special interest tourism. The derivative impact of paragliding sports activities is quite extensive because not everyone can be actively involved in paragliding activities, so paragliding is a magnet to attract people to watch this activity up close. Therefore, paragliding sports activities are closely related to efforts to grow new tourism and become an attraction that not many regions have. The development of aerospace sports in Banyumas Regency is a relatively new sports development even though the embryo of this activity has grown sporadically and temporarily.

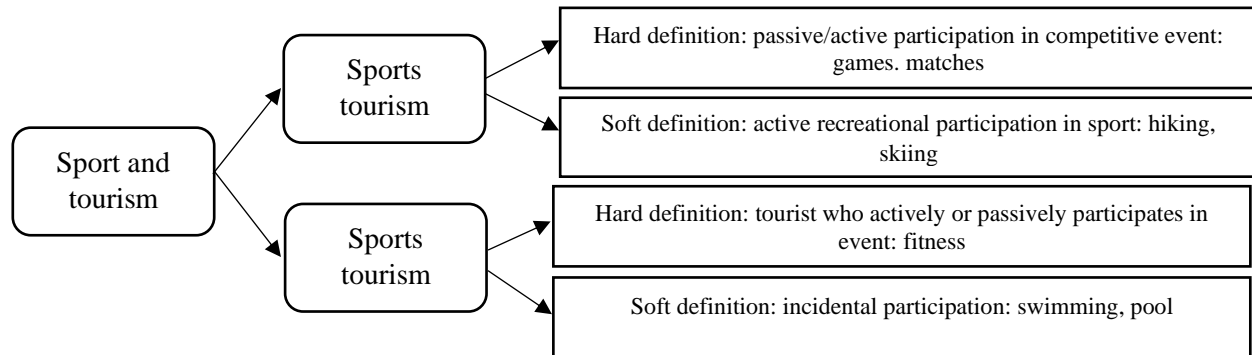
Banyumas Regency has the potential to develop paragliding sports tourism, but so far this potential has never been studied scientifically. The sustainability of a tourist destination is determined by destination competitiveness (Knežević Cvelbar et al., 2016). Although there is no consensus about the drivers that shape destination competitiveness, this research uses the WEF Tourism and Travel Competitiveness Report framework in Knežević Cvelbar et al. (2016), which includes economic-based factors and tourism-based factors. Economic-based factors include the macro environment, general infrastructure, and business environment. Meanwhile, tourism-based factors include endowed resources, tourism infrastructure, and destination management. The aim of this research is to assess the potential for developing destinations in Petahunan village for sports tourism, so the main question asked is whether the development of sport tourism destinations in Petahunan village has a positive impact on local economic development or encourages tourism development in the northern part of Banyumas Regency? This research is also based on the theory of collaborative advantage, so the second research question asked is what is the role of stakeholders in developing the potential of sport tourism. The theory of collaborative advantage is very relevant to be applied to tourism studies, including sport tourism because this theory captures the dynamics of collaboration that occur between stakeholders (Devine et al., 2011). This study provides benefits for planning purposes at the local government level. Tourism planning is a crucial aspect that can influence the success and sustainability of tourist destinations (McLoughlin & Hanrahan, 2019).

2. Literature Review

2.1. Sports Tourism

The study of sport tourism has begun to develop at least over the last two decades following the dynamics in tourism. Tourism is not only interpreted as a passive activity, but also involves the active participation of tourists, such as educational tourism and sports tourism. So far there is no consensus or single definition of sport tourism. There are various definitions of sport tourism that can be found in the literature. Sports tourism is defined as journeys taken for leisure (noncommercial) purposes to participate in or witness sports activities that take place beyond one's usual domicile and may or may not have a competitive objective (Jiménez-García et al., 2020). Another definition put forward by Gibson (1998), namely leisure-based travel that takes individuals temporarily outside of their home communities to participate in physical activities, to watch physical activities, or to venerate attractions associated with physical activities. Gammon & Robinson (2003) classify sport tourism in the following chart:

Figure 1. Classification of Sport and Tourism



2.3. Directions for Tourism Development in Banyumas Regency

Banyumas Regency Regional Regulation Number 5 of 2018 concerning the Banyumas Regency Tourism Development Master Plan for 2018-2033 is the main guideline for planning, managing and controlling regional tourism development for a period of 15 (fifteen) years starting from 2018 to 2033. Purpose of formation The Banyumas Regency Tourism Development Master Plan for 2018-2033 is:

- a. realizing order and legal certainty in the implementation of tourism.
- b. facilitate tourism development planning.
- c. realizing the role of society in tourism development.
- d. realizing the optimal role of tourism organizers in providing services to the community.
- e. realizing an efficient and successful tourism development system to support cultural preservation and the implementation of an integrated tourism system.

