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The Policy of the Youth Sports and Tourism Office in Developing Sports Tourism in East Ogan Komering Ulu Regency

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Abstract

Disporapar Ogan Komering Ulu Timur Regency, as implementing Sports Youth and Tourism policies, aims to develop sports tourism in East Ogan Komering Ulu district. This research aims to find out the policies of the Disporapar of Ogan Komering Ulu Timur district in developing sports tourism, the factors that support and hinder policies in developing sports tourism, and the response and participation of the community in sports tourism development programs. The method used in this research is using descriptive qualitative. Data collection techniques using observation techniques, interviews, and documentation or data triangulation. The primary data sources or research subjects are the Head of East Ogan Komering Ulu District Disporapar, managers of tourist destinations, and the community. Research results: Indicates that the inhibiting factor in the development of sports tourism is the source of funds because for the maintenance of sports tourism facilities and for holding events at sports tourism destinations, then the supporting factors, namely the completeness and condition of sports tourism facilities and infrastructure, are perfect for use for visitors, plus the enthusiasm and interest of the community for sports tourism is very high, thus the need for coordination from various parties to achieve the development of sports tourism. Conclusion: In developing sports tourism, paying attention to many aspects is necessary. One of the critical aspects is that the coordination of all parties must go well so that the desired goals can be achieved in developing sports tourism, and then must pay attention to elements such as funding, management, availability of human resources, socialization of the implementation of the sports tourism development program, the quality of the facilities and infrastructure used, and community participation so that it can become an attraction for people to go on sports tours.

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INTRODUCTION

Tourism is one of the sectors that are very influential for regional development in a region because the development of tourism in an area depends on the tourism potential in each region. Therefore, sustainable tourism development is one of the processes to increase tourism without reducing the value of existing resources; one type of alternative tourism has received much attention today from local and foreign tourism, namely sports tourism.

Sports tourism (sports tourism) is one of the tourism activities that are developing very rapidly in Indonesia because Indonesia's geography has many highlands, such as mountains, vast seas, and many rivers and lakes that are so very wide. Therefore, each region certainly has different geographical characteristics, so the development of tourism is possible to be used as an alternative reference one of the sports activities, namely sports tourism for nature lovers such as recreational sports (hiking, forest cruising, camping, cycling, or trekking, and so on, for water sports such as (diving, surfing and so on).

This is also stated in Lawg of the Republic of Indonesia No. 10 of 2009 concerning Tourism; what is meant by tourism is a variety of tourist activities and is supported by various facilities and services provided n by the community, entrepreneurs, government, and local government. Then the Law of the Republic of Indonesia, No. 3 of 2005, concerning the national sports system, states that recreational sports are sports carried out by people with hobbies and abilities that grow and

develop by the conditions and cultural values of the local community for health, fitness, and pleasure. In this case, sports and tourism certainly have one common goal: both to get pleasure in sports tourism.

Follow up on the regional regulation of East Ogan Komerig Ulu Regency Number 5 of 2021 concerning the parent of regional tourism development of East Ogan Komerig Ulu Regency in 2005-2025. In this case, the local government has the authority to compile and determine the master plan for tourism development, namely determining tourist destinations, coordinating the implementation of tourism development, which includes the destination industry and tourism marketing, carrying out registration of tourism business registration and registration, determining regional tourist attractions, facilitating the promotion of tourism destinations and tourism products, and allocating budgets tourism with the aim of building and developing tourism in East Ogan Komerig Ulu Regency to prosper people's lives.

Policy and development are two interrelated concepts, namely, as a process of improving the quality of human life. In this case, the government of Ogan Komerig Ulu Timur Regency through the Department of Youth Sports and Tourism (DISPORAPAR), as a compiler and implementer of regional policies in the field of sports youth and tourism, certainly has a specific role and policies in developing sports tourism Ogan Komerig Ulu Timur Regency. Therefore, based on the above problems, researchers want to know and analyze how policy measures and the role of

Disporapar in developing sports tourism in Kabupaten Ogan Komering Ulu Timur.