A tourism area is a strategic tourism area located in one or more geographical administrative areas of a village/district where there is potential for tourist attraction, high accessibility, availability of public facilities and tourism facilities as well as social and cultural activities of the community that support each other in the realization of tourism. The zoning of tourism areas and KSP consists of the following tourism development area zones:

- a. The West Banyumas Tourism Development Area includes Lumbir District, Gumelar District, Ajibarang District, Purwojati District, Rawalo District, Jatilawang District and Wangon District;
- b. The South Banyumas Tourism Development Area includes Tambak District, Sumpiuh District, Kemranjen District, Somagede District, Banyumas District, Kebasen District, and Patikraja District;
- c. The Central Banyumas Tourism Development Area includes North Purwokerto District, South Purwokerto District, West Purwokerto District, and East Purwokerto District; d. The East Banyumas Tourism Development Area includes Sokaraja District, Sumbang District, Kembaran District and Kalibagor District;
- d. The North Banyumas Tourism Development Area includes Karanglewas District, Cilongok District, Kedungbanteng District and Pekuncen District;
- e. The Tourism Strategic Area is Baturraden District.

Referring to the tourism area, the development of paragliding sports and special interest tourism is included in the North Banyumas tourism development area.

3. Research Methodology

3.1 Research Type

This research is qualitative research with a case study design because the aim is to explore the potential for sports-based tourism development in Petahunan village, Pekuncen district. The main data collection methods are in-depth interviews, observation, and secondary data.

3.2 Procedure

Determining participants began through initial discussions with the department in charge of sports and tourism, Banyumas Regency. Participants include the management of the Karya Sejahtera Pokdarwis of Petahunan Village, the Ciptaprasada Pokdarwis of Cibangkong Village, the Head of Petahunan Village, the Head of Cibangkong Village, the Head of Pekuncen Subdistrict, the Banyumas Regency Youth, Sports, Culture and Tourism Service, Petahunan and Cibangkong village officials, youth and community leaders, forestry agencies, and athletes national paragliding which has carried out activities in the village. Unstructured interviews were chosen because the aim was to explore and the validity of the data was tested through member checking.

4. Results

4.1 Marketing Aspects

Unstructured interviews produced data used to identify the tourist destination's current competitive position, which is summarized in the following analysis of strengths, weaknesses, opportunities and threats:

Table 1. SWOT Analysis

<p>Internal Analysis IFAS</p>	<p>Factor</p>	<p>Strength</p> <ul style="list-style-type: none"> ▪ Has natural/geographical conditions that support the development of adventure tourism. ▪ Community support for the development of sports tourism is high ▪ Security is conducive to tourism development. 	<p>Weakness</p> <ul style="list-style-type: none"> ▪ Infrastructure has not been developed optimally. ▪ The name or brand of the village as a sports tourism destination has not yet been established or is only known in a limited scope ▪ Tourism investment is still low
<p>External Analysis EFAS</p>	<p>Factor</p>	<ul style="list-style-type: none"> ▪ Road access is easy and adequate. ▪ Availability of land for developing tourist infrastructure. 	
<p>Opportunity</p> <ul style="list-style-type: none"> ▪ Located close to natural tourist locations that are 		<p>SO Strategy</p> <ul style="list-style-type: none"> ▪ Collaborating with various tourist destinations that have 	<p>WO Strategy</p> <ul style="list-style-type: none"> ▪ Improved road access along with complete directional information

<p>well known to many tourists</p> <ul style="list-style-type: none"> ▪ The increasing interest of tourists in consuming special interest tourism ▪ Public awareness of the importance of tourism development is growing ▪ Potential for branding together with waterfall tourism 	<p>already developed in holding events to attract tourists</p> <ul style="list-style-type: none"> ▪ Optimizing marketing communications to the target market of special interest tourists, especially through social media and information technology in general ▪ Increasing community involvement to participate in developing destinations through community economic development ▪ Holding regular events on a large scale to attract tourists 	<ul style="list-style-type: none"> ▪ Clarify the mechanism for using land owned by other agencies. ▪ Gradually build tourism supporting facilities and infrastructure ▪ Complementing tourist attractions with interesting rides ▪ Arranging tour packages that connect cross-tourism attractions ▪ Inviting social media activists to get involved in communicating sports tourism in Petahunan
<p>Threat</p> <ul style="list-style-type: none"> ▪ Unfavorable natural phenomena or natural disasters ▪ Environmental damage caused by individual actions ▪ Land use that does not support paragliding tourism ▪ Worsening economic conditions have an impact on decreasing people's purchasing power 	<p>ST Strategy</p> <ul style="list-style-type: none"> ▪ Increasing the capacity of tourism actors in dealing with emergency situations ▪ Educate tourists to feel ownership by helping to protect the environment from damage ▪ Supervision of investment activities, especially in land use so that they are in accordance with development plans 	<p>WT Strategy</p> <ul style="list-style-type: none"> ▪ Expanding tourist attractions, for example by developing downhill ▪ Increasing requests for investors to invest with various stimuli. ▪ Developing Petahunan and Cibangkong tourist villages as large-scale activity centers, at least district level events