METHODS

This research was conducted at the Youth Sports and Tourism Office of Ogan Komering Ulu Timur Regency with the subject of research, namely the Head of the Youth Sports and Tourism Office, then tourism object managers, the surrounding community, and MSME actors.

The type of research approach is qualitative descriptive, qualitative descriptive research that seeks to tell the solution of existing problems based on facts in the field. The type of qualitative descriptive research used in this study is intended to obtain information about the Disporapar Policy of Ogan Komering Ulu Timur Regency in developing sports tourism in Ogan Komering Ulu Timur Regency. In addition, a qualitative descriptive research approach is expected to reveal the situations and problems faced in this study. Data collection techniques in this study use Observation, Structured Interviews, and Documentation, often called Data Tricoagulation. Then the research instrument is a question by the researcher addressed to the Head of the Youth Sports and Tourism Office of Ogan Komering Ulu Timur Regency, Tourism Object Managers, the surrounding community, and MSME actors.

FINDINGS AND DISCUSSION

From the results of field research on the policies of the East OKU Regency Sports and

Tourism Youth Office, the results of data analysis from the research with the subject studied, namely the Head of the Sports and Sports Youth Office, Mr. Drs. H.M. Supardi, MBA. MM, the manager of the tourist attraction, Mrs. Tria Putri Okta, and Mr. Santo Legari as community leaders. The purpose of making the Sports and Tourism Youth Office Policy in developing sports tourism is to be sports aware, tourism aware, and to shake the wheels of the community's economy.

In response to this, the implementation of the policy program has been carried out very optimally, plus it has received support from the local village government, district government through related agencies, and the provincial government, but some factors hinder the policy program from development sports tourism, the inhibiting factors are budget and human resource problems, the supporting factor is that this tourism object already has facilities and infrastructure and good management. Quite good, and for very high community participation, coupled with access is very easy to reach people who want to visit these attractions.

According to the head of the Sports and Tourism Office of Ogan Komering Ulu Timur Regency, Mr. H.M. Supardi, M.BA., MM, regarding the policy in developing sports tourism, it refers to several aspects, one of which is the purpose of the policy, this policy is made because the potential and participation of the community is very high for tourism, thus if this is really developed, implemented, and managed properly, the impact is also very good for local governments and society. Through the

Sports and Tourism Youth Office, the local government has also involved and coordinated with many parties, such as tourism object managers, village governments, sub-district governments, and local governments of South Sumatra Province, to ask for support in developing sports tourism. The local government has also provided material support for the construction of infrastructure facilities such as providing speed boats, oars, building playgrounds for children, building shophouses for people to sell, and so on.

In carrying out the implementation of this policy program, the local government, through the Olahtraga Youth and Tourism Office of Ogan Komering Ulu Timur district, also coordinates with village heads, sub-districts, and other agencies to create good performance in carrying out the implementation of sports tourism development programs. Then some factors hinder the policy of developing sports tourism, namely, budget/fund problems, human resources in managing the scope of sports tourism objects, and a small number of people need to care about the benefits of exercise for the body for physical fitness.

The supporting factor is the provision of suitable facilities and infrastructure as well as existing facilities so that it can be used to carry out sports tourism activities and organize sports tourism events; even access and infrastructure, especially roads in Ogan Komering Ulu Timur regency, are very good for getting to the sports tourism object area. Furthermore, for the policy in developing sports tourism to run well, the regional government, through the Sports and Tourism Youth Office, refers to rules such as

the Tourism Law and Regional Regulations on tourism in Ogan Komering Ulu Timur Regency. Implementing the sports tourism development policy program can be helpful for all levels of society, namely, to turn the wheels of the community's economy.

Apart from all that, the source of funds obtained in developing sports tourism in Ogan Komering Ulu Timur district comes from the Ogan Komering Ulu Timur district budget, the South Sumatra provincial government, and the central government. Then there is also assistance from sponsors such as Bank Sumsel Babel and others.