Source: processed qualitative data

4.2 Business Development Potential

Adventure tourism is a special interest tourism that is increasingly popular, as indicated by the many developments in tourist destinations that offer adventure as their core product. In terms of empirical studies, the focus of research exploring this topic has also increased more or less since the last two decades (Endotoxemia, 2008). Consumers of adventure tourism products in various countries in Europe, North America and South America have increased by around 65% per year since 2009-2012 (The Adventure Travel Trade Association, 2013). The report indicates that there is a shift in tourism product consumption patterns which tends towards adventure tourism.

5. Discussion

We gather various information from participants for the Opportunity Theme Assessment which emphasizes the uniqueness of what is offered to consumers/society. There are several emerging theme opportunities which, if developed seriously, will not only make the destination a new tourist magnet, but also strengthen the destination's competitive position. Data reduction leads to the vision of developing Petahunan paragliding sport tourism into a tourist destination that provides unique experiences that are not easily available in other destinations, with the support of accommodation, services and activities that utilize natural characteristics for sports and aerospace tourism. This sports tourism does not yet exist in several nearby locations/destinations, making it different from other tourism.

The market aspect is the main priority in determining whether a business or business plan is feasible or not. If the target market is not clear, future business prospects are unclear, so the risk of business failure is greater. For this reason, in determining whether or not activities to develop the Paragliding platform in Petahunan are feasible from a market aspect, it is necessary to carefully study the market structure that is formed and the existing market opportunities.

Observations of general demand for tourism products in Banyumas Regency and other districts indicate a positive trend. This can be seen from the large number of tourist visits to existing tourist locations, including in Banyumas Regency, especially on holidays or during certain events. This trend further strengthens the signal that the tourism sector in Banyumas Regency is increasingly showing its significant role in driving the regional economy.

Statistical data does not explicitly show market segmentation and the magnitude of demand for various types of tourism, such as environmental tourism, educational tourism, nature tourism, adventure tourism, and so on. Sung (2004) also stated that the exact size of the special interest tourism market is still debated due to the lack of standard definitions for market measurement, but experts agree that the special interest tourism market is a developing market and is a fast-growing sector in the tourism sector, especially in the United States. This phenomenon is growing widely not only in developed countries, but also in developing countries, including Indonesia. In fact, the potential for developing special interest tourism is very much in line with the resources that most developing countries naturally possess, namely rich natural and cultural conditions. The direction of development is sport tourism or what is generally called special interest tourism, namely a type of tourism that provides non-massive (customized) enjoyment and recreational experiences that are driven by specific interests (Derrett 2001). Special interest tourism places tourist satisfaction and self-actualization as central to understanding tourist engagement with specific activities or products to meet specific tourism needs (Sung, 2004; Hall, 1989)

The potential for sports tourism in Petahunan still really needs improvements in infrastructure, so researchers also carry out estimates to help policy makers in attracting investors or for local government budgeting needs. Investment needs for paragliding sport tourism in Petahunan require IDR 484,755,000, - most of which is for the construction of paragliding runways and procurement of paragliding units. Investment in the construction of paragliding platforms and procurement of paragliding units. By estimating total annual operational costs of Rp. 195,955,000, a promising estimate of tourism business profits for the year (years 1 – 5 respectively amounting to Rp. 87,009,300; Rp. 93,347,765; Rp. 102,053,153; Rp. 110,143,811; Rp. 118,639,001). The following is a summary of the eligibility criteria:

Table 2. Financial Criteria Indicators

Eligibility Criteria	Value
Net Present Value	Rp. 79,237,198
Internal Rate of Return	21%
Profitability Index	1.76
Payback Period	3 years 2 days

Source: processed data

The table shows that the development of paragliding sport tourism destinations is promising from a business perspective, because the return on investment is shorter than the economic time of the business, with a positive NPV value, a Profitability Index value above 1, and an IRR that is greater than the applicable deposit interest rate.

Identification of stakeholders related to paragliding sports tourism in Petahunan Pekuncen village includes several parties:

1. Banyumas Regency Government: Youth Sports and Tourism Service, Bappeda R&D, Environment Service, Trade and Cooperatives Service
2. Local Community: Petahunan Village Tourism Awareness Group (Pokdarwis), local community
3. Private sector: Indonesian Hotel and Restaurant Association (PHRI), special interest tourism operators

Institutional formation in tourism development requires suitability at which stage or phase in a tourism destination's life cycle. The exploration stage will differ in the number and quality of institutions, as well as when it is at a higher stage, for example development (involvement), the typology of the existence of tourism institutions will also be different. The progress of tourism is greatly influenced by the professionalism and existence of its institutions (tourism institutions). The more advanced a tourism institution is (quantity and quality), the more advanced it tends to be, the progress of tourism in an area. Therefore, in an effort to achieve this, the Paragliding sports tourism in Petahunan and Cibangkong Villages in its current development efforts requires practical steps in building several tourism institutions.

There are several strategic steps that can be taken to develop institutions, due to the fact that existing institutional entities and functions are still not optimal. First, the Banyumas Regency Government needs to give more authority to agencies that specialize in tourism in managing paragliding tourist destinations. Second, the private sector needs to form tourism industry associations related to tourist guide associations and the development of sports/special interest tourism. Third, in order to foster community innovation and creativity, it is necessary to be actively involved in tourism management. Communities in Petahunan and Cibangkong villages need to be empowered through community based development or tourism based on local communities. Development efforts that can be carried out are by forming a management body in each village. Fourth, collaboration (mix institutions) involving the Banyumas Regency Government, managers at the village level, and the private sector or tourism associations to further introduce this destination. Often a destination is less attractive because the marketing strategy is not synergistic between the various stakeholders.

6. Conclusion

Paragliding is a type of aerospace sport that is increasingly popular in Indonesia, but the availability of these rides is still very limited. This of course has an impact on the limited number of individuals or athletes in this sport so that it is also difficult to develop paragliding sports achievements.

The embryo of paragliding activities has started in Petahunan Village, Pekuncen District, Banyumas Regency for approximately the last 2 years but it has been sporadic. Petahunan Village has natural resources that support these sports activities, but due to limited personnel involved, paragliding activities cannot be carried out continuously. The condition of the existing infrastructure for paragliding activities is not optimal because it does not meet the applicable standards in terms of facilities, runway and slope angle. Therefore, to support the development of these activities and support the development of tourism in Western Banyumas, it is necessary to build a runway as the main prerequisite for paragliding activities. The paragliding base is located in an area owned by Perhutani so various feasibility studies are needed, especially from a legal aspect, because if according to regulations the development is not possible, then investment activities in paragliding development will not be feasible.

The conclusion that can be drawn from this study is that from a legal aspect, the construction of a paragliding platform can be carried out by following up on the mechanism that has been initiated between the Banyumas Regency Government and Perhutani. Meanwhile, from a technical aspect, foundation construction requires quite large funds to comply with the standards for this activity. However, this development can still be adjusted to the alternatives that have been proposed in the discussion of technical aspects. Calculation of the financial aspects resulted in the conclusion that from all financial indicators, this investment is worth continuing because it is economically profitable and encourages the development of areas related to paragliding activities, namely Petahunan Village and Cibangkong Village.

This research provides several recommendations, namely:

- 1) Legal certainty is the first factor that must be resolved immediately before other technical activities are carried out. Based on letter Number: 1078/041.4/DRIVE JATENG/PERHUTANI/2020, regarding the follow-up to the West Banyumas KPH pilot tourism proposal, it is stated that the West Banyumas administrator's proposal can in principle be processed further.
- 2) Strengthening the institutional capacity of Pokdarwis in Petahunan Village and Cibangkong Village starting from the management, financial management and destination marketing management aspects.
- 3) Building cooperation mechanisms between villages (Petahunan Village and Cibangkong Village). This is important for the division of roles for the two villages.
- 4) Building co-branding with Curug Nangga tourism to strengthen Petahunan Village as a natural and sports tourism destination.
- 5) Improving the quality of access and parking spaces at destinations. Location signs need to be clarified as well as the need for well-arranged parking spaces.

Acknowledgments

This research was supported by the Banyumas Regency Youth, Sports, Culture and Tourism Department.

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