For the implementation of this sports tourism development policy program to run smoothly, the Ogan Komering Ulu Timur district government, through the Sports and Tourism Youth Office, carried out the implementation of sports tourism coaching, the implementation of which is to introduce sports tourism to the community about tourism awareness for the community and conduct training on sports tourism challenges, not only that in coaching the local government also organizes sports tourism events which is intended for society. The Ogan Komering Ulu Timur district government, through the Sports and Tourism Youth Office, also introduced other sports, such as traditional sports in Ogan Komering Ulu Timur Regency, such as the "Big Dipper Competition," which was held on the banks of Sungai Komering.

In developing sports tourism, sports facilities, and infrastructure are needed; facilities and infrastructure in sports tourism objects are obtained from the local village

government, then other supporting facilities are obtained with the assistance of the governor; the current condition is quite good because the management itself is very concerned about the condition of existing facilities and infrastructure so that it is adequately maintained. The policy in developing sports tourism in Ogan Komering Ulu Timur Regency received a good response from the community; the community is very supportive of this policy program, and not only the community but the district government and even the province also provided support and positive response. Furthermore, the availability of human resources (HR) in developing sports tourism in Ogan Komering Ulu Timur district also exists, and training have been carried out by the Sports and Tourism Youth Office of Ogan Komering Ulu Timur district every year. This training was held to improve the service of sports tourism activities and superior products in the Ogan Komering Ulu Timur district. It can increase the development of Human Resources (HR) related to increasing tourism screening. It can provide awareness to tourism awareness groups and business actors to be more professional in managing sports tourism destinations.

So far, public interest and participation in sports tourism are very high; it can be seen in the level of enthusiasm for tourist attractions on weekends; many visitors flock to come for vacation and tourism, and sports tourism that is favored by the public is speed boats because it is very adrenaline-testing, especially done with family. Not only that, but visitors can also enjoy culinary tours around the attractions for culinary waste. The district government of

Ogan Komering Ulu Timur also began to introduce grass-track natural tourism sports through the forest using motocross to the community; this was directly commanded by the Regent of Ogan Komering Ulu Timur, Mr. H. Lanosin Hamzah. Then the latest is the Big Dipper sport; this dipper sport is a kind of dragon boat that is competed in groups and will be completed in the Komering River of Ogan Komering Ulu Timur district.

CONCLUSION

Discussions regarding the implementation of sports tourism development in Ogan Komering Ulu Timur Regency can be concluded that the implementation of Sports Tourism development in Ogan Komering Ulu Timur Regency has not run well and has not been by the policy objectives made. However, facilities and infrastructure already exist later from the local government through the Oahraga Youth and Tourism Office of Ogan Komering Ulu Timur Regency has conducted training Aware tourism public to do sports tourism. Still, the implementation of blum sports tourism activities is going well.

In implementation, the relevant agencies with tourism destination managers only hold events on significant days such as Eid al-Fitr and New Year. In contrast, if the management and related agencies can hold events every weekend, there will be many visitors who come to visit tourist attractions and do sports tourism activities because the enthusiasm of the public for sports tourism is enormous; that way, the merchants around the

tourist attraction will also feel the impact when the tourist attraction is crowded with visitors.

Coordination from related agencies, managers, and the community is quite good; just how to build better communication to carry out a commitment to developing Sports Tourism in Ogan Komering Ulu Timur Regency while still paying attention to the welfare of administrators and managers, coaching managers on an ongoing basis, then organizing scheduled events such as on weekends not just every big day, Because if the old facilities and infrastructure are not used, the condition will also be damaged and difficult to maintain. The development of Sports Tourism requires coordination from all parties so that the desired goals can be achieved and must pay attention to elements such as funding, availability of human resources, socialization of program implementation, quality of facilities and infrastructure, and community participation.

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